



## Awareness, Interest, and Desire: A Comparative Analysis of Modern and Traditional Advertisement to Influence Consumer Buying Behavior

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### ARTICLE INFO

### ABSTRACT

#### Article History:

Received: May 18, 2023

Revised: June 25, 2023

Accepted: June 26, 2023

Available Online: June 27, 2023

#### Keywords:

Digital Advertisement

Traditional Advertisement

Awareness

Interest

Desire and Decision Making

#### Funding:

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Advertising is the most common means of communicating with consumers and a method for gaining their attention. This study is founded on a comparison of the awareness, interest, desire, and decision-making characteristics of digital and traditional advertising. This research was carried out in Shaheed Benazirabad. Exact sample size was 250 and responses were collected via a self-administered questionnaire. The T-test and ANOVA were utilized to analyze the data. Significant variations and disparities among variables and enormous market effects are revealed by the findings. As the variables are significant to one another and the result demonstrates a positive relationship, it may be useful for future research and for informing marketing strategies and promotional techniques.

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## 1. Introduction

Traditional advertising strategies and practices are based on value addition and competitive advantage (Li, Zhang, & Dan, 2021), whereas the modern advertising paradigm directly taps and engages the customer's mind (Awan, Arif, & Scholar, 2015; Zhang & Lee, 2022). With the advent of time, advertising is adopting new modes and shapes. The field of advertising was not confined to traditional patterns (i.e., print, electronic & static etc.) but witnessed various emerging trends. The motive of this research is to find out the significance of AIDA model of advertisement in this advanced and technological era by comparing traditional and modern ways of advertisements.

It is nearly impossible to convey a precise message in the global community because there are so many mediums or channels through which to communicate, and it is both highly technical and difficult to choose the appropriate mediums or channels to effectively provide comprehensive knowledge and information about a product or service (Qi, Chan, Hu, & Li, 2020). This research seeks to determine how and to what extent digital and traditional advertisements influence the minds of customers and impact their decision-making in the present. Typically, we do not believe that advertising significantly influences or impacts our thoughts (Lee & Kim, 2020). There are so many people who refuse to acknowledge that advertising techniques are manipulative because we want to believe that we have complete control over our decisions (Danilwan & Pratama, 2020). But advertisements techniques are making people fashion conscious (Arif et al., 2021).

We are living in the era of advance technology, and it is very easy to communicate locally or globally because technology has made this huge world a global village and we are surrounded with the mass media which influence us every second moment (Malik et al., 2023). Professionals and researchers have been finding simple ways to make things easier by working on different theories and models to evaluate and observe human behaviors and attitudes, and how consumers respond to advertising campaigns (Levit & Cismaru, 2020). Although AIDA is one of the most effective model, researchers come up with which can make your campaigns as unique as marketers or organizations want and have the ability to tap or influence consumers mind (Czinkota et al., 2021). Marketing activities are key indicators to identify the needs and interests of the

consumers which drive the attitude of the consumers (Lamrhari, El Ghazi, Oubrich, & El Faker, 2022). But in the meanwhile, which factor influence specifically is tough job for marketers to identify (Chen, Jin, Yang, & Cong, 2022). Marketers & advertisers must understand both sides of their customers, the logical responses and emotional responses which are based on their interests and attitudes. In the rapidly evolving world of marketing, businesses are continuously seeking effective ways to reach their target audience and promote their products or services. Traditionally, companies have relied on conventional advertising patterns, such as print media, television, radio, and outdoor billboards, to engage consumers (Arif et al., 2021). However, with the advent of technology, digital advertising patterns have emerged, leveraging the power of the internet, social media, and mobile platforms. This study aims to compare traditional advertising patterns with digital advertising patterns, exploring their respective advantages, challenges, and effectiveness in the current marketing environment (Zhang & Lee, 2022). In the relevance of above discussion, the current opts to have following objectives.

- To measure the impact of advertising on buying behavior of consumers.
- To investigate how medium of advertising moderate the relationship b/w advertising and buying behavior.
- To study the buying behavior of consumers in Shaheed Benzirabad while comparing traditional and modern (online) advertising.

This research is essential as it will provide valuable insights into the ongoing transition from traditional advertising patterns to digital advertising patterns. Understanding the strengths and weaknesses of both approaches will enable marketers, businesses, and small medium enterprises, to make informed decisions about their advertising budgets and strategies. Additionally, the findings will contribute to the existing body of knowledge on marketing and help marketers stay abreast of the latest trends in the field. Ultimately, this study aims to shed light on the most effective and efficient ways for businesses to connect with their target audience in the modern marketing landscape.

## **2. Literature Review**

Research in marketing encompasses a vast array of disciplines that extend well beyond consumers' persuasion towards a particular product. According to academic researchers, the "buy button" is the area of greatest interest in the field of marketing, just as the "love button" is in the field of psychology (Hammou, Galib, & Melloul, 2013) and of all marketing instruments; advertising is the most renowned for its long-lasting effect on the mind, as its exposure is much wider and more reflective (Ali et al., 2023). The human psyche is a place we cannot even conceive of reaching, but advancements in neuroscience are bringing us closer to releasing or measuring the emotions and movements of humans (Dijksterhuis, de Wijk, & Onwezen, 2022). It's impossible, however, due to the limitations of conventional marketing and advertising tools, which prevent marketers from approaching potential consumers and assessing their motivation (Zaltman, 2003).

The most conclusive and precise definition of advertising is provided by the American Marketing Association: advertising is the paid, non-personal, and typically persuasive presentation of ideas, goods, and services by identified sponsors through various media (Akinwumi & Awofadeju). In the context of modern technology and globalization, advertising can be defined as a paid, non-personal form of marketing communication used to enhance/promote the sale of an idea, service, or product (Gilbert-Diamond et al., 2017). Entertaining factors in advertisement proved to be an effective tool to engage customers and gaining attention, interest, desire and encourage action, which are the factors of the AIDA model, which can be used for illustrating a series of consecutive reactions that a consumers have while they exposed to advertising messages (Gharibi, Danesh, & Shahrodi, 2012). Marketers are always looking for effective techniques to engage and convert online consumers in the ever-changing environment of digital advertising. For nearly a century, advertisers have relied on the AIDA model, a fundamental marketing theory. This article explores the history of the AIDA model, its theoretical underpinnings, and its current relevance in the digital era when grabbing and maintaining potential consumers' attention is critical.

Traditional advertisement utilizes different media, including newspapers, magazines, radio, television, and outdoor advertising, that help advertisers target their customers/consumers in

order to influence their purchasing decisions (Qader et al., 2022). Modern Advertisement has taken a lot of space now. Social media (Facebook, Twitter, LinkedIn, TikTok, etc.), emails, text messages, websites, blogs, search engines, etc., which all fall under the larger umbrella of modern advertising in general and online advertising, have been discovered as new ways to persuade potential consumers (Nuseir et al., 2023).

Digital/online advertising, also known as web advertising, internet advertising, or social media advertising, is a form of marketing that uses the internet to communicate promotional messages to targeted customers and consumers (Widjaja, 2022). Online advertising encompasses a vast array of promotional techniques, such as mobile advertising, web banner advertising, social media marketing, search engine marketing, and email marketing, among others (Muralidhar, Hussain, & Sadeek, 2022). There are two fundamental reasons why marketers must be concerned with these complex issues. "First, marketing is exactly at the center of interactions, and second, the new paradigm reminds us that we cannot study the factors that influence consumers in isolation" (Zaltman, 2003).

Traditional advertising allows for the easy targeting of specific and local audiences at a much higher cost than digital advertising (Oblana, 2022). Modern advertising, on the other hand, is less expensive and targets a broader audience than traditional advertising (Erkin, 2022). Online advertising is also unrestricted by time constraints. In conventional advertising, the intended audience is targeted at a particular time or period. In online advertising, the target audience can be reached at any time (Varadarajan, Welden, Arunachalam, Haenlein, & Gupta, 2022). Traditional advertising does not allow for instantaneous feedback, which is a feature of online advertising.

The AIDA model can be linked to the Hierarchy of Effects Theory, which suggests that consumers move through sequential stages before making a purchase. Attention and interest correspond to the initial stages, while desire and action represent the later stages of the hierarchy (Chakravarty & Sarma, 2021). The cognitive response model explains how consumers engage with persuasive messages. In the AIDA model, attention and interest relate to the consumers' cognitive processing of the ad's content, while desire and action are the cognitive responses leading to favorable attitudes and behavioral intentions (Song, Ruan, & Jeon, 2021; Zhang & Mao, 2016).

The current research study is mainly focused on young consumers of internet age with special reference to the area of less developed/underdeveloped societies. There are a variety of research studies available on online advertising in connection with developed countries where use of internet is reaching its heights. This study targets the area where the use of internet is in initial stages even in the field of advertising, despite of considerable utilization of other parallel options of advertising. In the light of above literature, the current study opts to test following assumptions.

- H<sub>1</sub>: Advertising has a strong relationship with buying behavior.
- H<sub>2</sub>: Traditional advertising moderates the relationship between advertising and buying behavior.
- H<sub>3</sub>: Modern advertising moderate the relationship between advertising and consumer's buying behavior.

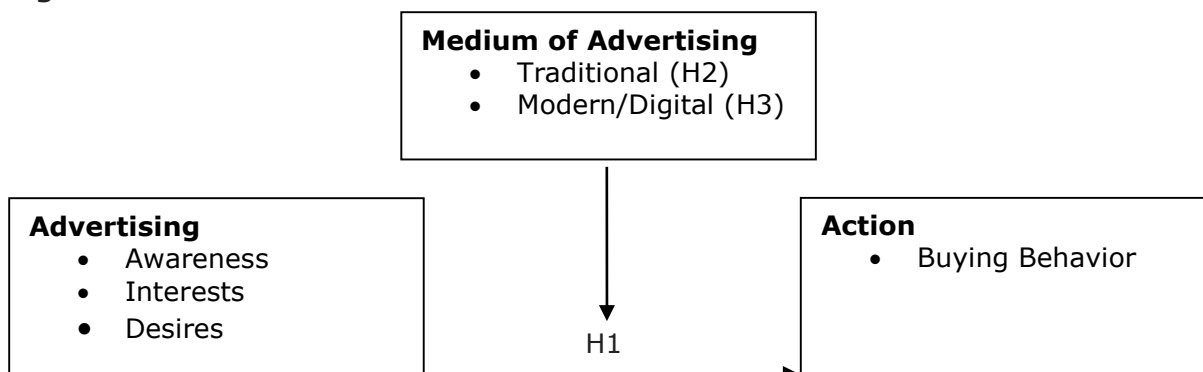
### **3. Research Methodology**

The design of a formal research study is systematic (Saunders, Lewis, & Thornhill, 2009). In this regard, Mahmoud, Ahmad, Safori, Eid, and Al Tawalbeh (2023) note that a research design consists of four sequential stages, including the selection of a research philosophy, an approach, a technique, and a procedure for data collection. According to the nature and subject of the research study, positivism as a philosophy, deductive reasoning as an approach, and survey research as a method of data acquisition are chosen (Trochim, 2006).

As a hypothesis is defined as a tentative statement that predicts the relationship between two or more variables, whenever a research study is designed with the intent of testing hypotheses in accordance with the systematic pattern of quantitative research study, the hypotheses must include both the dependent and independent variable. Advertising-specific

Awareness, Interests, and Desires of consumers are selected as independent variables, while Actions, i.e. Consumer Buying Behavior, is selected as the dependent variable. Additionally, the effect of the mediating variable, Medium of Advertising, Traditional and Modern Advertising, is evaluated.

**Figure 1: Research Model**



### 3.1. Data Collection

Primary and secondary data collections are the two most common methods (Guest, Namey, & Chen, 2020). The former approach relies solely on previously published material, whereas the latter method involves the production of new findings. However, the research study employs both methodologies, but focuses primarily on primary research to produce novel insights and results. The survey research technique is selected from the options for collecting primary data. In this regard, an open- and closed-ended questionnaire was modified. The questionnaire comprises some demographic and subject related questions. The researcher personally distributed the questionnaire to the respondents, who completed it out in his presence. However, respondents were given sufficient time to complete the questionnaire accurately.

## 4. Data Analysis Procedure

The obtained data will be statistically examined. With the addition of some open-ended queries to the questionnaire, qualitative data could also be collected. The descriptive form of data will also be assigned codes and themes for numerical analysis. For the benefit of the reader's comprehension, the collected data would also be presented graphically. Under the heading of a broader discussion, the data collected through this proposed research study would then be compared to the findings of previously conducted research studies on a similar topic. This practice not only improves the research study's authenticity, but also its reliability and credibility.

### 4.1. Population and Sample

Sampling is the process of selecting an adequate sample size from a specified population (Sekaran & Bougie, 2016). Regarding the proposed research study, the target population is young adults, so university students are the best possible respondents. Three universities in Shaheed Benazirabad, Shaheed Benazir Bhutto University, Quaid e Awam University of Engineering Science and Technology, and Peoples University of Medical Sciences, were randomly selected to provide a sample of approximately 250 students.

**Table 1: Summary**

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate	Durbin-Watson
1	.915 <sup>a</sup>	.817	.794	.33712	2.073

Regression coefficient is .795 for advertising which showing reasonable impact on buying behavior. Table shows that value of R square is .817 which shows that independent variable having 79.4% effects on depended variable. Durban Watson's value is 2.073 and level of significant is 0.00 which is less than 0.05 which shows that result is significant. The result claims the strong relationship between advertising and consumer buying behavior (Kamran & Siddiqui, 2019), therefore, the H1 is accepted.

**Table 2: Anova**

Model	Square	df	Mean	Square	F	Sig.
1	Regression	132.277	2	44.092	387.972	.000 <sup>b</sup>
	Residual	22.162	276	.114		
	Total	154.439	278			

Table shows the F= 387.972 and level of significant is 0.000 which is less than 0.05 which shows that model is good.

**Table 3: Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	Beta	Std. Error	Beta		
(Constant)	.038	.817		0.298	.230
Awareness	.313	.069	.302	5.854	.000
Interest	.283	.033	.217	2.489	.014
Desire	.463	.051	.400	7.971	.000

As table 3 shows the regression coefficient of awareness .302 which shows the significant impact on buying behavior. It means if awareness is change by 1 the depended variable buying behavior is decreased by .302. The table further claims that the regression coefficient of interest .217 which shows the significant impact on buying behavior. It means if interest is change by 1 the depended variable buying behavior is decreased by .217. Moreover, the regression coefficient of desire .400 which shows the significant impact on buying behavior. It means if desire is change by 1 the depended variable buying behavior is decreased by .400.

**Table 4: Regression Analysis for Moderation**

X= Independent variable (IV)	Y= Dependent Variable (DV)		Moderator (M)	Sample Size			
Advertising	Buying Behavior		Medium of advertising	278			
	Coeff	se	t	P			
Constant	.038	.817	.298	.230			
Medium of advertising	.6111	.2983	2.0484	.0418			
Advertising	.3928	.1086	3.6182	.0004			
Int 1	-.3652	.1608	-2.2716	.0241			
<b>Int 1 Advertising X Medium of Advertising</b>							
<b>R-square increase due to interaction(s):</b>							
	R2-chng	F	df1	df2	p		
Int 1	.0231	5.1600	1.0000	208.0000	.0241		
<b>Conditional effect of X on Y at values of the moderator(s)</b>							
Medium of advertisement	Effect	Se	t	p	LLCI	ULCI	
Modern Advertisement	.3928	.1086	3.6182	.0004	.1788	.6068	
Traditional Advertising	.0276	.1186	.2325	.6164	-.2062	.2614	
<b>Model Summary</b>							
	R	R- sq	MSE	F	df1	df2	p
	.915	.817	.33712	387.972	2.0000	276.0000	.000

As shown in table 4, Macro process tool for Regression analysis was used to investigate the hypothesis that medium of advertising moderates the relationship between Advertising and Buying Behavior. Results showed that Int 1 is significant, R2 change = .0231, F= 5.1600, p < .05. These outcomes support the moderating relationship and impacts. Results of conditional effect of X on Y pertain that in case of Modern Advertising there is a significant association between Advertising and Buying Behavior (Chan, Chen, & Leung, 2023) as Effect= .3928 SE= .1086, t= 3.6182 and p < 0.05 so H3 is accepted. Furthermore, in case of Traditional Advertising there is no significant association between Advertising and Buying Behavior as Effect= .0276 SE= .1186, t= 0.2325 and p > 0.05. So H2 is rejected. Model summary shows that the model is significant. Consequently, the outcomes show that medium of advertising moderates the relationship between advertising and buying behavior (Hussain et al., 2020).

#### 4. Conclusion

According to the data analysis, it is determined that there is a strong relationship between Advertising and Buying Behavior (Addo, Jiaming, Kulbo, & Liangqiang, 2020), 'as strong and impactful awareness has a powerful relationship with Buying Behavior' (Vizano, Khamaludin, & 2251

Fahlevi, 2021). However, according to the results, Interest and Desire do not have as much of an effect on buying behavior because they do not directly influence it (Song et al., 2021) and media that moderate the relationship between advertising and purchasing behavior, modern advertising has a significant impact (Chan et al., 2023) while traditional advertising hasn't exhibited moderation between advertising (AIDA) and consumer buying behavior.

The results would aid in comprehending the mentality of consumers in the field, specifically how they think and react when making purchases. And how advertising influences the consumer's mentality by heightening their awareness and increasing their interest and desire, thereby enabling them to respond immediately and purchase.

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