Comparative Analysis: The Power And Effectiveness Of Social Media Ads Vs Print Media Ads And Purchasing Attitudes- A Study On Youth Of Uttarakhand.

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ARTICLE INFO	ABSTRACT
	The conclusion drawn from the data analysis suggests a significant impact of social media advertising on consumer purchasing behavior, particularly among the youth demographic. Compared to print media advertising, social media advertising appears to have a stronger influence, with respondents expressing a higher likelihood of considering purchases after seeing ads on social media platforms. This finding underscores the potential effectiveness of utilizing social media for marketing purposes, prompting businesses to consider reallocating resources towards social media advertising to enhance their overall marketing strategy. The study highlights several key factors contributing to the impact of social media advertisements on youth consumption patterns. Notably, new and branded products, as well as items originating from distant locations, tend to capture the attention of young consumers. Positive peer reviews further reinforce trust in advertised products, leading to increased purchasing behavior among youth. Exclusive products promoted solely on social media platforms, such as skincare items and health-related consumables, contribute significantly to consumer spending in this demographic. **Keywords:** Social Media Advertisements, Print Advertisements, Purchasing attitudes, Youth

Introduction:

With the advent of internet, loaded with social networking sites, the scenario of media affect has changed considerably. Looking at the rise in use of internet, the print and television media have begun to question the future of their industries. In today's digital time of life, the landscape of advertising has profoundly endured an alteration with the rise of social media platforms. Social media advertisements have appeared as a formidable competitor to print advertisements, challenging the conservative methods to reach the target audiences. This introduction sets the state for a comparative analysis of effectiveness, reach and impact of Social Media advertisements vs Print advertisements. In today's rapidly growing advertising landscape, businesses have an array of platforms at their disposal to reach their target audience. Two prominent advertising modes that have stood the test of time are social media ads and print ads. Both offer unique advantages and challenges, making them worthy of comparison. Social media ads have transfigured advertising by providing matchless targeting options and widespread reach. Social media platforms allow individuals to connect and share crucial information about their interests and lives. It also provides an ideal opportunity for real-time marketing, as marketers can engage with consumers at the moment by connecting their brands to important events, causes, and milestones in consumers' lives (Laradi, 2023). With billions of active users across various platforms like Facebook, Instagram, Twitter, and LinkedIn, businesses can precisely target their desired demographics based on aspects such as age, location, interests, and behaviors. Additionally, social media ads allow for real-time interaction with audiences through likes, comments, and shares, fostering engagement and virality. On the other hand, print ads have a long history of being a reliable and tangible form of advertising. Print ads are associated with greater levels of engagement and arousal (Vinod, 2018). From newspapers and magazines to brochures and billboards, print ads offer a corporal presence that can leave a lasting imprint on readers. Print ads can be particularly real in reaching niche audiences through specialized periodicals, allowing businesses to tailor their messaging to specific interests or demographics. In this comparison, we'll explore various aspects

of social media ads and print ads, including their reach, targeting capabilities, cost-effectiveness, measurability, and overall effectiveness in achieving advertising objectives.
By examining these factors, businesses can make informed decisions about which medium best suits their marketing goals and economic constraints.

1. Reach:
- Social media ads often have a wider reach due to the massive user bases of platforms like Facebook and Instagram. They can potentially reach global audiences.
- Print ads have a more localized reach, typically targeting specific geographic areas where the publication is distributed.

2. Targeting Capabilities:
- Social media ads offer highly advanced targeting options, allowing advertisers to pinpoint specific demographics, interests, behaviors, and even remarket to previous website visitors.
- Print ads generally have less precise targeting capabilities, often relying on the demographics of the publication's readership.

3. Cost-Effectiveness:
- Social media ads can be cost-effective, especially for small businesses, as they offer flexible budgeting options and the ability to track and adjust campaigns in real-time.
- Print ads may require a significant upfront investment, particularly for full-page placements in popular publications, and the ROI can be more challenging to measure.

4. Measurability:
- Social media ads provide robust analytics tools that allow advertisers to track various metrics such as impressions, clicks, engagement rates, conversions, and return on ad spend (ROAS).
- Print ads offer less immediate measurability, relying more on indirect methods like coupon redemptions or tracking spikes in website traffic during and after ad placements.

5. Effectiveness:
- Social media ads excel in generating engagement, driving website traffic, and fostering brand awareness, particularly among younger demographics who are heavy social media users.
- Print ads can be effective in capturing the attention of specific audiences, especially in niche publications or local markets, and they can leave a lasting impression due to their tactile nature.

Review of Literature:

In this study researcher has found that there is significant impact of print media advertising of cosmetic products on consumers in Jammu and Kashmir. It is also implied in the study that print media is most reliable source of information with some people have differed viewpoints about magazine advertisements. It also states that print media is also regaining popularity ahead of digital media. (Al Bara, The Effectiveness of Advertising Marketing in Print Media during the Covid 19 Pandemic in the Mandailing Natal Region, 2021)

In his study researcher has found that the newsprint industry in Gujrat state is not affected with the growth of new media. Revenue generation of print media is still substantial and print media has been remained as the one of the major media affecting consumer perception. And also, advertiser selects the media on the basis of market share, circulation and readership of newspaper. (Shaji Mathai, 2021)

In his study researcher has found that in the Nanded district of Maharashtra on graduate women Print media advertisement has significant medium impact as compare to electronic media advertising regarding item mindfulness, value mindfulness, mark mindfulness, quality mindfulness and substitute mindfulness. (Venkatesh, 2017)

In this study the researcher revealed that as social media is able to influence customers' decision making and purchase intentions, companies have the opportunity to communicate with the users for promoting their products and services. By interacting virtually with the customers, companies get an opportunity for improving their products and services, their appearance and brand on social networking sites with an aim to satisfy the needs of the consumers. If the company is able to successfully satisfy its customers, the reputation of the company will increase, thereby creating a positive brand image of the company. Thus, the customers are attracted to a company's products through positive referrals. (Ludmila, 2017)

The researcher found in his study that marketing communications on social media had a positive impact on "cognitive (awareness, knowledge)", "affective (liking, preference)" and "behavioral (intention-to-purchase, purchase)" components of teenagers, however the influence is at a decreasing rate which is correlated with the

purchase funnel. Findings of study also revealed that the most favorable attitudinal responses were displayed by teenagers toward social media communications who updated their profiles frequently on social media platforms and use social media for longer time periods. Limitation of the study was that it only considered the Generation Z group of South Africa and attitudes toward social media marketing messages were not investigated for other groups. (Duffet, Influence of social media marketing communications on young consumers' attitudes, 2017)

In their study investigated the four antecedents of "consumers' attitude toward social network advertising" namely, "Perceived Usefulness", "Perceived Ease of Use", "advertising intrusiveness", and "Incentive Offering". The study highlighted that the ads should be targeted by the firms with minimum possible intrusiveness for the users. The research also concluded that incentive offers constitute a positive impact on "consumers' attitude toward social network advertising". The limitation of the study was that there may be other factors besides the four antecedents examined in the study which may influence the "consumers' attitude towards social network advertising". Moreover, the research has limitation that it was conducted only on undergraduate business students and thus a representation of the overall social network user's population was absent. (Torres N. a., 2015)

The popularity of social media and its characteristics of breaking the social and geographical barriers make it the perfect platform for health interventions like drug prevention and encouraging people for opting for healthy behavior.

This research paper is oriented to watch the dose response relationship that pushes greater engagements and exposure towards physical activities among people who are subjected to the health promotion campaigns or any such social media interventions.

The objective of the studies to examine that how the technical devices successfully use the tracker bands like Fitbit and Garmin to remain them physical active and how social media activities successfully in calculate those creative elements into the behavior by engaging them in the process most positive way. Different social media platforms attract different levels of engagement as the highest was reported on Instagram that was 32, 200 times higher than Facebook or Twitter the Fitbit and Garmin used different creative elements to engage its users but still there were few things which were really liked by the consumers and that was the product highlights or the product features and themes of self-improvement. This clearly indicates that media interventions or social media campaigns are really instrumental in creating awareness about health seeking behaviors among people. Whether it is about choosing the correct gadget to track their vitals like pulse rate, calorie count blood pressure etc., or getting encouraged with the theme of healthy lifestyle that is continuously being promoted on any social media platform- one thing is sure that people must adopt and inclined towards those healthy behaviors. (Sarah Edney, Svetlana Bogomolova, Jillian Ryan, Tim Olds, Ilea Sanders, Carol Mhaer, 2018)

This research study is focused to understand the problem that why health campaigns struggle to gain the attraction of young adults using social media. This is surprising because more than 80% of young adults use social media on daily basis. That is the reason the food industry and lifestyle brands successfully get their highest level of engagement that materials into potential consumers by promoting their messages on social media. This again made us to think that why public service advertisement campaigns on health promotion activities failed to gain desire results. The objective of the study is to identify and quantify the strategies implied by particularly food industry and life brands as well as also buy the health promotion organizations on various social media sites. For the study out of 227 posts 143 posts that is 63% were taken from the Facebook and 37% were taken from the Instagram. Where is 64% and 34% photos and videos were used respectively to boost up the posts. It was found that different study strategies work for different things on these social media platforms for example on some platforms the higher interactions from the audience were reported at the sides of purchasable items whereas for others it was body image products and food content. It is also to put in faces on the fact that the content with positive Vibe is more welcome than any other kind of stuff. Moreover, the study of Facebook reflected that the interactions were negatively associated with visually appealing graphics, pop culture, and storytelling. However, the positivity interactions on Instagram were more associated with food content weight loss and miscellaneous stuff. The study establishes that social media sites could prove a very good platform for health promotional activities by government and non-government organizations as well as a great tool to ensure highest level of youth engagement for the same by running a good public service advertisement campaign (Claire, 2022).

It is observed that most of the accidents happened due to in attention and distraction of the driver. Though it had been are cute that the roadside advertising is a potential distraction but in various research studies the outcomes read that the major distraction was texting or calling on the phone while driving. This research study is trying to understand the impact of road safety public service advertisements on the roadsides. Under the study 90 unique documents were reviewed as Task Capability Interface Model (TCI). Results of this study established that TCI Model is highly utilitarian when it comes to decipher the inter relationship between a driver's behavior and roadside public service advertising. During the research study it was also found that the

effect of roadside public service advertisements on the attention of the drivers varies from person to person. As some drivers found it useful because it kept reminding them about the safety measures weather other found is disturbing and interrupting. While on this topic most of the studies couldn't give any clear verdict but the relationship between the driving behavior and the roadside advertisements cannot be ruled out. In this study it was found that the majority of the evidences and respondents agree to the fact that road side advertisements are closed related with the road shops crashes and accidents (Oviedo, 2019).

This research study reflects light on the mindfulness of Public Service Advertising messages. Hence it is about exploring the use of different kinds of advertising appeals that arouse human emotions in different ways and could be used as a very good creative tool to make a great Public Service Advertising campaign. Different kinds of advertising appeals affect different people carrying different personal beliefs, attitudes, behavior and opinions. These appeals are different from the commercial advertisements because the main aim of Public Service Advertisement is to bring the social change through making society aware about any social issue. The research is based on the secondary data that is fetched from diversified sources and documents some collected from electronically while others got procured from stored information documented on paper. The documents used as the secondary set of information or the secondary data had been procured from advertising agencies, websites, different research papers and publish journals. Information appeal is one of such appeals which are used to directly convey the message or inform the masses about any social matter, for example drinking and driving mishap. But it is observed that informational approach does not yield desired result with the big celebrity names for Public Service Advertising campaigns rather people connect more with an unknown person on the screen who feels them like one of their own kind. Similarly, empathy appeal works for the people who connect themselves with other person's experience for example if a person had lost his loved one in alcohol related accident then any public service advertising containing such message would directly establish a connection with him, this phenomenon is called as cognitive empathy. Likewise, rationale, music appeal, statistics appeal, fear appeal, humor appeal and celebrity appeal also work in a very certain way attracting and engaging different moods or thought process of human mind (Sharma, 2019).

Significance of the study:
The findings of the study is a benefit to the society, institutions, community etc. as it describes the Comparative Analysis: The power and effectiveness of Social media ads vs Print Media ads and Purchasing attitudes- A study on Youths of Uttarakhand.

Sample size: 153 youths

Sample area: Uttarakhand (Dehradun, Haldwani, Haridwar)
Data Collection: Questionnaire sent through google forms

Data Analysis:

In your opinion, which advertising medium (social media or print media) is more effective in reaching and influencing consumers?
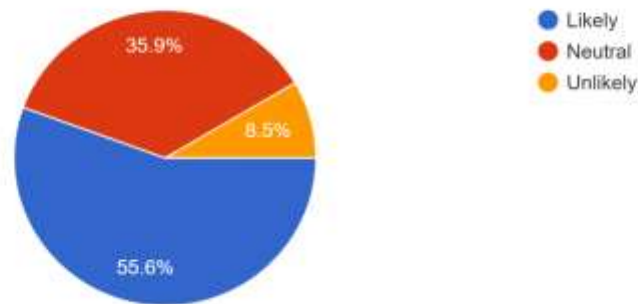153 responses

- Social media
- Print media
- Both equally effective
- Neither of them

42.5%
7.8%
47.1%

The image shows a pie chart representing the results of a survey asking 153 youths as respondents which advertising medium is more effective in reaching and influencing youth of Uttarakhand. The majority of respondents 47.1% chose Social Media, while 42.5% believe Print Media and Social Media are equally effective. A small percentage (7.8%) chose Print Media, and a tiny portion of 2.8% selected neither of them.

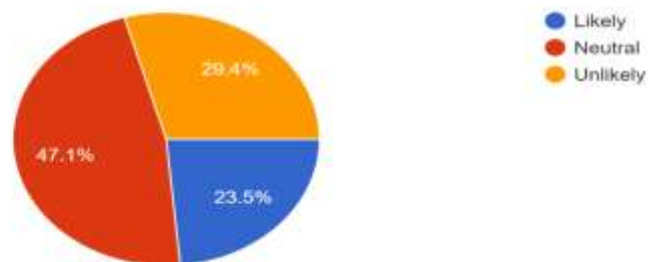After seeing a social media ad, how likely are you to consider purchasing the advertised product or service?

153 responses

- Likely
- Neutral
- Unlikely

35.9%
8.5%
55.6%

The image shows a pie chart representing the responses to a survey by 153 respondents. asking people about their likelihood of purchasing a product or service after seeing a Social Media advertisement. 55.6% of the respondents answered "Likely", 35.9% answered "Neutral" and 8.5% answered "Unlikely".

After seeing a print media ad, how likely are you to consider purchasing the advertised product or service?

153 responses

- Likely
- Neutral
- Unlikely

29.4%
47.1%
23.5%

The image is a pie chart representing the responses of 153 youths to the question "After seeing a print media ad, how likely are you to consider purchasing the advertised product or service?". 47.1% of the respondents answered "Neutral", 29.4% answered "Unlikely" and 23.5% answered "Likely".

Have you ever purchased a product or service solely because it was promoted on a social media platform?

153 responses

- Yes
- No

96.7%
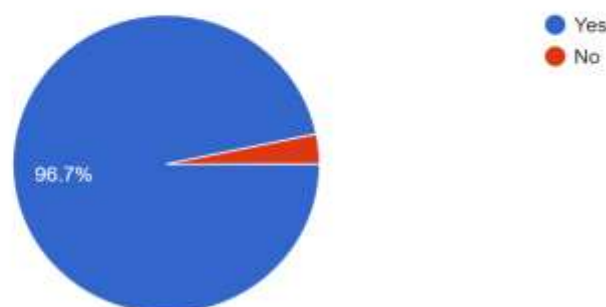
This graph represents the responses to the question: "Have you ever purchased a product or service solely because it was promoted on a social media platform? "there are 153 total responses: Yes: The overwhelming majority of respondents, 96.7%, have purchased a product or service solely because it was promoted on a social media platform. This is represented by the large blue section of the pie   chart.
No: A small minority of respondents, 3.3%, have not made a purchase solely based on social media promotions. This is shown by the small red section of the pie chart. The pie chart visually demonstrates that social media promotions are highly effective in driving purchases. as nearly all respondents reported making a purchase solely due to such promotions.

Does positive reviews from peers influence your decision to purchase a product or service advertised on social media?
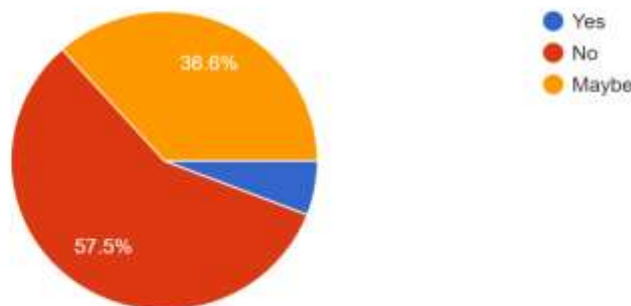
153 responses

There are 153 total responses. The vast majority of respondents, 94.8%, answered "Yes," indicating that positive reviews from peers significantly influence their decision to purchase a product or service advertised on social media. A small minority, approximately 5.2%, answered "No," indicating that positive reviews from peers do not influence their purchasing decisions. The pie chart visually represents this distribution with a large blue section for "Yes" and a small red section for "No." The blue section dominates the chart, illustrating the overwhelming influence of peer reviews on purchasing decisions.

Do you trust advertisements from unfamiliar companies that you encounter on social media platforms?
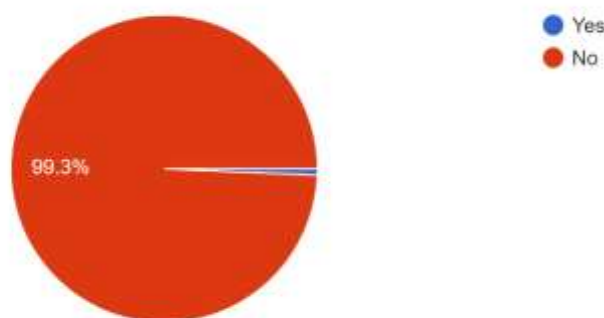
153 responses

This graph represents the responses to the question: "Do you trust advertisements from unfamiliar companies that you encounter on social media platforms?" there are 153 total responses.
Yes: A small minority of respondents, only 5.9%, trust advertisements from unfamiliar companies on social media platforms. This is shown by the smallest section of the pie chart, which is colored   blue.
No: The majority of respondents, 57.5%, do not trust advertisements from unfamiliar companies on social media platforms. This is represented by the largest section of the pie chart, which is colored   red.

Maybe: A significant portion of respondents, 36.6%, are uncertain about their trust in advertisements from unfamiliar companies, indicated by the orange section of the pie chart Overall, the graph indicates a general skepticism or uncertainty towards advertisements from unfamiliar companies on social media platform 1 with the majority of respondents expressing distrust.

Would you be more likely to purchase a product or service advertised on social media if there were no option for cash on delivery?

153 responses

This graph represents the responses to the question: "Would you be more likely to purchase a product or service advertised on social media if there were no option for cash on delivery? "There are 153 total responses.

Yes: Only 0.7% of respondents indicated that they would be more likely to purchase a product or service without the cash on delivery option. This is shown by every small blue section of the pie chart.

No: An overwhelming majority of respondents, 99.3%, indicated that they would not be more likely to purchase a product or service if there no option for cash on delivery. This is represented by the large red section of the pie chart.

The pie chart visually demonstrates that almost all respondents prefer having the option for cash on delivery when making purchases on social media platforms. The lack of this option significantly reduces the likelihood of them making a purchase.

Conclusion:

Based on the data extracted from the survey, it can be concluded that Social Media ads are perceived as more effective in reaching and influencing youths compared to Print Media ads. The majority of respondents in the survey indicated a preference for social media ads over print media ads. Additionally, when it comes to purchasing attitudes, respondents were more likely to consider purchasing a product or service after seeing a social media ad compared to a print media ad. This suggests that businesses may benefit from investing more in social media advertising to reach and engage with their target audience effectively. In addition, the data suggests that Social Media advertising may have a stronger impact on consumer purchasing behavior compared to Print Media advertising. The higher likelihood of respondents considering purchasing a product or service after seeing a Social Media ad indicates the potential effectiveness of utilizing social media platforms for marketing purposes. Businesses may want to consider allocating more resources towards social media advertising to capitalize on this trend and enhance their overall marketing strategy. In conclusion, the impact of social media advertisements on youth is significant, particularly concerning new and branded products. Products originating from distant locations, whether domestic or international, tend to capture the attention of young consumers. Positive reviews from peers further reinforce trust in advertised products, leading to increased purchasing behavior among youth. The allure of exclusive products promoted solely on social media platforms, such as skincare items and health-related consumables, contributes to consumer spending among this demographic. This study has found that many young people have stated that several advertisements on social media turn out to be deceptive, as the product portrayed is not as advertised. Some products display the seller's name, but their actual identity and address are often missing. It has been observed in this research that the increasing distance from traditional news sources and growing dependence on mobile phones are exacerbating the influence of advertisements on social media. Nevertheless, research indicates that young

individuals exhibit skepticism towards advertisements from unfamiliar companies, especially those featuring new technologies. Despite the appeal of novel products, many educated youth refrains from purchasing due to concerns about the absence of cash on delivery options, reflecting a prevailing apprehension about potential fraudulent practices. Thus, while social media advertisements wield considerable influence over youth consumption patterns, factors such as trust, accessibility, and perceived risk significantly shape purchasing decisions in this demographic.

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