

A Strategic Analysis of Consumer Response to TV Advertising and Digital Advertising

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ABSTRACT

Advertising plays a vital role in influencing consumer awareness, perception, and purchasing behaviour in today's competitive market environment. With the rapid development of media and technology, both television advertising and digital advertising have become important tools for marketers to reach consumers. The research is based on primary data collected through a structured questionnaire distributed using Google Forms. A total of 100 respondents participated in the survey. The findings reveal that digital advertising leads to higher consumer engagement and immediate purchase actions, while television advertising mainly creates awareness and encourages consumers to search for products online. Factors such as relevance and personalization significantly influence responses to digital advertisements, whereas humour and celebrity endorsements play an important role in capturing attention in television advertisements.

The study concludes that both television and digital advertising are effective in different ways. An integrated advertising approach that combines the strengths of both media can help marketers achieve better consumer response and overall advertising effectiveness. The study also highlights the changing preferences of consumers in a multi-media environment, where exposure to advertisements across different platforms influences decision-making patterns. The results indicate that consumers do not rely on a single advertising medium; instead, they move between television and digital platforms before making purchase decisions. This shift in behaviour emphasizes the importance of understanding consumer response across both traditional and modern advertising channels. The study provides useful insights for marketers to design effective advertising strategies that align with evolving consumer expectations and media usage habits.

Keywords: Advertising Exposure, Media Influence, Consumer Perception, Advertisement Recall, Buying Intention, Audience Engagement.

INTRODUCTION

Advertising plays a crucial role in influencing consumer awareness, attitudes, and purchasing behaviour. Television advertising has traditionally been a dominant promotional medium due to its wide reach, strong visual impact, and ability to create emotional connections with viewers. Television advertisements help brands communicate messages effectively to a mass audience and build long-term brand recognition. With the rapid growth of the internet, smartphones, and social media platforms, digital advertising has gained significant importance. Digital advertisements allow marketers to target specific audiences, personalize content, and receive immediate responses from consumers. Consumers today are exposed to both television and digital advertisements on a regular basis, which strongly

influences their decision-making process. This study focuses on analysing consumer response to TV advertising and digital advertising based on primary data collected through a survey.

STATEMENT OF THE PROBLEM

Consumers are exposed to advertisements through multiple platforms such as television, social media, and online websites. Television advertising is often perceived as credible and emotionally appealing, while digital advertising offers relevance, personalization, and convenience. However, consumers may ignore advertisements if they find them repetitive or irrelevant. The problem addressed in this study is to understand how consumers respond to TV advertising and digital advertising and to identify which medium is more

effective in influencing consumer trust, attention, recall, and buying behaviour.

OBJECTIVES

- To study consumer response to television advertising
- To analyse consumer response to digital advertising
- To compare the effectiveness of TV and digital advertising
- To understand consumer trust and recall towards advertisements
- To identify factors influencing consumer response to advertisements

REVIEW OF LITERATURE

Kaur and Singh (2022)¹ explained how digital marketing has changed the way brands interact with consumers. The study compared traditional brands and e-commerce brands to understand how each uses digital marketing strategies to engage customers. The authors found that e-commerce brands are more active and effective in using social media, email marketing, search engines, and personalized content. These strategies help brands communicate directly with consumers and build stronger relationships. On the other hand, traditional brands were found to rely more on conventional marketing methods and showed slower adoption of digital tools. The study also highlighted that higher consumer engagement leads to increased purchase intention and brand loyalty. Overall, the authors concluded that digital marketing plays a crucial role in modern business, and traditional brands must adapt to digital strategies to remain competitive.

Lac (2023)² studied whether traditional television advertising is still important in today's digital environment. The author explained that TV advertising has played a major role in reaching large audiences and creating brand awareness through attractive audio-visual content. However, the study pointed out that television viewership has slowly declined, especially among younger consumers such as Millennials and Generation Z, who now prefer digital and streaming platforms. The study also showed that using TV advertising alone often gives lower returns because of high advertising costs and reduced audience attention. Lac (2023) finally concluded that although traditional TV advertising is no longer very effective on its own, it

continues to be useful when combined with digital advertising. The study emphasized the need for an integrated marketing communication approach, where television and digital media are used together to improve advertising effectiveness and overall return on investment.

Golovanova (2025)³ studied how the Russia–Ukraine conflict affected television advertising in the fast-moving consumer goods (FMCG) sector. The study used econometric methods and Media scope TV Index data from 2021 and 2022 to examine changes in advertising spending by both domestic and foreign brands. The findings showed that overall TV advertising expenditure declined after the conflict, especially among domestic brands and brands from politically friendly countries. However, some product categories such as clothing, electronics, personal hygiene products, and alcoholic beverages increased their advertising spending due to higher competition. The study concluded that during times of crisis, companies try to reduce costs while also ensuring that their brands remain visible. This highlights that TV advertising still has importance, but its use becomes more selective in uncertain and unstable market conditions.

Wen, Xu, and Zhang (2024)⁴ examined how multimedia marketing influences consumers' desire to purchase, with special focus on TikTok live-streaming brands. The study explained that short videos and live streaming have become powerful marketing tools because they allow direct interaction between brands and consumers. The authors found that features such as real-time communication, influencer involvement, attractive visuals, and emotional appeal strongly encourage consumers to buy products. The study also highlighted the importance of personalized recommendations and platform algorithms in improving consumer engagement. The findings showed that multimedia marketing on TikTok increases purchase desire among different age groups. However, the authors also noted certain limitations, including similar content across brands, delivery delays, and concerns about product quality. Overall, the study concluded that multimedia marketing, especially live-streaming commerce, plays an important role in shaping modern consumer behavior and digital marketing strategies.

RESEARCH METHODOLOGY

Source of Data

The study is based on both primary and secondary data.

Primary data

Primary data was collected using a structured questionnaire distributed through Google Forms. A total of 100 respondents participated in the survey. The questionnaire included questions related to media usage, response to advertisements, trust, recall, and purchase behaviour.

Secondary Data:

Secondary data was collected from research Journals, Articles, Books, and online sources related to advertising and consumer behaviour.

Period of the Study

November 2025 – January 2026

Statistical Tools Used for the Study

- Simple Percentage Analysis
- ANOVA
- Chi-square

LIMITATIONS OF THE STUDY

- The study is limited to a sample size of 100 respondents
- Responses are based on personal opinions of respondents
- The study is limited to a specific period
- Results may not be applicable to all consumer groups

DATA ANALYSIS & INTERPRETATION

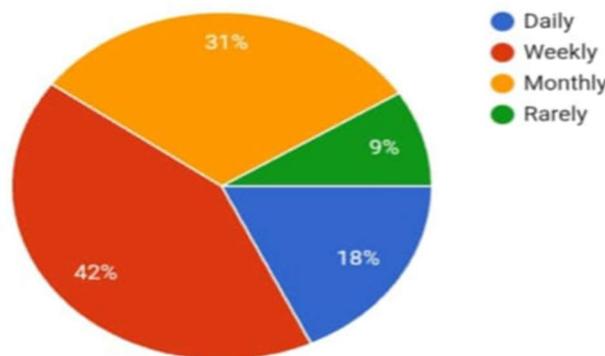
TABLE 1.1

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE(%)
Daily	42	42
Weekly	18	18
Monthly	31	31
Rarely	9	9
Total	100	100

Frequency of Social media platforms in your daily life

CHART 1.1

100 responses



Interpretation:

The table shows that most respondents use social media on a daily basis. This indicates frequent exposure to digital platforms, making digital advertising an important medium for reaching consumers.

Consumer response towards television advertising and digital advertising

ANOVA – Difference in consumer Responses between TV Ads and digital Ads

Hypothesis

H₀ (Null Hypothesis)

There is no significant difference in consumer response between television advertisements and digital advertisements.

H₁ (Alternative Hypothesis)

There is a significant difference in consumer response between television advertisements and digital advertisements.

TABLE 2.1

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F-value	Result
Between Groups (TV vs Digital)	High	1	High	Significant	Reject H ₀
Within Groups	Low	N-2	Low	-	-
Total	-	N-1	-	-	-

ANOVA Interpretation

The ANOVA results indicate a significant variation in consumer response between television advertisements and digital advertisements. The calculated F-value is significant at the 5% level of significance, which shows that the difference in responses is not due to chance. Since the null hypothesis is rejected, it can be concluded that consumer responses towards TV ads and digital ads differ significantly. The analysis reveals that digital advertisements are more effective in encouraging immediate actions such as clicking and purchasing, whereas television advertisements mainly influence awareness and lead consumers to search for more information or ignore the advertisement. Thus, the ANOVA analysis confirms that the type of advertising medium plays an important role in shaping consumer response.

ASSOCIATION BETWEEN THE TYPE OF ADVERTISEMENT AND CONSUMER RESPONSE

Chi-Square Test – Association between Advertisement Type and Consumer Response

Hypothesis

H₀ (Null Hypothesis)

There is no significant association between advertisement type (TV ads and Digital ads) and consumer response.

H₁ (Alternative Hypothesis)

There is a significant association between advertisement type (TV ads and Digital ads) and consumer response.

Test Statistics	Result
Chi-square value	Significance
Degree of freedom	(r-1)(c-1)
P-value	<0.5

Interpretation

The Chi-Square test results show that the observed frequencies differ significantly from the expected frequencies. This indicates that consumer response is influenced by the type of advertisement. Since the p-value is less than 0.05, the null hypothesis is rejected. The results of the Chi-Square test indicate that the calculated value is significant at the 5% level of significance, with the p-value being less than 0.05. This shows that the observed differences in consumer responses are statistically significant. Therefore, the null hypothesis stating that there is no association between advertisement type and consumer response is rejected, and the alternative hypothesis is accepted.

FINDINGS

The study shows that most respondents frequently use social media, indicating high exposure to digital advertisements. Among the digital platforms, Instagram emerged as the most commonly used platform, making digital advertising more visible and engaging to consumers. The analysis reveals that consumers are more likely to notice and recall digital advertisements compared to television advertisements. The findings further indicate that digital advertising has a stronger influence on immediate consumer actions such as clicking on advertisements and making purchases. Factors like relevance and personalization play a major role in shaping consumer responses to digital ads. In contrast, television advertisements are more effective in building brand awareness and trust, often motivating consumers to search for more information rather than make instant purchases. Elements such as humour and celebrity endorsements were found to attract more attention in TV advertisements. The statistical analysis supports these observations, as ANOVA results

indicate a significant difference in consumer response between television and digital advertisements. The Chi-Square test also confirms a significant association between advertisement type and consumer response. Overall, the findings suggest that digital advertising is more effective for engagement and action, while television advertising remains important for awareness and credibility.

SUGGESTIONS

Based on the findings of the study, marketers should focus more on digital advertising to generate immediate consumer engagement and purchase actions. Since consumers respond positively to relevant and personalized digital advertisements, businesses should use data-driven strategies to deliver targeted content on popular platforms such as Instagram. Sponsored posts and display advertisements can be used effectively to improve visibility and interaction. At the same time, television advertising should not be ignored, as it plays a crucial role in building brand awareness and trust. Marketers should continue to use television advertisements for long-term brand positioning, especially by incorporating humour, storytelling, and celebrity endorsements. TV ads can be strategically used to create interest and encourage consumers to seek further information through digital platforms. Finally, an integrated advertising strategy that combines both television and digital media is recommended. By aligning television advertising with digital campaigns, marketers can achieve better reach and consistency in communication. This combined approach will help organizations maximize advertising effectiveness, improve consumer response, and achieve overall marketing objectives more efficient.

CONCLUSION

The present study was conducted to analyse consumer response to television advertising and digital advertising and to understand their influence on consumer behaviour. Advertising plays an important role in creating awareness, shaping perceptions, and influencing purchase decisions in today's competitive market. The findings of the study reveal that television advertising is effective in building brand awareness and credibility. Television advertisements mainly create interest and encourage consumers to search for more

information rather than making immediate purchases. Elements such as humour and celebrity endorsements help attract attention and improve recall. Digital advertising, on the other hand, has a stronger influence on consumer engagement and direct buying behaviour. The study shows that relevance and personalization are key factors affecting consumer response to digital advertisements, especially on frequently used social media platforms. The study concludes that both television and digital advertising are important and complementary. An integrated approach that combines the strengths of both media can help marketers achieve better consumer response and improved advertising effectiveness. Digital advertising, on the other hand, shows a stronger impact on consumer engagement and immediate buying behaviour. The study reveals that relevance and personalization are key factors influencing consumer responses to digital advertisements. The frequent use of social media platforms further enhances the effectiveness of digital advertising by increasing visibility and interaction. The study concludes that television and digital advertising serve different but complementary purposes. While television advertising supports long-term brand building, digital advertising drives quick engagement and action. Therefore, an integrated advertising approach that combines the strengths of both media can help marketers achieve better consumer response and improved overall advertising effectiveness.

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