

Comparative Study of Advertising Characteristics and Market Influence in Old and New Media

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Abstract: In recent years, with the continuous improvement of technology, social media has become popular all over the world. Companies have discovered the characteristics of fast communication and globalization of new media, so they place more advertising on new media than traditional media such as newspapers. The purpose of this paper is to compare and analyze the impact of advertising on new and traditional media, and to summarize the experience and conclusions, so as to provide data support for future researchers. Literature analysis, contrast, and qualitative and quantitative analysis methods are used in the text. The study found that the development of new media has dealt a big blow to the traditional media advertising industry. But the traditional media advertising industry will not disappear. The two will create healthy competition.

Keywords: social media, advertising, customer, purchase intention, marketing

1. Introduction

New media is no longer an unfamiliar field for scholars, and so is advertising sales. Advertising sales through new and traditional media channels have been widely used and analyzed, as well as advertising sales on old media such as newspapers. However, few scholars have analyzed and compared the characteristics and market influence of advertising in traditional and new media. This paper will unravel the relationship and differences in advertising between the two types of media. This research can infer the future trend of product promotion and help more efficient advertising. This paper explores the characteristics of advertising, the form of advertising communication, the scope of advertising communication and the comparison of the market influence of advertising, in the traditional and new media. This paper provides material for subsequent research on advertising media and provides brands with an analysis of advertising communication characteristics.

2. Analysis of Advertising Characteristics in Traditional and New Media

2.1. Characteristics of the Advertisements

Advertising is widely recognized as paid, one-way promotional communication in any mass media. Advertising is described as "the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market

or audience about their products, services, organizations, or ideas" by the American Marketing Association [1]. "A paid non-personal communication from a recognized sponsor, using mass media to persuade or influence an audience," is how Wells et al. define advertising. Arens and others describe the advertisement as The paid, systematic, and generally compelling dissemination of information about products (goods, services, and ideas) by readily identifiable sponsors through a variety of media, which is a more comprehensive and adequate definition. Although there are different views on the definition of advertising, advertising has some commonalities. For example, advertising is a paid form of communication, it is persuasive and conveys information through different mass media, and advertising has a defined sponsor. Regarding the purpose of advertising, it is obvious that it is to create unique ideas about products and services in order to attract people's awareness and attention so that they can make favorable decisions about their purchases[2].

2.1.1.Characteristics of Advertisements in Traditional Media

Traditional media mainly includes TV, newspapers, radio, etc. First, advertising in traditional media is easily recognizable. Take television as an example, the content that appears in the gap in the TV program must be advertising, which is common knowledge. In addition, in print media such as newspapers and magazines, the part about advertising can also be easily identified. Second, Compared with new media advertising, the delivery of traditional media advertising will make more different groups see, in other words, there are many groups, but there is no targeting.

2.1.2.Characteristics of Advertising in New Media

The reason why the definition of new media is needed is that the traditional definition of advertising is no longer sufficient, and our conceptualization of "advertising" is needed to be expanded to include all forms of marketing communications[3].

The amount of time and money consumers spend online has increased dramatically, and the Internet has become available for businesses to reach. and connect with consumers through an important channel. This has led to the development of many forms of online advertising, such as sponsored searches, classifieds, email marketing, and social network advertising. Internet advertising has become an important part of the advertising and marketing industry[4].

There is an interesting point in Micael Dahleiz and Mats Edenius's article that due to the confusion of traditional media advertising, media image and advertising effect have negative effects contrary to expectations, leading to negative consumer attitudes towards advertising. However, the premise is all about those ads that can be identified in traditional media. On the contrary, if ads are published in special media, such as eggs, consumers are more receptive because they feel the novelty. The reason for this is that consumers' daily lives are filled with advertising. People have become so accustomed to advertising that they have constructed psychological shortcuts to deal with it. As a result, when people encounter advertising, they psychologically activate what is called the advertising schema. The advertising schema helps us interpret the advertisement as a persuasive attempt. As a result, people are naturally skeptical of advertising and wary of its effects. The new media is a fresh medium and the advertisements posted on it are more novel, making them more acceptable to the masses[5].

The second feature of new media is the ability to select target groups in a more targeted manner. Also, its interactivity is necessary to be mentioned. Many people believe that traditional media do not have the ability to be targeted to target groups. However, this view is inaccurate. Traditional media can target ads. For example, most of the advertisements on TV channels that offer cartoons for children are related to children, such as advertisements for milk powder or toys. As well, the ads in financial magazines are mostly ads related to high-end products, while the ads in fashion

magazines are basically ads for clothing, decorations and the like. However, the traditional media is far less targeted than the new media. Internet advertising differs from traditional media advertising in many ways, such as unlimited messaging beyond time and space, unlimited number and origin of messages, and the ability to target specific groups or individuals. However, one of the most notable differences may be the interactivity of internet advertising. This interactivity for media viewers means they are able to "select and respond" to specific ads they like. In its current form, being able to analyze customer preferences is especially important for the precise delivery of advertising. This favors the effectiveness of getting the maximum response from a selected target group, rather than the efficiency of delivering maximum exposure to many unknown audiences at the lowest cost [6]. In the context of online advertising, behavioral targeting refers to the provision of relevant display ads based on a user's online behavior. Ad network trackers track patterns of visits to websites and web pages in order to segment users based on their online behavior. This information is then used to deliver highly relevant ads to a subset of users who may be interested in the product[7].

Another greatest characteristic of traditional media advertising is its inevitability. Living in modern society, electronic products are indispensable. As long as people have an electric device that gives them the chance to approach the Internet, advertising is ubiquitous. On websites, in applications, and even in emails. This leads to results in both attitudes: negative and positive. For a company, more exposure to potential customers means a greater product purchase rate. However, the users of the new media, they may get bored with endless advertisements when using electronic devices. That may cause them the disgusting feeling of the advertisements and may never buy the products that are shown in the advertisements.

2.2. Forms of Communication of Advertisements

2.2.1. Forms of Advertising Communication in Traditional Media

Traditional media advertising takes many different forms and fills our lives. For example, posters on the street, advertisements on TV and radio, and information about products in magazines and newspapers, etc.

2.2.2. Forms of Advertising Communication in New Media

The forms of new media advertising are basically based on the foundation of the Internet. For example. Sponsored Search, Display Advertising, Email Marketing, Classified Ads, and Social Network Advertising. Online advertising may mean one-to-one advertising via permission-based targeted emails, or it may mean mass coverage using display ads on a behemoth search engine like Google[7].

There is a new form of new media advertising that cannot be ignored these days, and that is internet celebrity bandwagoning. Stars on social media platforms such as Shake, YouTube and others use their fame and popularity and the loyalty of their fans to bring in goods. This advertising effect is even better than promoting product information and advantages on any media platform. Because fans trust the bloggers they believe in, they will place orders without thinking. With a large fan base, this form of advertising brings great benefits to brands and equally huge advertising dollars to celebrities.

2.3. Advertising Coverage

2.3.1. Advertising Coverage in Traditional Media

The advantage of traditional advertising is that it is closely related to daily life, and there are many places to put it, such as elevator ads, posters, TV ads and so on. This also makes its exposure frequency very high. Traditional advertising can make people see it often, thus forming potential memories, but this will also make many people form visual fatigue because it is limited by the scene, it is difficult to make customers trust, and cannot achieve the effect of conversion.

Interestingly, although it seems that traditional media is not dominant, the data show that traditional media won't disappear. New media do have a greater advantage. However, it is undeniable that traditional media still has a need for its existence. In Africa, for example, poverty, underdevelopment and poor literacy make it impossible for new media to develop in these regions[2].

2.3.2. Advertising Coverage in New Media

The scope of new media advertising is mostly based on the path given by the Internet. People are increasingly engaging with digital and social media in ways that include searching for product information as consumers, buying and consuming products, and communicating with others about them. Experiential marketers are responding to this fundamental shift by increasing the use of digital marketing channels[8].

Powerful search engines are able to focus on the current needs and preferences of users in real-time. The web uses algorithms and large databases to understand user needs and recommend ads accordingly. Such ad placement will be more accurate and efficient.

Digital technology allows traditional and new communication services to be provided through many different means, such as voice, data, voice and pictures. Therefore, digital technology is the basis for convergence. For example, the Internet integrates broadcast, film and television and distributes them through push technology [9]. Just move a finger and click the button, you can listen to information from all over the world on the web thanks to the great achievements of new media, many manufacturers Advertisers and marketers then turn their attention to the use of new media, especially when they want to reduce organizational expenses while continuing to attract more consumers, or to maintain or increase their organization's profitability on a global scale[2].

2.4. People's Attitudes towards the Media

Today, due to the explosion of media and advertising over the past few decades, consumers are faced with dozens of advertising messages every day. Compared to the 1970s when consumers were exposed to about 500 ads per day, today they are faced with about 5,000 ads per day [10]. Considering such a large number of advertising messages, also known as advertising chaos, consumers avoid the confusion and clogging of messages in their minds by selectively paying attention and ignoring ads[4].

2.4.1. People's Attitudes towards the Traditional Media

Due to the rise of new media advertising, the development of the traditional media advertising industry has suffered a precipitous decline. In fact, existing research shows that consumers increasingly avoid traditional advertising[4].

Usually, people are repulsed by advertisements, so they will automatically skip them when they see content that can be recognized as advertisements. As mentioned above, advertisements in

traditional media can be easily recognized. Therefore, when people browse traditional media, their attitude towards advertising is to simply ignore it. People might use the interval between TV shows to do something else, and when people see ads in books, they skip automatically.

Despite the larger size of the Internet audience, it is relatively inexpensive for advertisers to use it as a communications medium because, unlike the strict advertising rates set by traditional media companies, it usually fits easily within advertisers' budgets. New media is also audience-specific; a brand's preferred or targeted audience is more likely to use a specific website than they are to watch traditional media platforms such as television and radio at the same time[2].

Athey et al. succinctly state this position: The rise of the Internet has been nearly universally cited as the cause of the drop in advertising revenue. However, the negative effects of the Web provide an economic conundrum because, in many ways, supply and demand factors seem to be favoring the sector even more than they did previously. New and upgraded advertising products and services have been developed as a result of news media consumption online, and they should, in theory, be more beneficial to marketers (e.g., enhanced advertising, targeting capabilities, and improved measurement). Additionally, the availability of numerous channels to a wider audience has been substantially boosted by the Internet[2].

The newspaper industry seems to be struggling in particular. Some newspapers have gone out of business (e.g., the Chicago Tribune and the Los Angeles Times), most have laid off significant staff, some are experimenting with new ways to generate revenue (e.g., by charging online subscriptions), and others are looking at saving money on production and distribution costs entirely or mostly online (according to Vogel, production and distribution costs accounted for 52 percent of total newspaper revenue in 2007)[11].

According to Daniel and Hagey, Thomas J.C. Martyn launched Newsweek in the United States in 1933, and it published its final issue in December after over 80 years in print. when it switches to an online-only model starting in January 2012, January 31, 2012. Editor Tina Brown points out how the shift of readers and advertisers to the Web has hurt the traditional print news medium. The circulation of Newsweek has decreased by approximately half since 2005, to 1.5 million copies, advertising space has decreased by more than 80%, and the publication's yearly losses have lately reached about \$40 million, according to him[2].

2.4.2. People's Attitudes towards the New Media

According to Verena M. Wottrich and Hilde A. M. Voorveld, several studies have found that consumers' attitudes influence their purchase intentions, meaning that consumers are more likely to purchase a product when they have a positive attitude toward the ad\brand, product, or service than when they have a negative attitude toward the product[4]. Research on the effectiveness of creative media choices has shown that the use of creative media choices enhances consumer attitudes toward advertising and brands more than traditional media. Shandana Zafar's study concluded that to target young consumers social media can be used as an effective medium of advertising[12]. The experimental results suggest that advertising and brand evaluations mediate the effect of media choice on purchase intentions. The use of creative media leads to higher advertising and brand evaluations, which in turn leads to a higher willingness to purchase the advertised product[4].

The reaction of new media users is that new media has largely broken the monopoly position of traditional media and really become more effective. This view is that as technology advances, traditional media managers will be forgotten unless they catch the trend[2].

The current study shows that the decision to use creative media influences purchase intention favorably and that this effect is moderated by advertising and brand evaluation. This discovery is critical for researchers exploring this phenomenon as well as for marketers and advertisers since it raises the possibility that using creative media may be preferable to using traditional media.

It is thought that the development of new media has intensified competition. Competition fosters a healthy market environment in every culture because it gives customers avenues to base their product and/or service consumption on preferences, convictions, and innate satisfaction[2].

3. Comparative Analysis of the Market Influence of Traditional and New Media Advertising

3.1. Product Sales from Advertising

Any good or service that marketers typically sell to their target audience needs to be advertised. Through advertising, goods or services are made known to the public, frequently with a covert goal directed towards a particular demographic. Thus, the ability of the medium (traditional or new) to simultaneously reach a huge number of heterogeneous people in the shortest amount of time is the reason why mass communication means are still used today. One of the various tools used in marketing and promotion is advertising. It is the advertiser's obligation to package the product persuasively through marketing messages to persuade consumers to choose that product or service over similar alternatives. This implies that any advertising message must be appropriately presented to the consumer in order to be effective and approachable. As a result, customers must have faith in the good or service, not just like it, but love it. Only by doing this will customers keep using the good or service. Without a doubt, marketing is impossible without advertising. Compared to a well-marketed product or service, an unadvertised one will not sell as well. A motto from Jelia says, "Organizations/institutions that refuse to advertise, should advertise to sell." To put it another way, if a company or institution doesn't include advertising management in its marketing plan, it will undoubtedly fail and be advertised when the owner decides to sell it. This demonstrates the significance of the partnership that a company must maintain between marketing and advertising management. Therefore, it is anticipated that their marketing approach will prioritize finding the quickest means to raise consumer awareness of the product and persuade them to purchase it[2].

3.1.1. Product Sales from Advertising in Traditional Media

In terms of respondents' media preferences, Internet advertising tops television, although it performs less well in terms of advertising. This study implies that Internet advertising is quickly becoming as a significant media option. For items with higher levels of engagement than for products with lower levels, the factors impacting Internet advertising as a media option were more closely related to the product's emotional/rational orientation and engagement levels. This finding suggests that the Internet is a more suitable distribution channel for high-involvement items, drawing in highly engaged and analytical consumers to meet their informational needs. All four of the product categories examined in this study's analysis, including television, continue to be the most popular medium. The Internet once more showed itself to be more attractive to the use of high-engagement products than low-involvement products. In contrast to the Internet, television shows the opposite pattern of being used more for low-involvement products than for high-involvement products[6].

3.1.2. Product Sales from Advertising in New Media

Advertising has traditionally been viewed as one-way communication, from the marketer using the ad to reach the recipient, the target audience, through some media vehicle[7].

Because we live in an era of innovation and online technology and because everyone on the planet now utilizes the internet for a variety of purposes, businesses employ internet technology to sell their products. These businesses view the internet and digital media as excellent marketing tools

since they are economical and also assist them in identifying and monitoring the new products and marketing tactics of their competitors. Additionally, it has been observed that online internet marketing enables customers to customize their demands and requirements, allowing the business to sell exactly the things that customers desire. Specifically, this online marketing technique assists businesses in identifying their target demographic and marketing their products only to those audiences. Web experience customization aids businesses in understanding consumers' demands and segmenting and marketing to them according to those needs. Through user profiles and logos, certain customers can get messages that are tailored to them. This survey demonstrates that the majority of respondents acknowledged that they were persuaded to purchase particular brands or items as a result of the online advertising for those brands or products. Additionally, the results demonstrate that the majority of the participants concurred that they had bought an item from an online store and then bought it again because they liked it. In other words, online marketing aids in customer retention and brand loyalty for businesses. The results show that online marketing promotes further development of companies and brands and increases customer retention[4].

Advertisers who see new audiences willing to reveal their personal interests are now targeting ads to consumers with an unprecedented laser focus[3]. New media has the ability to integrate, and exist everywhere, with relatively low cost, unrestricted communication range and portability. All these induce advertisers to choose the new media Internet as a veritable tool for brand communication with their customers[2]. Social media is increasingly becoming part of strategic media planning because of its ability to increase brand awareness, brand preferences, and brand engagement.

3.2. Mass Brand Loyalty

Brand loyalty is the tendency of some consumers to continue buying the same brand of goods. In the past, when there is only traditional media existed, brand loyalty seems to be a hard thing for most brands to consider and develop. This is because companies cannot achieve good communication through advertising in traditional media. The best way to enable businessmen to accumulate brand loyalty is to allow people who come to buy to market the excellence of the goods and achieve a gradual increase in loyal customers. Because the logistics and online shopping industry was not developed at that time, even if the merchants advertised in newspapers and on the radio, people who received the advertisements around the world did not have the means to travel far to experience them.

With the advent of new media, there are more and more new ways in which brand loyalty can be built more easily and quickly, although it can also collapse quickly.

Social media differs from traditional media because it is generated by the users of these sites, who have more control over its use and who sometimes generate their own content. According to Javeria Nazeer, if social media is part of a promotional campaign, it can increase brand awareness and also improve its image and reputation[12].

Brand loyalty can be a very beneficial business tool for brands. For some brands, brand loyalty is built on reputation. However, for some brands, certain opportunities under specific conditions can quickly build brand loyalty. There is a Chinese brand, ERKE, was once on the verge of bankruptcy. But this year, because of its donation of millions of supplies for China's Henan Province after the rainstorm, instantly back from the dead. ERKE's secret donation was found on social media and was reposted a lot. The incident touched the Chinese people and the brand became known as a "patriotic brand". The patriotism of the Chinese people was ignited. They were willing to pay for their patriotism and went to this store in droves to buy goods. The reputation of this store turned up sharply and the sales exceeded ten million in just a few days. This is an extreme case of

accumulating brand loyalty. The unintentional act created the accumulation of brand loyalty and the enhancement of brand reputation, which eventually boosted sales significantly.

4. Conclusion

This paper explores the differences in advertising between the old and new media, which are divided into differences in characteristics, differences in the form of communication, differences in the scope of communication, differences in user attitudes, and differences in market influence. The study found that the new media advertising industry is booming and the reputation and recognition of the traditional media advertising industry have declined. But there is a need for both to exist. The two complement each other. The area of the paper that needs to be improved is the data section. This thesis lacks detailed data for the last two years. As well, an example of branding throughout the text would have better illustrated the differences between old and new media. Future research could delve deeper into consumer attitudes about advertising and investigate the percentage of a brand's consumers who are attracted to advertising to better inform brands and sellers on how to improve their advertising programs.

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