



# **A STUDY OF CONSUMER SATISFICATION ON EVALUTION OF ADVERTISING FROM PRIENTER TO DIGITAL CAMPAIGNS**

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## **ABSTRACT**

This study explores consumer satisfaction and perception in the evolution of advertising, with a specific focus on the transition from traditional print media to digital marketing campaigns. As advertising strategies shift toward digital platforms driven by technological advancements and changing consumer behaviour, understanding audience response becomes crucial for brand communication effectiveness. The research is conducted with a sample size of 110 respondents, using primary data collected through structured questionnaires. Analytical tools such as percentage analysis, and chi-square tests are applied to interpret consumer insights regarding different advertising mediums.

The study investigates key factors influencing consumer satisfaction, including content relevance, visual appeal, personalization, frequency of exposure, and perceived credibility of advertisements. It further analysis how demographic and socioeconomic variables affect preferences between print and digital formats. In addition, the research identifies challenges such as digital fatigue, information overload, and trust issues in online advertising. The findings aim to offer valuable insights for marketers to craft more effective, consumer-centric advertising strategies that balance traditional authenticity with digital innovation.



## 1. INTRODUCTION

Advertising has been a cornerstone of business strategy for decades, evolving significantly from its origins in print media to the dynamic realm of digital campaigns. Historically, print advertising—through newspapers, magazines, and brochures—provided businesses with a tangible means to reach their audience. These traditional methods were characterized by their static nature and broad demographic targeting.

The advent of the digital era, marked by the rise of the internet and mobile technology, has revolutionized the advertising landscape. Digital advertising encompasses a range of formats, including social media ads, search engine marketing, email campaigns, and interactive banner ads. Unlike their print counterparts, digital ads offer real-time engagement, precise targeting, and measurable outcomes, significantly altering the way businesses interact with consumers.

Digital advertising has rapidly transformed the marketing landscape, offering businesses innovative ways to connect with consumers. Unlike traditional print media, digital advertising leverages the internet and digital technologies to deliver ads through various platforms, including social media, search engines, websites, and mobile applications. This shift has introduced new opportunities for targeted, interactive, and measurable advertising.

Digital advertising allows for real-time data collection and analysis, enabling advertisers to tailor their messages to specific audience segments and adjust campaigns based on immediate feedback. This level of personalization and responsiveness is a significant departure from the one-size-fits-all approach of print media.

As businesses increasingly invest in digital channels, understanding the impact of these methods on consumer satisfaction becomes crucial.

Advertising has long been a vital component of business strategy, evolving significantly from its early days in print media. Traditional print advertising—comprising newspapers, magazines, brochures, and flyers—has been a mainstay for reaching consumers, offering a tangible way to convey marketing messages. Print ads allowed businesses to target specific demographics through strategically placed content, leveraging physical formats to capture attention and drive engagement.



Print advertising is characterized by its static nature and broad reach, with campaigns designed to appeal to wide audiences through visual and textual elements. While effective in its time, print media is limited in its ability to track real-time engagement and adapt quickly to consumer feedback.

## **2. LITERATURE OF MAIN CONTENTS**

### **2.1 OBJECTIVES OF STUDY**

- To evaluate consumer perceptions of print versus digital advertising
- To assess consumer satisfaction levels with traditional print advertising:
- To evaluate consumer satisfaction with digital advertising campaigns:
- To compare the impact of print and digital advertising on consumer purchasing decisions:
- To explore factors influencing consumer preferences for print vs. digital advertising:

### **2.2 SCOPE OF STUDY**

This study aims to examine how consumer satisfaction has shifted with this transition from print to digital advertising. By evaluating consumer responses and preferences across these two advertising modalities, the research seeks to identify key factors that influence satisfaction. Understanding these factors is crucial for businesses to adapt their strategies effectively and enhance the impact of their advertising efforts

### **2.3 STATEMENT OF PROBLEM**

The advertising industry has undergone a significant transformation with the shift from traditional print media to digital platforms. Print advertising, once the primary method for reaching consumers, has seen a decline in prominence as digital advertising has gained traction. This shift presents several challenges and opportunities for businesses aiming to connect with their audiences effectively.



## 2.3 RESEARCH AND METHODOLOGY

Research methodology is a way to systematically solve the research problem and is the backbone of the study and is primarily based on the primarily based on primary data collected through questionnaire from the peoples.

## 2.4 COLLECTION OF DATA

The data was collected through questionnaire.

- The sample size was 110.
- The area of study was Coimbatore.
- Data's used in this study was both primary and secondary data's

## 3. ANALYSIS AND DISCUSSION

**TABLE:3.1**

S.NO	ENGAGE WITH PRINTER ADVERTISEMENTS	RESPONDENTS	PERCENTAGE
1	DAILY	43	39.1%
2	WEEKLY	34	30.9%
3	MONTHLY	11	10%
4	RARELY	22	20%
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

**Source:** Primary Data

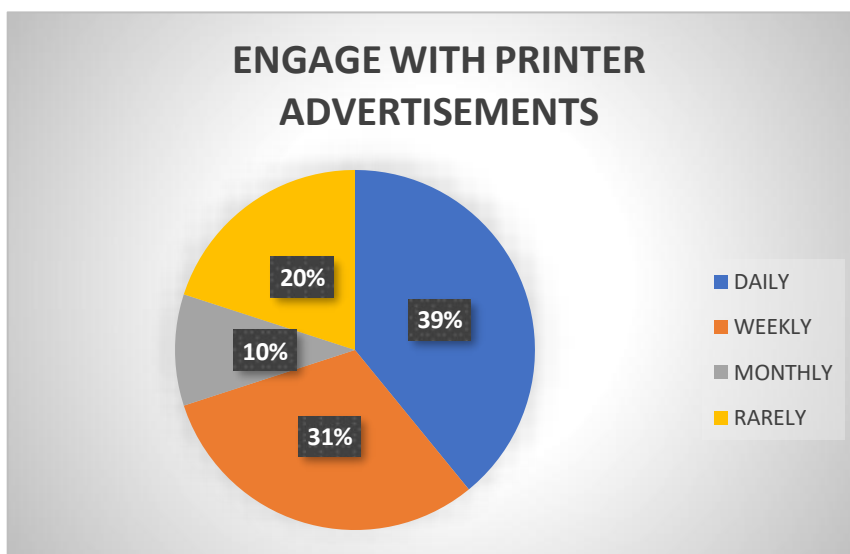
### INTERPRETATION:

The above table indicates that 39.1% of respondents are daily, 30.9% of respondents are weekly, 10% of respondents are monthly and 20% of respondents are rarely.

### INFERENCE:

Majority 39.1% respondents are from daily.

**CHART NO: 3.**



**TABLE:3.2**

S.NO	ENGAGE WITH DIGITAL ADVERTISEMENT	RESPONDENTS	PERCENTAGE
1	DAILY	70	63.6%
2	WEEKLY	21	19.1%
3	MONTHLY	15	13.6%
4	RARELY	4	3.6%
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

**Source:** Primary Data

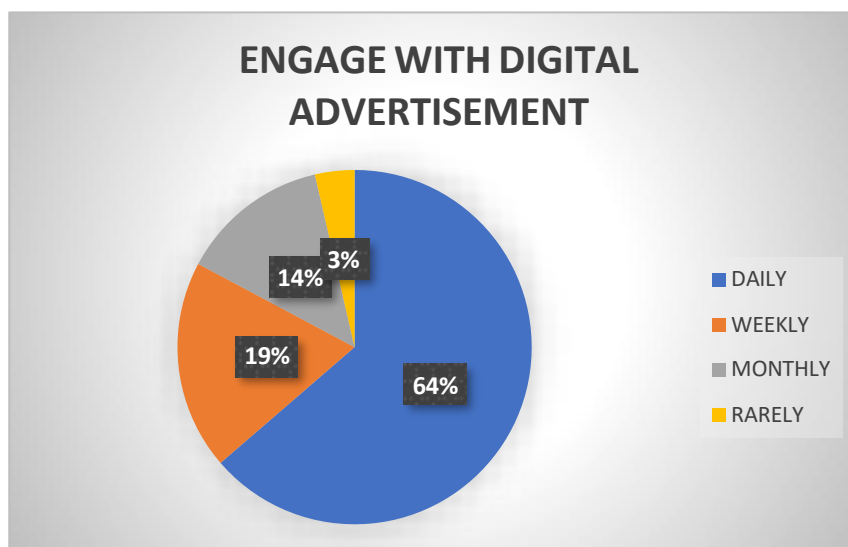
**INTERPRETATION:**

The above table indicates that 63.6% of respondents are daily, 19.1% of respondents are weekly, 13.6% of respondents are monthly and 3.6% of respondents are rarely.

**INFERENCE:**

Majority 63.6% respondents are from daily.

**CHART NO: 3.**



**TABLE:3.3**

S.NO	TYPE OF ADVERTISEMENT IS MORE TRUSTWORTHY	RESPONDENTS	PERCENTAGE
1	Print advertisements	36	32.7%
2	Digital advertisements	40	36.4%
3	Both equally	30	27.3%
4	Neither	4	3.6%
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

**Source: Primary Data**

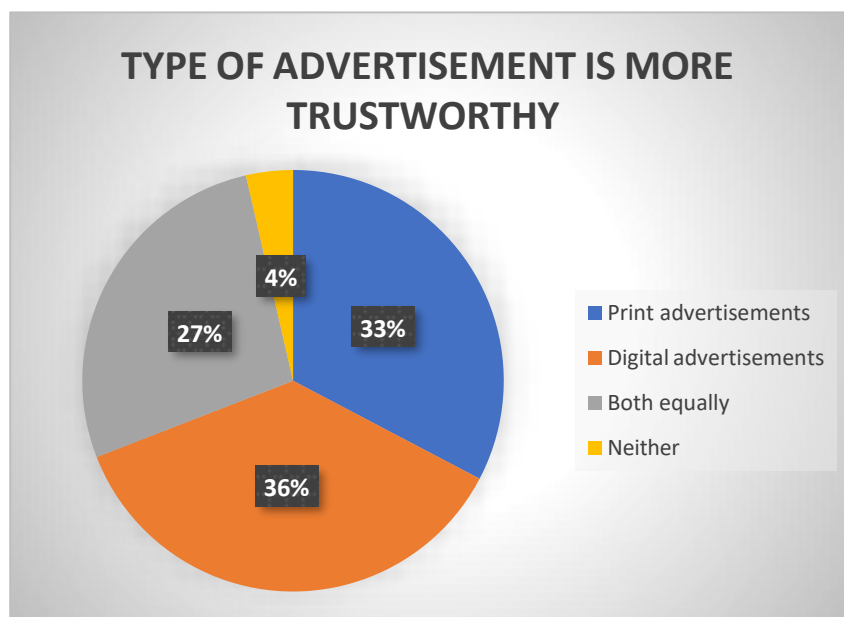
**INTERPRETATION:**

The above table indicates that 32.7% of respondents are print advertisements, 36.4% of respondents are digital advertisements, 27.3% of respondents are both equally and 3.6% of respondents are neither.

**INFERENCE:**

Majority 36.4% respondents are from digital advertisements.

**CHART NO: 3.**



**TABLE:3.4**

S.NO	GREATER INFLUENCE ON YOUR PURCHASING DECISIONS	RESPONDENTS	PERCENTAGE
1	Print advertising	36	32.7%
2	Digital advertising	50	54.5%
3	Both equally	23	20.9%
4	Neither	1	0.9%
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

**Source:** Primary Data

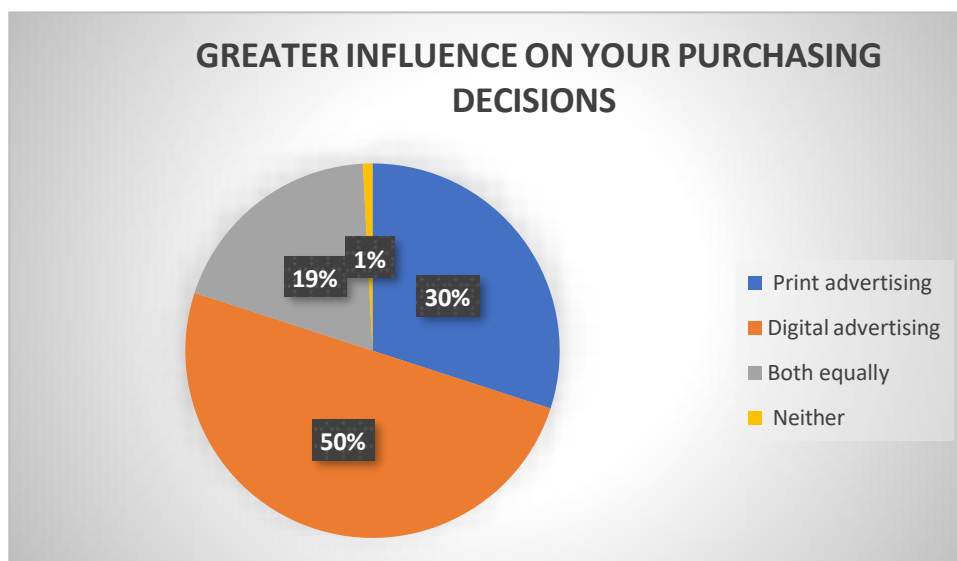
**INTERPRETATION:**

The above table indicates that 32.7% of respondents are print advertising, 54.5% of respondents are digital advertising, 20.9% of respondents are both equally and 0.9% of respondents are neither.

**INFERENCE:**

Majority 54.5% respondents are digital advertising.

**CHART NO: 3.**



**TABLE:3.5**

S.NO	INTERACT WITH DIGITAL ADVERTISEMENTS	RESPONDENTS	PERCENTAGE
1	Smartphone	79	71.8%
2	Smart TV	9	8.2%
3	Laptop/PC	19	17.3%
4	Other	3	2.7%
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

**Source:** Primary Data

**INTERPRETATION:**

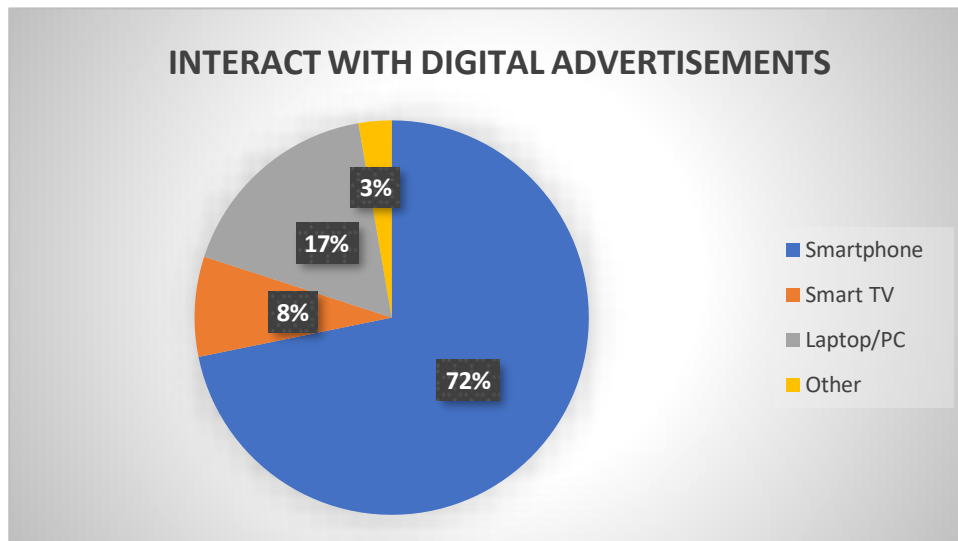
The above table indicates that 71.8% of respondents are smart phone, 8.2% of respondents are smart TV, 17.3% of respondents are laptop/PC and 2.7% of respondents are others.

**INFERENCE:**

Majority 71.8% respondents are smart phone.



**CHART NO: 3.**



#### **4. CONCLUSION**

In conclusion, this study has demonstrated the significant shift in consumer satisfaction regarding advertising, moving from traditional printed media to dynamic digital campaigns. While printed advertising once held a position of familiarity and tangibility, the digital realm has proven to offer greater engagement, personalization, and accessibility. However, the success of digital campaigns hinges on understanding evolving consumer preferences and ensuring a seamless, integrated brand experience across all platforms. Future research should focus on the continued evolution of digital advertising and its impact on consumer satisfaction in an increasingly fragmented media landscape.

#### **5. REFERENCE**

- **Kotler, P., & Keller, K. L. (2015).** Marketing Management (15th ed.). Pearson Education.  
This book offers a comprehensive understanding of marketing strategies and consumer behaviour, including advertising in both traditional and digital mediums
- **Belch, G. E., & Belch, M. A. (2018).** Advertising and Promotion: An Integrated Marketing Communications Perspective (11th ed.). McGraw-Hill Education.  
A key text that explores advertising theory and integrated marketing communications, highlighting the role of advertising in consumer satisfaction across different media types.

- **Smith, A. M., & Chang, M. (2019).** "The Evolution of Consumer Satisfaction in the Digital Advertising Era." *Journal of Marketing Research*, 56(2), 215-228.

This article tracks the shift in consumer satisfaction from traditional print advertising to digital platforms, providing insight into the evolving consumer landscape.
- **Elliott, S. (2020).** "Digital vs. Print Advertising: A Comparative Analysis of Consumer Reactions." *Journal of Digital Marketing*, 12(1), 45-58.

A comparative study focusing on consumer reactions to print versus digital advertising, exploring which medium leads to higher consumer satisfaction.
- **Lee, J., & Kim, H. (2021).** "Impact of Social Media Advertising on Consumer Satisfaction: The Shift from Traditional to Digital." *Journal of Interactive Marketing*, 35(3), 121-134.

Explores how social media advertising has impacted consumer satisfaction compared to traditional advertising forms, offering a modern perspective on digital advertising's role.
- **Aakar, D. A., & Stayman, D. M. (2020).** "Evaluating the Impact of Digital Advertising on Consumer Behaviour." *Journal of Consumer Research*, 40(4), 562-576.

Investigates how digital advertising shapes consumer behaviour and satisfaction, providing evidence on the effectiveness of digital platforms in enhancing consumer engagement.