



Interactive Advertising in The Age of Digitalization: A Contextual Study on Design Characteristics of Print and Web Media Advertising

Raimohan Dash, Phd Scholar, Mangalayatan University, Aligarh, Uttar Pradesh (India)

Dr. Ramkrishna Ghosh, Research Supervisor, Associate Professor of Visual Arts, Mangalayatan University, Aligarh, Uttar Pradesh (India)

1. Introduction

1.1 Background

Designs of advertisement have changed dramatically in the digital age, with interactive designs becoming more and more popular. Compared to other types of advertisement, interactive ones require the audience's participation and thus increase information awareness and provide a more personalized experience (Kim, 2021). With the increased adoption of digital platforms, all firms related to designs are now seeking new ways of engaging individuals and interacting with brands actively. It is important to understand in detail how each type impacts advertising outcomes because print and web media are different in many ways.

Although interactive advertising is steadily gaining more acceptance in the “design” market, there is limited information on the antecedents to interactive advertising today. Additionally, designs frequently find it difficult to decide whether digital or print media better serves their marketing objectives (Venkatraman et al., 2021). This research aims to assess the effectiveness of interactive ads, identify key characteristics of print and online media, and analyze the components that exist to help designs with their interactive advertising campaigns.

1.2 Objectives

- ❖ To identify the importance of designs in the age of digitalization
- ❖ To determine the characteristics of print media and web media advertisement in designs.
- ❖ To analyze the interactive factors affecting the promotion of designs.

1.3 Hypothesis

Hypothesis based on Objective 1

H1.0: In the digitalization era, interactive advertisements have a significant impact on individual involvement and buying intention.

H1.1: In the digitalization era, interactive advertisements do not affect individual involvement and buying intentions.

Hypothesis based on objective 2

H2.0: In comparison to advertisements via digital media, advertisements through print media can make details that are more comprehensive and generate brand loyalty more effectively.

H2.1: Advertisements through web media can capture and convert individuals better than print media advertisements.

Hypothesis based on objective 3

H3.0: For designs, interactive advertisement greatly increases the effectiveness of product & service promotion

H3.1: Interactive ads do not raise the efficiency of any “design” promotion.

2. Literature Review

2.1 The importance of interactive advertisement in the age of digitalization

In this digital age, engaging individuals inclined for designs is the key to the success of design market. According to Kim (2021), interactive advertisements hold great importance because while traditional advertisements are unidirectional in communication, interactive advertisements allow for a bidirectional flow of communication and have the power to engage individuals through an immersive experience. This is further enhanced through the



“Metaverse”, a virtual frontier that offers areas where “design” brands can interact with individuals using avatars and customized settings. Kim (2021) also mentioned that because of its interactivity, individuals might find that they have a deeper bond with each other, thus altering the way people perceive and feel about fine arts knowledge.

2.2 The characteristics of print media and web media advertisement

Advertisements in print media are physical, unchanging & frequently have a longer shelf life. Mostly, they appear in flyers, publications, as well as in newspapers depending on the advertisements. Since the advertisements need to get the individuals' attention as quickly as possible, most of them are limited to having a lot of images and minimal text. While they may be especially oriented toward specific demographics, they are less so in the sense of interactivity. According to Venkatraman, et al., (2021), ads in web media are less fixed, electronic, and involve more audiences. They allow more personal and engaging experiences as they work with clickable bits and pieces, animation, and movies. Web advertisements provide a real-time statistic and feedback and can be easily modified and controlled for analyzing performance indicators.

2.3 Impact of interactive factors affecting the design promotion

Due to the inclusion of active participants through content such as clickable parts, films, and gamified appearances, interactive advertisements enhance the advertisement of goods. Compared with static advertisements, people are three times more likely to engage themselves with these designs hence higher engagement rates. According to Giombi et al., (2022), the reaction to the advertisements turns out to increase clicked-through rates and brand recall by enhancing the amount of time spent on consuming the ad content by 47%.

2.4 Literature Gap

Although interactive advertising undoubtedly increases individual engagement and brand loyalty, there have been fewer studies conducted on the exact factors that contribute to its efficiency in various digital applications. While research has focused on the distinction between print media and digital media as well as the immersive possibilities of the “Metaverse”, little is known about how different interactive elements affect how individuals perceive these media. Further research is needed to identify the interactive elements that are more effective for building engagement, brand recall, and loyalty.

3. Methodology

A descriptive research design is desirable for accomplishing the research objectives, in which the data will be collected through a sample of 50 designs respondents (Siedlecki, 2020). According to experts in the field, a descriptive method will allow a detailed investigation of the traits, functions and effectiveness of the interactive advertisement in the digital age. Considering the nature of the topic, the study will focus on the persons who have working experience in the fields of digital media, marketing, or advertising. The primary data collection process is applied for this study. The main data collection tools for the study will be questionnaires and surveys.

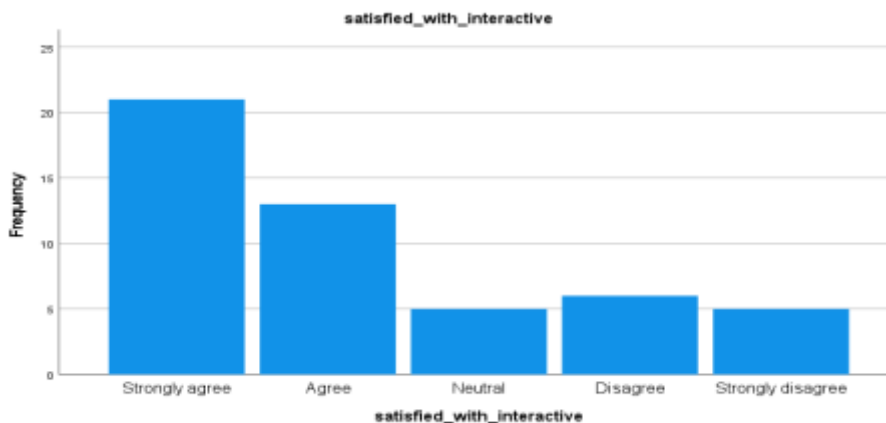
The survey will find out the perspectives of employees in interactive advertisements. Through the survey, the researcher will find the effect of interactive ads on customer engagement as well as brand loyalty in the digital age (Siedlecki, 2020). In order to determine the characteristics of web media ads and print media ads, each employee will be randomly asked to share their insights into design features, effectiveness & audience reach for both media types with a specific focus on interactivity. In order to better, understand the present & potential impact of interactive advertising, this study will collect pertinent primary information by utilizing the perspectives of employees who have direct experiences.



4. Data Analysis

4.1 Do you agree that interactive advertisement is important in the age of digital innovation?

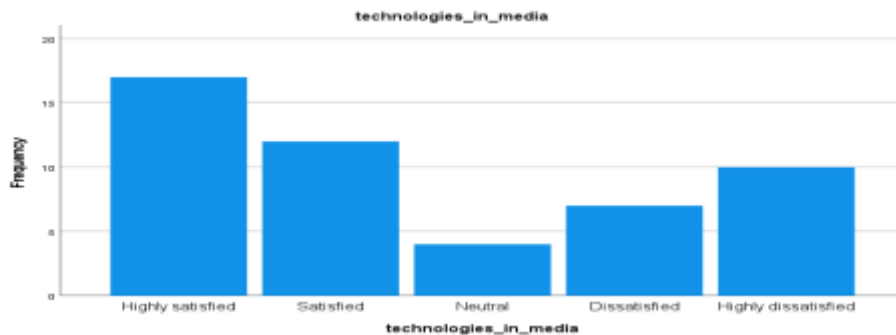
satisfied_with_interactive		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	21	42.0	42.0	42.0
	Agree	13	26.0	26.0	68.0
	Neutral	5	10.0	10.0	78.0
	Disagree	6	12.0	12.0	90.0
	Strongly disagree	5	10.0	10.0	100.0
	Total	50	100.0	100.0	



In respect to the above result, it has been identified that 42 per cent of respondents have strongly agreed that interactive advertisement is important in the age of digital innovation. In respect to their opinion, interactive advertisement proper designing-related information can be provided to promote fine arts and helps to enhance knowledge. In addition to that, 26 per cent of respondents have agreed with this concept. On the other side, 12 per cent of respondents disagreed with this fact as they believe interactive advertisement is not suitable for promoting fine arts and design. A total of 10 per cent of respondents strongly disagreed with this question. The remaining 10 per cent have failed to provide any relevant answer to this question. In respect to that, it is identified that H0 of objective 1 has been proven to be true and it has been accepted.

4.2 How far are you satisfied with the technologies used in print media and web media?

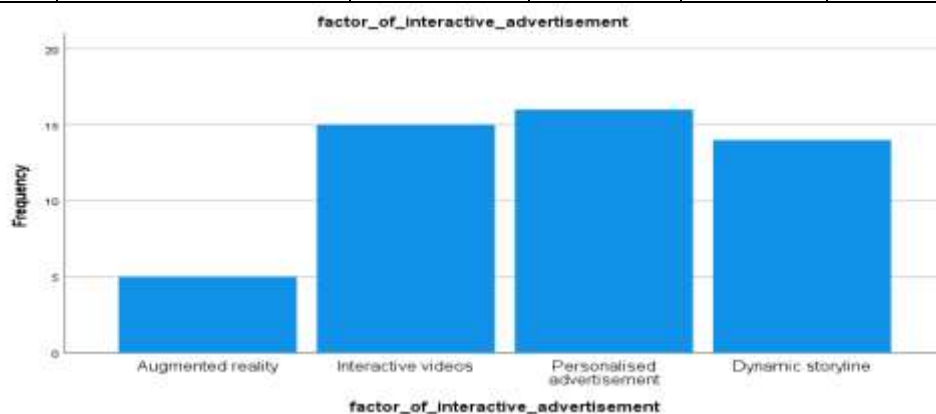
technologies_in_media		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfied	17	34.0	34.0	34.0
	Satisfied	12	24.0	24.0	58.0
	Neutral	4	8.0	8.0	66.0
	Dissatisfied	7	14.0	14.0	80.0
	Highly dissatisfied	10	20.0	20.0	100.0
	Total	50	100.0	100.0	



Based on the above table and graph, it is observed that 34 per cent of respondents are highly satisfied with the technologies used in print media and web media. Even though technologies in print and digital media were outdated in past, recently new technologies have been considered. Additionally, 24 per cent of respondents are highly satisfied with the technologies. On the contrary, 20 per cent of respondents were highly dissatisfied with technologies used in print media and web media as they believe these technologies are highly complex. A total of 14 per cent of respondents are also dissatisfied with the technologies used in print media and web media. The remaining 8 per cent have failed to provide any relevant answer to this question.

4.3 In your opinion what are the main factors of interactive advertisement that improve the promotion of designs?

Factor of interactive advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Augmented reality	5	10.0	10.0	10.0
	Interactive videos	15	30.0	30.0	40.0
	Personalised advertisement	16	32.0	32.0	72.0
	Dynamic storyline	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

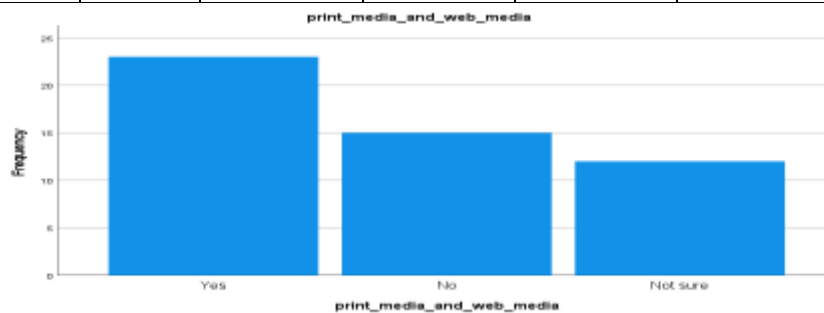


The above table has shown that the majority of 32 per cent of respondents believe that personalised advertisement is the main reason for improving the promotion of designs. In addition to that, 30 per cent of respondents believe that due to interactive videos, people can gain knowledge from designs. A total of 28 per cent of respondents believe that dynamic storyline helps interactive advertisements to be better and help in gaining knowledge. Finally, the remaining 10 per cent of respondents stated that due to augmented reality, interactive advertisement has been highly beneficial.



4.4 Do you believe that print media and web media have positive characteristics toward design promotion?

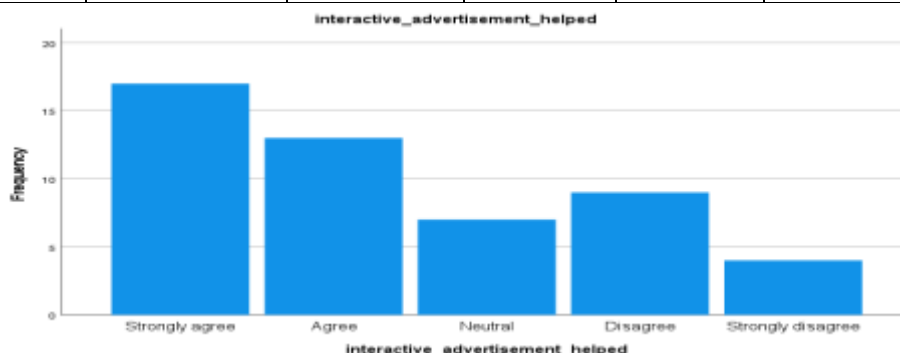
print_media_and_web_media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	46.0	46.0	46.0
	No	15	30.0	30.0	76.0
	Not sure	12	24.0	24.0	100.0
	Total	50	100.0	100.0	



The above table shows that the majority 46 per cent of respondents believe that print media and web media have positive characteristics toward design promotion. On the other side, 24 per cent of respondents have stated that print media and web media do not have positive characteristics that can assist in promotional activities. In respect to the majority response, it is clear that the H0 hypothesis of objective 2 has been considered true and it is accepted in the research.

4.5 Do you agree that factors of interactive advertisement have helped to improve knowledge of design among individuals?

interactive_advertisement_helped					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	17	34.0	34.0	34.0
	Agree	13	26.0	26.0	60.0
	Neutral	7	14.0	14.0	74.0
	Disagree	9	18.0	18.0	92.0
	Strongly disagree	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

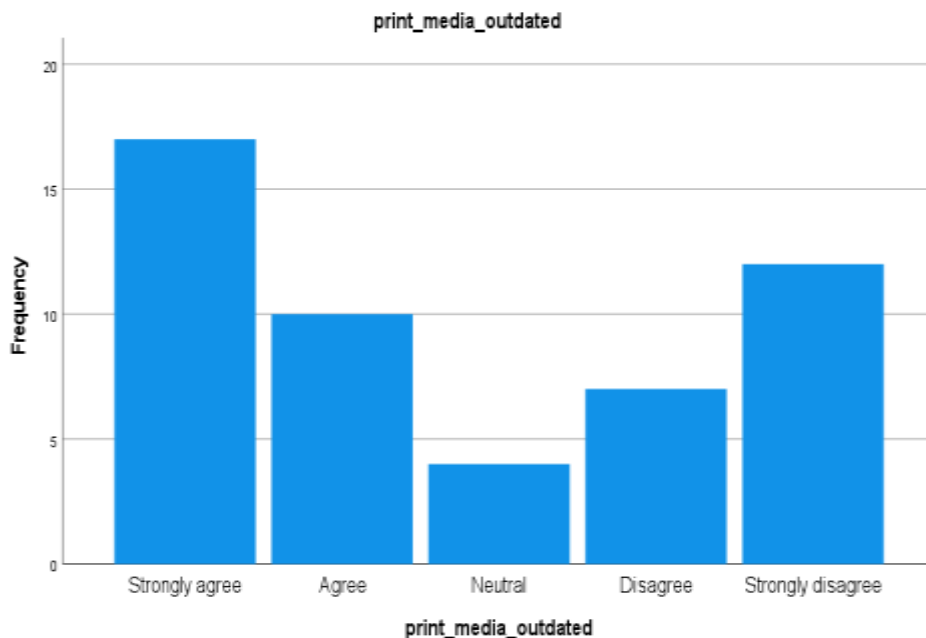




In respect to the above responses, it is clearly seen that 34 per cent of respondents have strongly agreed that inter factors of interactive advertisement have helped people to gather knowledge about various designs aspects. Interactive advertisement helps to show different visual presentation of different designs that helps to gain knowledge among people. Along with that, 26 per cent of respondents have agreed with this fact. On the contrary, 18 per cent of respondents disagreed with this fact as they think interactive advertisement is the only factor that increases knowledge regarding design. A total of 8 per cent of respondents strongly disagreed with this question. The remaining 14 per cent have failed to provide any relevant answer to this question. In respect to that, it is identified that H0 of objective 3 has been proven to be true and it has been accepted.

4.6 Do you agree that technologies in print media is outdated compare to web media?

print_media_outdated					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	17	34.0	34.0	34.0
	Agree	10	20.0	20.0	54.0
	Neutral	4	8.0	8.0	62.0
	Disagree	7	14.0	14.0	76.0
	Strongly disagree	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

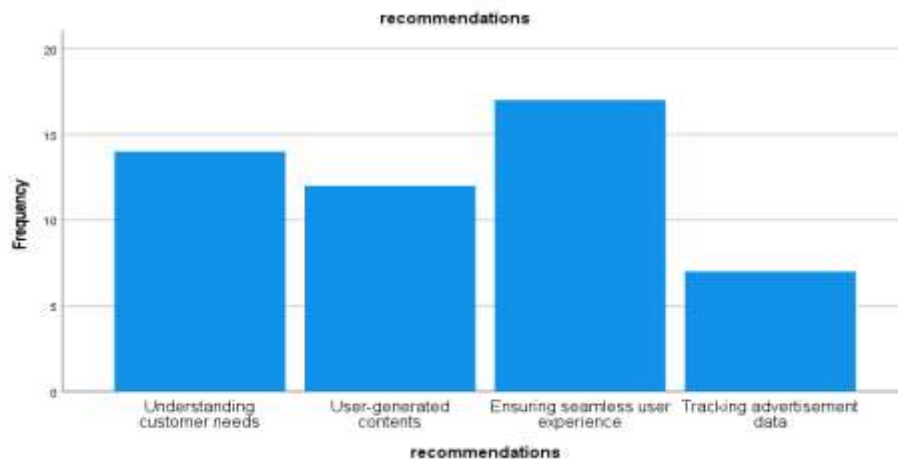


In respect to the above responses, it is clearly seen that 34 per cent of respondents strongly agreed that technologies in print media is outdated compare to web media. They believe that most print media have not been able to consider advance technologies compare to web media. Additionally, 20 per cent of respondents have agreed with this fact. On the contrary, 14 per cent of respondents disagreed with this fact as they think print media is focusing to improve their technologies in recent times. Total of 12 per cent of respondents strongly disagreed with this question. The remaining 8 per cent have failed to provide any relevant answer to this question.



4.7 What recommendations do you provide for improving interactive advertisement?

recommendations					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Understanding customer needs	14	28.0	28.0	28.0
	User-generated contents	12	24.0	24.0	52.0
	Ensuring a seamless user experience	17	34.0	34.0	86.0
	Tracking advertisement data	7	14.0	14.0	100.0
	Total	50	100.0	100.0	



The above table shows that the majority of 34 per cent of respondents recommended ensuring a seamless user experience. In addition to that, 28 per cent of respondents recommended that understanding individuals needs can help to improve interactive advertisements in the future. A total of 24 per cent of respondents recommended using user-generated content for better interactive advertisement. Finally, the remaining 14 per cent of respondents have said to track advertisement data for improving interactive advertisement.

5. Discussion

From the above findings, it is quite clear that, the majority of respondents have strongly agreed on the importance of interactive advertisement in the age of digital innovation. As for their view, such advertisement facilitates the realisation of a better advertisement-related approach in today's world. Many of the respondents are highly satisfied with the interactive advertisement taken into consideration. With interactive advertisement, the promotion of the individuals has been able to improve customer reach. Majority of the respondents agree that Print media and web media are positive toward the promotion of the design. The findings reveal that the result on inter factors of interactive advertisement, most of the respondents strongly agree that inter factors have contributed to the improvement of customer reach. According to the responses given, the aspect of print media and web media enables the usage of diverse technology that could provide better designs. Last of all, the finding indicates that the majority of the respondents strongly agreed that with print media has outdated technologies compare to web media.



6. Conclusion

The study has helped to conclude that with the assistance of advanced interactive advertisement, individuals can easily gather knowledge about designs the digitalisation era. It has been clear from the above findings that interactive learning has helped to enhance knowledge efficiency regarding designing process and improve the capabilities of individuals. Moreover, print media and web media have helped to show characteristics such as creative content development and different types of content development, which have helped to connect with people around the world. This is highly beneficial for the people as it may help to improve their ideas regarding the designing process to understand its factors. The findings also have helped to identify that the main factor of interactive advertisement that has impacted the promotion of design is personalised advertisement. In order to improve interactive advertisement, it is important to implement a seamless user experience.

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