

A COMPARATIVE STUDY OF IMPACT OF DIGITAL MARKETING VS. PRINT ADVERTISING ON MOBILE ACCESSORIES SALES IN SRIPERUMBUDUR

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Abstract

Aim: - The efficiency of digital marketing and print advertising in rapidly reaching the target population during product debuts is compared in this study. It seeks to determine the most effective media, assess its benefits and drawbacks, and offer recommendations to marketers on how to optimize product launch strategies in Sriperumbudur. **Materials and methods:** - This study, conducted at Saveetha University, aimed to compare the reliability of TV channel and social media advertisements in the Sriperumbudur region. A sample size of 384 was determined using a sample calculator, with 192 respondents for each group (digital marketing and print advertising). Google Forms were used to collect data, which was then analysed using Microsoft Excel and SPSS software. **Conclusion** According to the survey's findings, print advertising have a greater impact on consumers' decisions to buy, even if digital marketing is seen as more reliable and trustworthy. The vast majority of respondents acknowledged that advertisements on print advertising have a greater impact on their decisions to buy than advertisements on online. This implies that social media's interactive features and capacity for tailored advertising are very successful in increasing customer engagement and conversion. As a result, companies should use digital marketing to increase brand awareness and credibility while also giving social media advertising top priority as a crucial medium for influencing consumer decisions.

Introduction

This study examines the impact of digital marketing versus print advertising on mobile accessories sales in Sriperumbudur. In today's rapidly evolving marketing landscape, businesses are faced with the challenge of choosing the most effective channels to reach their target audience. Digital marketing and print advertising are two prominent channels used to promote mobile accessories, but their effectiveness varies. ([Kennedy et al. 2025](#)) This research aims to

provide insights into the impact of these two channels on sales, enabling businesses to make informed decisions about their marketing strategies and optimize their resources to maximize returns. ([Dhawankar 2020](#))

This study is crucial for businesses operating in the mobile accessories market in Sriperumbudur, as it provides valuable insights into the effectiveness of digital marketing and print advertising channels. By understanding the impact of these channels on sales, businesses can optimize their marketing strategies, allocate resources efficiently, and maximize returns on investment. ([Kennedy et al. 2025](#))

The aim of this study is to investigate and compare the impact of digital marketing and print advertising on mobile accessories sales in Sriperumbudur. Specifically, the study seeks to analyze the effectiveness of digital marketing channels such as social media, email marketing, and online advertising, versus print advertising channels such as newspapers, magazines, and billboards, in influencing consumer purchasing decisions and driving sales of mobile accessories ([Essman et al. 2025](#))

This study makes use of a number of tools, such as statistical analysis software (e.g., SPSS), survey software (e.g., Google Forms), and social media analytics tools (e.g., Hootsuite Insights, Facebook Insights), to examine consumer behavior and find reliable digital marketing and print advertising

Limited comparative studies, reliance on quantitative data, focus on younger demographics, insufficient investigation of influencer marketing and user-generated content, and a lack of cultural and regional insights are some of the gaps in the current research on analyzing consumer behavior and reliable advertisement between digital marketing and print advertising in Sriperumbudur region. The department has given us advice on how to prepare the research article, examine SPSS software, and fix mistakes. This type of direction enables us to complete the content accurately and on schedule. To find out which medium is more trusted by customers in the Sriperumbudur region, this study compares and analyses consumer behavior in identifying reliable advertisements across digital marketing and print advertising

Key words: - consumer behavior, social media marketing, TV advertisement, reliability, digital advertisement, influencer marketing

Materials And Methods

This study, which was carried out at the Saveetha College of Liberal Arts and Sciences at Saveetha University, used a combination of techniques to examine consumer behavior in order to compare the reliability of advertisements on digital marketing and print advertising in the

Sriperumbudur region. Since this study is focused on the marketing domain, ethical approval is not necessary. The two groups under comparison in this study are TV channels and social media platforms. Because of the large population in the Sriperumbudur region, a sample calculator is used, and the estimated sample size for this study is 384.

Since gathering public reviews is a key component of this study, Google Forms is essential. For group 1 (Digital marketing), a sample size of 192 is prepared, and Google Forms are made and distributed to respondents who are the best candidates for these structured questionnaires in order to get precise and lucid answers. A total of 192 people make up the sample size for group 2 (Print advertising), and Google Forms are made and distributed to respondents who find television commercials credible.

In order to build up the test, useful information is gathered from the general public using Google Forms, Microsoft Excel, and SPSS software. and the test process involved classifying the answers and arranging them for the comparative study of the two media, namely TV channels and social media sites. Optimized for mobile devices Multiple-choice questions, such as those about customer engagement, preference influence, and trustworthiness, are collected using Google Forms.

Statistical Analysis

The statistical analysis is conducted by SPSS (IBM version 27), utilizing sample tests such as independent sample t-tests, chi-squares, and correlations. These methods are essential for determining the consumer behavior that dictates which medium—such as TV channels or social media platforms—provides a trustworthy advertisement. In addition to the chi-square test, which allows for the determination of which factors influence consumer preferences, the independent sample test is used to investigate the advertisement's trustworthiness. Additionally, correlation is used to determine consumer engagement by comparing the two media, such as TV channels and social media platforms. P-values and the statistical result provide insight into the significance of these analyses.

Result

Table.1 provides more evidence for this by describing, using the independent sample T test, TV ads provide higher credibility and trustworthiness than social media promotions, the t value is 0.91 and the significant value of $p=0.852(<0.005)$

Table.2 clarifies the result of chi-square test on social media ads influence me to purchase product compare to TV ads, with a significant value of $p=0.713(<0.005)$

Table.3 clarifies the result of correlation on the interactive nature of social media enhance customer engagement more than TV ads, with a significant value of $p=0.582(<0.005)$

Figure.1 shows these different graphically as a bar graph with a 95% confident interval level and the simple mean of age on count of TV ads provide higher credibility and trustworthiness than social media promotions, along with a ± 2 standard deviation.

Figure.2 shows these different graphically as a bar graph with a 95% confident interval level and the simple mean of occupation on count of social media ads influence me to purchase product compare to TV ads, along with a ± 2 standard deviation.

Figure.3 shows these different graphically as a bar graph with a 95% confident interval level and the simple mean of age on count of the interactive nature of social media enhance customer engagement more than TV ads, along with a ± 2 standard deviation.

Discussion

Table.1 Independent sample T test result shows a major age - TV ads provide higher credibility and trustworthiness than social media promotions. Since the p-value (0.928) is greater than 0.05, we fail to reject the null hypothesis. This means there is no statistically significant difference in the average age between the two groups. This illustrates how age affect the TV ads provide higher credibility and trustworthiness than social media promotions

Table.2 chi-square test result shows a major occupation- social media ads influence me to purchase product compare to TV ads. since the p-value (.713) is greater than 0.05. We fail to reject the null hypothesis. There is no statistically significant linear association between the two ordinal variables. This illustrates how occupation affect the social media ads influence me to purchase product compare to TV ads

Table.3 correlation test result shows a major age- the interactive nature of social media enhances customer engagement more than TV ads. Since the p-value (.582) is greater than 0.05 (the typical significance level), we fail to reject the null hypothesis. This means there is no statistically significant linear relationship between "Age" and "- the interactive nature of social media enhance customer engagement more than TV ads ". This illustrates how age affect the interactive nature of social media enhances customer engagement more than TV ads

Limitation

There are various restrictions on this study. It is restricted geographically to the Sriperumbudur area, which might not be typical of the total population. Additionally, the sample size can be small, which would limit how broadly the results can be applied. The validity of the results may



also be impacted by respondent bias and the limits of social media platforms. The study might overlook other digital marketing and print advertising sites in Favor of concentrating just on a few. The accuracy and dependability of the study may also be impacted by constraints on data collecting, cultural and demographic constraints, and time constraints.

Future Scope

This subject has a broad and exciting future. Future studies can investigate consumer behavior in other places by extending the geographic scope outside the Sriperumbudur region. For a more thorough understanding, the study can also be repeated across several demographics, including age, income, and education. In order to present a comprehensive picture of consumer behavior, the study can also include other media outlets including influencer marketing, podcasts, and radio. To investigate how consumer behavior evolves over time, longitudinal studies can also be carried out. Additionally, the results of the study can be utilized to create consumer-resonant advertising campaigns and targeted marketing strategies.

Tables And Figures

Table.1 **INDEPENDENT SAMPLE TEST**

	Equal variances assumed	Equal variances not assumed
Sig	0.852	
t	0.091	0.091
Sig.(2-tailed)	0.928	0.928
Mean different	0.21	0.21
Std error difference	0.236	0.237

Table.2 **CHI-SQUARE**



	Value	df	Asymptotic Significance (2-sided)
Pearson chi-square	18.981 ²	16	0.270
Likelihood ratio	19.527	16	0.242
Linear-by-Linear association	0.135	1	0.713
N of valid cases	140		

Table.3

CORRELATION

		Age	The interactive nature of social media enhances customer engagement more than TV ads
Age	Pearson correlation	1	0.047
	Sig(2-tailed)		0.582
	Sum of squares and	187.543	8.171



	Cross-products		
	covariance	1.349	0.059
	N	140	140
The interactive nature of social media enhances customer engagement more than TV ads	Pearson correlation	0.047	1
	Sig(2-tailed)	0.582	
	Sum of squares and Cross-products	8.171	161.686
	covariance	0.059	1.163
	N	140	140

Figure.1

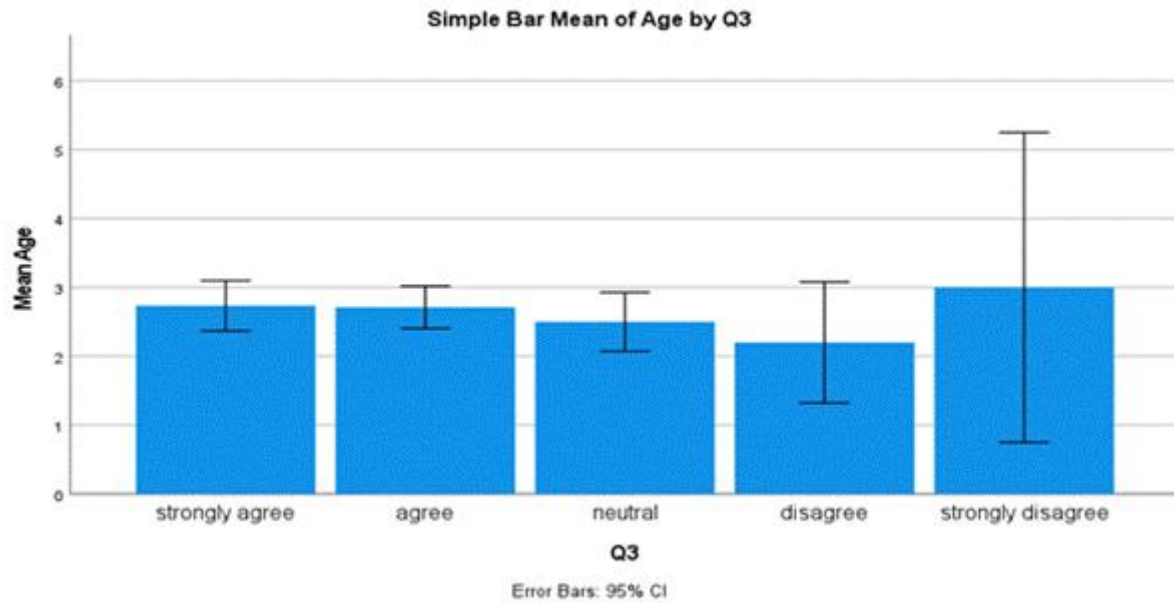


Figure.2

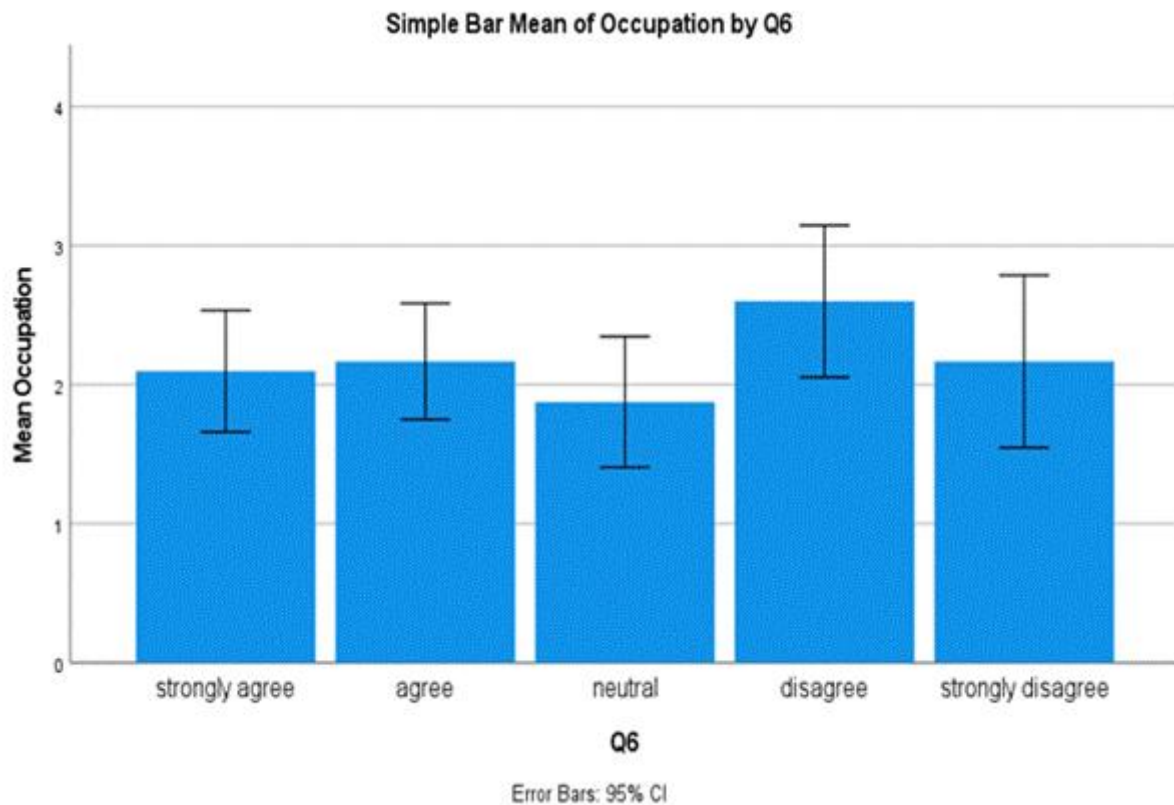
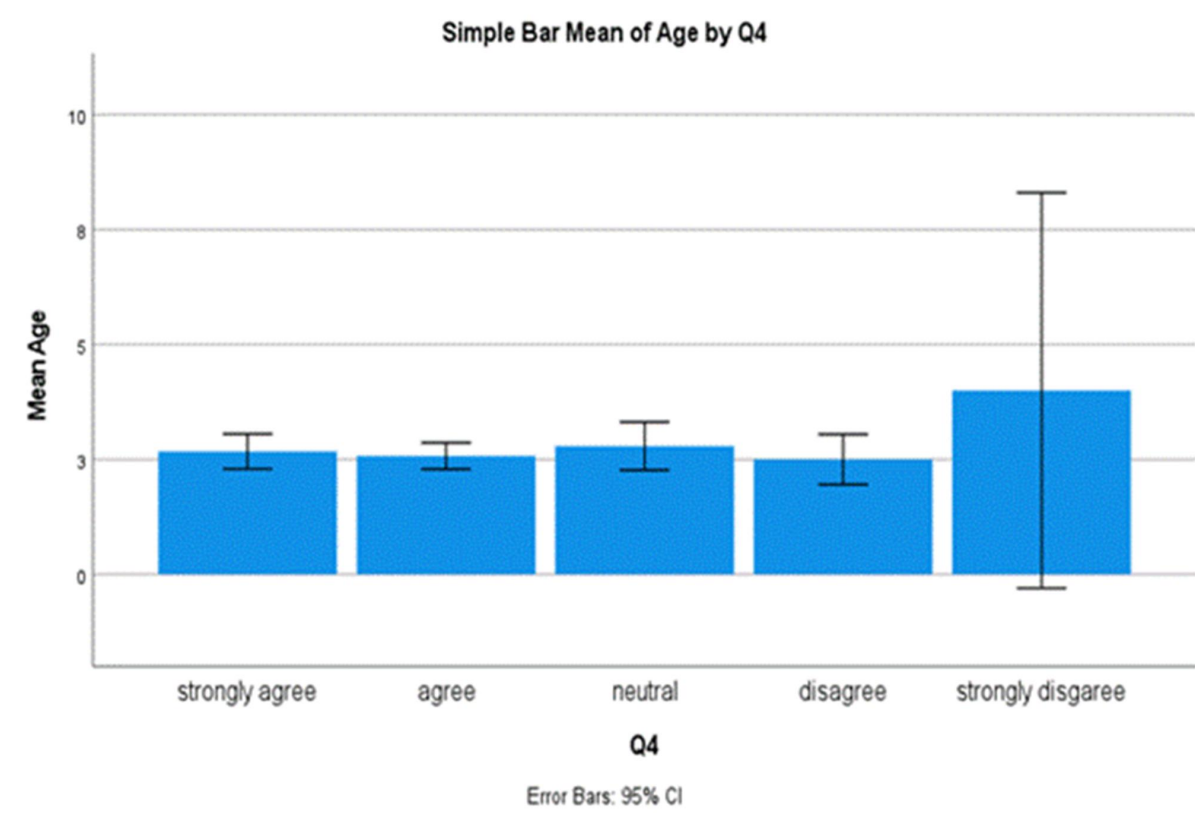


Figure.3



Conclusion

According to the survey's findings, social media advertisements have a greater impact on consumers' decisions to buy, even if digital marketing and print advertising are seen as more reliable and trustworthy. The vast majority of respondents acknowledged that advertisements on print advertising have a greater impact on their decisions to buy than advertisements on online. This implies that social media's interactive features and capacity for tailored advertising are very successful in increasing customer engagement and conversion. As a result, companies should use online advertising increase brand awareness and credibility while also giving social media advertising top priority as a crucial medium for influencing consumer decisions.

References

1. [\(Kennedy et al. 2025\)](#)
2. [\(Essman et al. 2025\)](#)



3. ([Kennedy et al. 2025](#))
4. Vaughan et al. 2025)
5. ([Dhawankar 2020](#))