

Consumer attitude, perception and behavior towards Integrated Digital and Traditional Marketing Media

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<p>Abstract</p> <p>Digital media have been rapidly evolving in the past years which led to a significant change in a marketing strategy formation. There is a distinct need to efficiently combine traditional and digital media for product advertising and brand management to maximize the outcomes. However, due to the novelty of the phenomenon, integrated approach has not yet been thoroughly studied and implemented.</p> <p>This study explored relationship between integrated marketing media and consumers through analyzing consumer perception, attitude and behavior towards those media. The main objective was to analyze consumers' opinions on digital, traditional and integrated marketing media.</p> <p>The research approach was quantitative, and the primary data was gathered through a self-administered questionnaire carried out in April 2019. The questionnaire was published online. Overall, 170 responses were gathered and processed.</p> <p>Survey responses indicated a general consumer preference of digital marketing media over both traditional and integrated media as the former are viewed as more informative, useful, modern and allowing two-way communication. Many respondents acknowledged integrated marketing media strategy as the most efficient approach due to wider population coverage, brand image formation and diverse channels. Traditional marketing media were the least favorable in terms of innovation, informativeness and perspective.</p> <p>The research can be applied by most businesses' marketing management and strategy development. For further research, more specific age groups and nationalities can be studied to obtain more specific information on marketing media perception.</p>		
Keywords/tags (subjects) marketing media, digital media, traditional media, integrated media, consumer behavior, perceptions, attitudes		
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Contents

1	Introduction	4
1.1	Context and motivation for the research.....	4
1.2	Research objectives and questions	6
1.3	Structure of the thesis.....	7
2	Literature review	9
2.1	Defining digital marketing	9
2.2	Digital marketing media	11
2.3	Traditional marketing media	19
2.4	Comparing digital and traditional marketing media	24
2.5	Integrated marketing media	28
3	Research approach and implementation	34
3.1	Research design.....	34
3.2	Data collection.....	36
3.3	Questionnaire as a research method	39
3.3.1	Preparation.....	40
3.3.2	Implementation	42
3.3.3	Analysis and interpretation	43
3.3.4	Research ethics.....	46
4	Research results	48
5	Conclusions	57
6	Discussion	61
6.1	Quality of the research process and results.....	61
6.2	Ideas for further ressearch.....	65

References	67
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Figures

Figure 1. Marketing budget distribution in the US (adapted from Booysen, 2019).....	4
Figure 2. Targets of e-mail marketing (adapted from Piñeiro-Otero & Martínez-Rolán, 2016).....	15
Figure 3. Radio promotion goals (adapted from Buchman, 2002, 57).	22
Figure 4. Integrated approach to the media (adapted from Rakić & Rakić, 2014).....	29
Figure 5. Marketing integration plan (adapted from Piñeiro-Otero and Martínez-Rolán, 2016, 40-46)	31
Figure 6. Occurring stages if the question is reliable (adapted from Foddy, 1994, 17)	41
Figure 7. Traditional and digital media use	50
Figure 8. Respondents' marketing media preference.....	52
Figure 9. Type of media beneficial for companies from customers' perspective.....	53
Figure 10. Future implementation of integrated media strategy.....	54

Tables

Table 1. Traditional and digital marketing mix comparison (adapted from Piñeiro-Otero and Martínez-Rolán, 2016).....	26
Table 2. Respondent demographics.....	48
Table 3. Digital and traditional media factors analysis	51
Table 4. Media preference in correlation with respondents' age	52
Table 5. Future implementation of integrated media strategy. Statistics.....	54
Table 6. Paired Samples Statistics: Traditional and digital media effectiveness	55
Table 7. Paired samples t-test: Traditional and digital media effectiveness	55
Table 8. Paired Samples Statistics: Integrated and digital media effectiveness.....	56
Table 9. Paired samples t-test: Integrated and digital media effectiveness.....	56

1 Introduction

1.1 Context and motivation for the research

Technological development inevitably affects and transforms business conduction in all the possible means and areas and marketing management is not an exception. Digital marketing is growing upon businesses' marketing strategies and the integration is distinctly obvious. According to the media company Magna, certain markets devote more than 40% of their media advertising budget to digital marketing. Therefore, digital marketing practices have already occupied a significant place in business conduction process and are continuing to emerge and advance with technological development. And although the changes are evident and all-encompassing, the phenomenon is still relatively new while literature on integrated digital and traditional marketing media began to emerge only quite recently.

Numerous companies all around the world have already built their marketing strategy based upon integrated traditional and digital media in order to cover a wider population and communicate an integrated message throughout various platforms. For instance, Booysen (2019) presented in her article statistics of marketing budget distribution in the United States and it presents that over a half of marketing budgets are assigned to digital media (see Figure 1).

Marketing budget distribution in the US

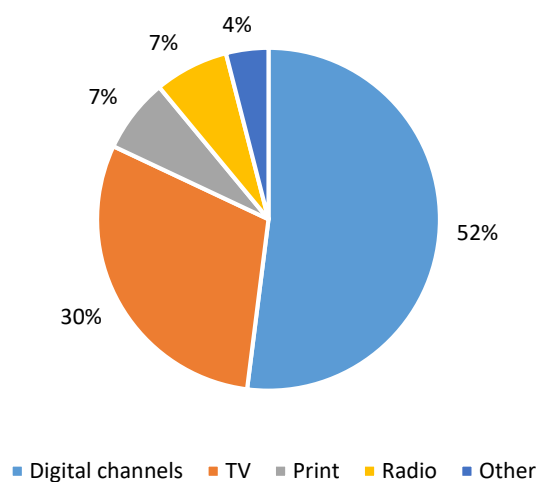


Figure 1. Marketing budget distribution in the US (adapted from Booysen, 2019).

Digital marketing practices are proven to fetch competitive advantage to businesses in the modern context. Shirisha (2018, 612) emphasized that with the Internet explosion across businesses' strategies, digital marketing is becoming a progressively vital source of competitive advantage for both B2B and B2C as digital media are so integral that consumers have access to information any time and any place, they want it. Thus, in the current context companies should consider applying digital practices in order to maximize efficiency and improve performance.

There is currently plenty of research carried out concerning digital and traditional media statistics, differences and integration. However, the author found that customer perception and behaviour towards digital and traditional media efficiency and their successful integration have not been thoroughly studied. This topic is vital for applying various marketing strategies as it helps to determine specific useful media for different businesses through showing, most importantly, customers' attitudes towards advertising and what consumers themselves state to be crucial in their purchasing behaviour.

Moreover, due to the constant rapid growth and innovation of digital media, the knowledge on the case require permanent research, development and update. Market is constantly fluctuating, new trends are emerging, and smarter strategies are being developed. Thus, in order to keep up with the competition and constantly deepen the knowledge in the area, professionals have to seek the ways of supporting the competence, which generates a need for constant research in the area.

Danaher and Rossiter (2011) stated that, dating back to 2011, marketing literature have not yet examined whether traditional or digital marketing will be the dominant marketing channel of the future, and hence which is the best allocation of marketing resources. Chao, Corus, and Li (2012, 21) further studied that preferences within digital advertising and within traditional advertising have been explored; however, "academic research that focuses on comparisons between traditional media and online media is limited, and it may take years before significant research publications are available". The authors suggested that additional research is necessary to further understand consumer advertising preferences in relation to predicting effectiveness of the media channel used, understanding age or generational differences that might

exist, and examining potential shifts in preference. This proves a constant need for marketing research in the area focusing on digital and traditional media usage, comparisons and integration.

Therefore, the following research will contribute to overall literature in digital marketing, specifying on customer perspective of digital and traditional marketing media effectiveness separately and when integrated.

Personally, I have come to the decision to further research this phenomenon after the topic was touched on during the Marketing course, especially when researching electronic Word-Of-Mouth. After the further introduction to digital marketing, I found the process of applying an integrated marketing media approach extremely intriguing due to various factors: its actuality, individualisation, cost-optimization processes, combining innovation and stability as well as the need in creative and unique approach.

Nowadays many processes are shifting to the digital world and I feel extremely agitated to keep up with the change and apply new techniques into the working process in order to sustain competitive advantage of both the organization I will be working in and my own career. That is why I was eager to take on a technological, up-to-date and relevant phenomenon which has not yet been researched and developed properly from various points of view. At the same time, digital marketing has become an inevitable part of marketing management and it is completely necessary for every marketing professional to understand its processes. The following research on digital marketing integration will deepen my knowledge in the sphere, allowing to better understand both traditional and digital marketing media, customer attitude towards digital and traditional channels and efficiency of integrated media strategy.

1.2 Research objectives and questions

According to Lewis, Saunders, and Thornhill (2009, 34), research objectives provide with evidence of a researcher's understanding of research purpose, its content and main direction of its development; and are supposed to lead to a greater specificity than research questions. In this case, it is necessary to explicitly describe various aspects of the phenomenon while narrowing down the field of research.

The objectives of the following research are to compare traditional and digital marketing media and discuss their integration and effects on business marketing strategy; and to identify the extent of success of integrated marketing media strategy.

Research question is an initial step in the research process as it provides with a more detailed answerable inquiry into a specific issue. Two following research question were formed, based on the objectives of the study:

- What type of marketing media customers view as most useful and appealing?
- Is integrated digital and traditional marketing media strategy beneficial from customers perspective?

The study will examine customers' attitude, perception and behavior towards different marketing media. Attitude stands for an established point of view towards some phenomenon. Perception represents interpretation of that phenomenon. While behavior reflects a taken action forced by a phenomenon. In coordination, these factors help to form a thorough understanding of psychological aspects of recipients towards a phenomenon. Therefore, by considering and analyzing these three factors, the author will get an explicit picture of the relationship between marketing media and consumers.

The following processes of data collection and analysis were carried out in appliance with the stated research objectives while the research findings are supposed to answer the formed research questions.

1.3 Structure of the thesis

In order to provide a reader with specified contents, flow and development of the study, as well as increase its transparency, the structure of the thesis is proposed.

In the introduction part background of the phenomenon and the author's motivation for carrying out the research are discussed. This helps to establish reasoning for choosing the topic, draw the primary outline of the research contents and show the author's understanding of the topic. Additionally, in the introduction part research

objectives and questions are presented which help specify the research area and provide readers with explicit aim of study straight from the beginning.

The following chapter is literature review which contains the valuable theoretical base of the research. It discusses digital marketing as a phenomenon and in relationship with traditional marketing. Due to the novelty and permanent changes of digital marketing practices (opposite to traditional marketing), the author decided to focus more on digital marketing development and digital media first. Following, traditional marketing media are described and compared to digital marketing media in this chapter based on the previously gained knowledge. Finally, the integrated marketing media processes, elements and features are described and discussed. The previous researches on consumer media preferences are presented as well in order to discuss modern trends and compare and contrast the already existing knowledge about consumer attitude towards marketing media. This chapter draws an overall picture of the integrated media phenomenon and its interpretations of various researchers while providing readers with background and context of the research.

The following part presents the methodology chosen by the author including research design and data collection methods through discussing different research approaches. The whole process of carrying out the research is reasonably explained and thoroughly studied in order to maximize the relevancy of the outcomes. Next the research process is presented step-by-step, including the summary of questionnaire research approach, preparation for the research, implementation and data analysis. The author covered all processes which were conducted throughout the research with the support of additional material explaining those processes. Finally, ethics are discussed in the light of a responsible research conduction in order to provide evidence of this research complying with them.

Research results chapter presents the actual data collected through the research including respondents' demographics, relevant statistics and comparisons of variables. The data is numerically analysed and presented with the use of graphs and tables. In turn, the conclusions chapter interprets the former results in order to better explain the discovered phenomenon, discuss the relationship between variables, compare the results with previous research findings. Results interpretation helps to simplify raw numerical data and provide business managers with valuable insights.

Finally, in the discussion part the quality of the research process and results is confirmed through validity, reliability and generalizability, and the ideas for future research are offered.

2 Literature review

2.1 Defining digital marketing

Digital marketing genesis

Technological advances have elaborated advertising techniques throughout history. As stated by Wind and Mahajan (2001, 3-4), while in the 18th and 19th century the main advertising channels were newspapers and word-of-mouth advertising, the 20th century captured a development of an utterly new advertising age as with the advent of radio and television the advertising landscape shifted completely. Towards the end of the century a new and forceful wave of technological development led by the Internet formation and rapid adaptation underpinned major milestones of the following marketing practices.

Grönroos (2000, 6) explained that the new technological reality generated change and innovation processes in marketing strategy and conception of the environment of various companies, so a new marketing approach to providing solutions to the challenges arose. Thus, in the mid-1990s an explosion of pioneering online ventures striving to comprehend an arising potential of the new medium occurred (Wind & Mahajan 2001, 10). As researched by Roberts and Micken (2015, 97), society has gone through an economical shift driven by digital technologies, and with the rapidly increasing number of Internet users, business application of digital technologies has become indispensable. This vital technological shift of the daily life of different audiences and organizational operation processes brought about a deep transformation of marketing, its tools and strategies (Krishnamurthy & Singh 2006, 605-607). Finally, digital marketing took over in the advertising scene and led to the establishment of new values, tools and strategies.

In order to obtain loyal customers, the company should establish a process which allows consumers to receive value consistently by purchasing their product or service.

In an offline environment, the consumer journey is extended, especially in the consideration and evaluation stages, while the digital environment compresses and even eliminates these stages (Edelman & Singer 2015). Online customers can gather information from other people's reviews on websites not managed by the brand and gain knowledge about the product/service through a focused personal research on search engines, and the initial demand to purchase could be created just by seeing a post on a social network. Thus, in the digital environment, customers can move through their decision journey in fundamentally new ways.

As the digital technologies rapidly progress, the role of digital marketing increases in the business field respectively. In the past decade the Internet has obtained incomparable attention and changed the ways of operation in numerous fields. Thus, there is a discussion if digital marketing has overpowered traditional marketing or if there is a possibility of them coexisting and complementing each other. (Todor, 2016.)

Definition of digital marketing

As stated by the American Marketing Association's definition (2016), digital marketing may be seen as activities, institutions, and processes facilitated by digital technologies for creating, communicating and delivering value for customers and other stake-holders. In addition, Gibson (2018, 12) stated that digital marketing is a strategy that provides organizations with the possibilities to reach clients by establishing innovative practices and applying technology in order to make traditional marketing strategies more efficient and diversified.

According to Todor (2016, 52), digital marketing implies a quantifiable and interactive marketing of goods and services with a clearly defined target audience through digital distribution channels. Its main objectives are to raise brand awareness, reach targeted audiences, convert leads into customers and preserve the existing client bases which has to result in added company value, boosted sales and income flows.

Piñeiro-Otero and Martínez-Rolán (2016) expressed that digital marketing has become an innovative phenomenon helping organizations achieve their marketing goals through linking customization and mass distribution. There is a considerable

number of professionals who widely implement the ideology of McCarthy, which utilizes the 4P model: product, place, promotion and price. This traditional marketing strategy by McCarthy is an efficient, credible and widely-recognized foundational strategy, however, many argue that it leaves no role to the consumer as it is focused mainly on the production processes. (Gibson 2018, 12.) Piñeiro-Otero and Martínez-Rolán (2016, 38) found that this manufacturing-focused marketing theory was further specified by Lauterborn's user-centered model: 4Cs that turn product into customer solution, price into cost to the customer, place into convenience and promotion into communication. This model presents marketing from a new perspective generating value for the online world.

Kannan and Li (2016, 23-24) emphasized the generic impact of digital technologies laying in value creation for customers (through value, brand and relationship equity and customer satisfaction) and creation of customer equity (through strategies for acquisition and retention).

Thus, digital marketing addresses and manages the most relevant change in the highly competitive business realities: the power shift from marketers to consumers. This statement is supported by Kotler and Keller (2014) who suggested that in order to reach success, new marketing must be holistic and build stronger brands through performance and customer-centrism rather than simply via promotion.

2.2 Digital marketing media

Generally, digital media are classified into three groups through which the content is streamlined. In order to better understand the media integration phenomenon, these types of digital media should be firstly clarified:

1. *Owned media*: are content assets fully controlled by a company. They include websites, blogs, mobile apps while social media are considered owned media partially (due to the third party in company-customer relationships: the platform) (Lieb and Owyang 2012, 4).
2. *Earned media*: user-generated content provided by the external individuals. These media include customers' posts, reviews, recommendations, shared

videos and photos. Company does not have a direct control over this kind of media, however, it can affect and enhance the content through organic positioning, content marketing and efficient SEO implementation. (Rakić & Rakić, 2014, 45.)

3. *Paid media*: form of advertising for which the company has to pay including, banner ads, sponsorships, promoted posts, Pay-Per-Click search ads, pay-per-post blogging, etc. This type of media increases the outputs and efficiency of the two former ones.

Lieb and Owyang (2012, 5) described also the fourth type of digital media which consists of a utilization of two or more discussed types of media. As customers' journey between devices, channels and platforms becomes more complicated, understanding of the former media types helps companies develop a coherent and flexible strategy maximizing the outputs if well-researched and established.

Web-site

The base of digital marketing strategy is an efficient, well-designed and smoothly operating website as most of the other marketing tools in a digital environment are created in order to generate leads to the website. Website is expected to attract, engage and retain customers as well as transform leads into purchases.

According to The Internet Marketing Academy (2011, 14), customers nowadays are seeking to find out information through the easiest way possible and in the current environment Internet is the most accessible and reliable tool for that. This idea is supported by the Visible Logic survey (2014), which includes answers of nearly 200 respondents from Facebook and LinkedIn, as 87% of respondents stated that they explore and analyze the website of any new or exciting product, service or business. This depicts a value created by the website for both customers and businesses. Moreover, the same study revealed that 100% of respondents admitted to leave a website due to its poor design or too complicated user interface. Therefore, website can both help in growing the business and generating revenue as well as seriously limit business's opportunities.

Most importantly, comparing to the traditional marketing media channels, website provides companies with high efficiency with relatively low or zero expenses. In order to create an up-to-date website, there is usually no need to hire marketing agencies or professionals as a website can be purchased and then customized to avoid a prefabricated look. In addition, there are various services which offer free or low-cost platforms such as Squarespace, Weebly, Wix, or WordPress. (Vien 2016.)

One of the main features of the web-site is user interface as it helps to attract and retain visitors of the website by making navigation easy, transparent and entertaining. According to Ganapathy and Ranganathan (2002, 459), the contents of a website play an important role in customers retention and purchase-making; however, the authors also insist on the provided navigation tools bringing additional value to the processes as they help in website-navigation and evaluation of the information published.

Finally, a major difference between traditional retailing channels and use of website lays in the extent of interaction between customers and a company. As customers have many questions about shipping, payment, various policies or store locations, many websites have FAQs providing customers with the necessary information and answers to most common concerns. Moreover, websites which include FAQ section get more visitors than the ones without it. (ibid., 459-460.)

Social Media marketing

Social media acquired an inevitable massive part of the social processes and with that its marketing value has increased rapidly. Due to social networks' presence in the lives of most people, they established an ultimate platform for organizations to reach and engage potential customers, share content, create value and trust, increase impact and understand clients' needs and wants. As noticed by Piñeiro-Otero and Martínez-Rolán (2016, 47), social media offer an opportunity to establish significant relationship between businesses and potential customers because different platforms play as services enabling free information exchange within people of same interests. This results in facilitating marketing capacities between individuals and organizations through online information flow and messaging.

Piñeiro-Otero and Martínez-Rolán (2016, 47) define diverse types of social media platforms:

- Audiovisual platforms: YouTube, SoundCloud;
- Image platforms: Instagram, Pinterest, Flickr;
- General social networks: Twitter, Facebook, VK, Google+;
- Specialized platforms: LinkedIn;
- Varied platforms: blogs, news aggregators, wiki's, etc.

Gaikwad and Kate (2016) pointed out the importance of social media in marketing due to its elaboration of word of mouth marketing. Social media allow customers to share their opinions on products and services with their audience constantly and immediately and sometimes electronic word of mouth plays vital role in a company's strategy. Moreover, according to Godes and Mayzlin (2009), companies can drive sales by generating their own eWOM: a large-scale field experiment, in which the authors collected data from both customers and non-customers, stated that less loyal customers are likely to have a greater impact on eWOM campaigns.

E-mail marketing

E-mail marketing is a digital marketing technique which allows firms to reach new customers as well as retain the loyal ones through sending advertisements and commercial information via e-mail. Newsletter is the most common tool of e-mail marketing and it usually includes a publication containing an interesting content distributed periodically to all subscribers. (Piñeiro-Otero & Martínez-Rolán 2016, 54.) Gaikwad and Kate (2016) brought the term "e-mail marketing" into focus and stated that every e-mail directed towards a potential customer, including distribution of coupons, online newsletters, promotional events and advertising materials, could be addressed as e-mail marketing.

E-mail marketing is a highly personalized and customer-directed technique of digital marketing as e-mails to different customers can be developed in consideration of their specific interests, former purchases and website searches. According to Konrath

(2012, 100) messages should be sent in a personalized way since sending diverse yet customized content is necessary to prove the quality of e-mails excluding the possibility of their direction into a spam folder. With a use of data collection, new opportunities in e-mail content creation have arisen as with automation tools the content can be well planned for the audience (Taylor 2015).

In order to create an efficient advertising content, Bowdery (2008) introduced a concept called AIDA which stands for getting Attention, providing with relevant Information, engender Desire and call for Action. This theory is actively utilized in various campaign-making processes, including the process of composing an efficient e-mail marketing strategy, as it helps to analyze the affects and emotions which the advertisement will generate.

The main targets and objectives of e-mail marketing may vary within different companies; however, all of them were grouped by Piñeiro-Otero and Martínez-Rolán (2016) around four main goals (see Figure 2).

Directing traffic to a website	Promoting a special activity	Cost savings	Brand popularity and vision
<ul style="list-style-type: none"> •To a home page •To any special section 	<ul style="list-style-type: none"> •New services •Special discounts •Sales 	<ul style="list-style-type: none"> •Supporting order management and customer information •Customer support services provision at lower cost 	<ul style="list-style-type: none"> •Same as for other types of online campaigns

Figure 2. Targets of e-mail marketing (adapted from Piñeiro-Otero & Martínez-Rolán, 2016).

Additionally, the authors discussed various advantages and disadvantages of e-mail marketing. The results state that the advantages of e-mail marketing application include:

- Mass technology, instantly reaching potential and current customers;

- Direct system able to reach wide audiences yet with a customizable content;
- Multimedia channel;
- Quantifiable output which allows a quantitative evaluation of carried out campaigns.

Disadvantages of e-mail marketing are the following:

- Antispam filters prevention;
- Explicit authorization of a potential recipient needed;
- Specific and local laws compliance needed.

Considering the minor disadvantages and specific compliance of e-mail marketing, overall it is an extremely useful and applicable technique which helps marketers direct and promote a company's specifically to customers while speaking the same language with them.

Content marketing

Rowley (2008) described content marketing as an organizational process of distinguishing, analyzing and fulfilling customer demand by distributing digital content via electronic media in order to gain profit. Content marketing is also referred to as story marketing (Sullivan 2013). This is because through creating specific content on different platforms, marketers convey and promote an explicit and all-encompassing organizational message, creating an own story and making customers believe in it. In addition, according to Vien (2015), creating and posting original content such as blog posts, white papers, ebooks, presentations, and videos leads potential clients to the company's website and increases their engagement with social media channels. Thus, content creation plays a significant role in promoting other marketing platforms.

Through publishing relevant content and creating their own world, a company is able to translate their vision and value as well as build a strong and recognizable brand. In addition, it improves a company's rankings in a search engine by generating leads and creating various platform connections (Vien 2015).

An appreciable advantage of content marketing strategy is that it offers companies an opportunity to enhance positioning of their product which is based on firm's reputation in the market and quality of products and services (Kee & Yazdanifard 2015, 1056). This means that creation and publishing of effective content helps to directly reinforce company's positioning and boost its public image.

Some of the features of content marketing have been discussed by various researchers and include:

- Personalization: in an environment of experience-based economy and high competition in the market, customers are looking for unique, personalized experiences which can be provided by content creation (Light 2014).
- Ethicality: marketers have to ensure transparency, honesty and ethicality of content as authenticity is the best policy for any organization (Kee & Yazdanifard 2015, 1060).
- Word-of-mouth: relevant and qualitative content has a potential of becoming viral which is nowadays considered one of the most efficient marketing phenomena (ibid., 1058).
- Co-creation: content marketing includes strategies of involving customers into the process of creation, thus, embracing their loyalty towards a brand and pushing towards a deeper content exploration (Goldenberg, Oestreicher-Singer, & Reichman 2012).

Search Engine Optimization (SEO)

Search engines provide organic listings as well as paid listings of websites in a customer's browser in response to the typed keywords. There are three parties involved in the search engine processes: a search engine, an advertiser and a customer. (Kannan & Li 2017, 29.)

Overall, the higher ranked on the search results page and the more frequently a website appears in the result list and other websites, the more leads it will receive from potential customers. The kinds of search targeted by SEO include image search, local

search, video search, academic search, news search and industry-specific vertical search engines. (Yasmin, Tasneem, & Fatema 2015, 73-74.)

According to Gibson (2018, 14), hyperlinks and banner ads are the main tools of the SEO. The goal of their implication is driving traffic to business' website and these tools are available for purchase for a certain period of time from various platforms.

Search engines provide an efficient mechanism for identifying high-value customers as they are directed towards those internet users who may have already searched for similar products or services. Chan, Wu, and Xie (2011) researched that the customers acquired through paid search engines generate higher customer value and purchase more frequently than customers acquired from other channels. Moreover, according to the research of Dinner, Van Heerde, and Neslin (2014), paid search advertising is more effective than offline advertising.

According to Kannan (2017, 30) various search engines provide their customers – companies - with keyword performance reports which allow a better analysis of the efficiency of their paid search advertising campaigns. Some of the examples include Google AdWords which provides daily statistics with the following metrics:

- the number of impressions,
- number of clicks,
- click-through rate (CTR),
- conversion rate,
- average CPC,
- total costs,
- average position.

Among these metrics Kannan (2017, 30) highlighted position, CTR and conversion rate as the ones having most impact on acquisition costs.

Integrated digital marketing campaigns

Hipsher (2014) referred to integrated digital marketing campaign as a coherent digital marketing approach which combines various marketing tools and strategies beneficial for a business. The author stated that multiple marketing strategies in conjunction have a much more valuable impact on an online presence than when applying them separately. It is an inevitable part of digital marketing integration process into traditional marketing practices is creating integrated digital marketing campaigns as they execute various channels, therefore, helping to establish a solid communication integrity.

Multi-channel digital campaigns allow companies find various touch-point with their customer, increase online and offline presence and convey a brand image in the most explicit way. Gregorio (2017) has come up with 8 valuable reasons why integrated digital marketing campaigns are necessary to consider:

1. Multiple touchpoints for gaining a favorable purchasing response;
2. Fresh content creation;
3. Generating traffic from diverse sources;
4. Delivering better ROI (Return On Investment);
5. Engaged customers are willing to spend more;
6. Digital marketing channels continuously evolve;
7. Competitive advantage.

2.3 Traditional marketing media

Historically, traditional marketing has escalated after the increase of welfare levels, economic stability and increasing use of TV in the western households, which resulted in a new era of selling. The emphasis of businesses has shifted to customers from suppliers resulting in development of various brands' efforts to attract and sus-

tain customers. Therefore, the main aim of traditional marketing is to affect customer perception, therefore, creating value and motivating them to buy the product. (Durmaz & Efendioglu 2016, 35-36.)

Currently, marketers have numerous traditional media in their disposal for communicating an advertising message to potential customers. While the media marketplace has become very dynamic, traditional media have to continuously adapt to the changing environment. According to Hanekom and Scriven (2002, 50), traditional media provide advertisers with various specific advantages, such as definite delivery, completeness, accuracy, frequency, speed, timing, selectivity and economy.

Print media

Print advertising media include newspapers and magazines. Generally, print media are mobile and all-encompassing, reaching vast amounts of potential customers in a relatively short time frame. According to Hanekom and Scriven (2002, 51), print media have become more dynamic and competitive, demanding more advanced printing technology and new titles.

Firstly, newspapers include various characteristics such as circulation distribution in the trading area, their appearance, extent of use as shopping guides by consumers and their prestige (ibid., 50). Moreover, as mentioned by Krugman, Reid, Dunn, and Barban (1994, 431), newspapers have a very short lifespan, usually not more than a couple of days. This increases the necessity for attention-grabbing ads which create a quick impression. "Clusters" or entire blocks of advertisements, in turn, may lead to an information overload resulting in ad getting lost among many other messages. Therefore, when creating a newspaper advertisement, it is necessary to take into account target audience, communication message, and ads' attraction capacities.

Magazines share the benefits of the newspaper advertising while having some specific features. For instance, they allow marketers target more narrow and suitable customer segments as they usually cover separate industries and audiences, unlike those of newspapers (Davis & Zerdin 1996, 13). Hanekom and Scriven (2002, 50) also mention that the lifespan of magazines is much longer due to better paper quality which results in a longer message delivery process. Generally, magazines are more expensive and, thus, targeted on consumers with better buying capacities. However,

advertising in magazines is generally more expensive and requires a strong brand image as not all ads are chosen to be published.

Television

Television is a type of traditional media implying one-way communication processes meaning that marketing messages are sent to the customers without a possibility of communication return. According to Krugman et al. (1994, 457), television can be considered an ideal media for creation of dramatic and effective advertising messages as it implies using both sight and sound with a diverse range of graphics technology. Moreover, television demonstrates the benefits of the product to customers in a relaxed and comfortable atmosphere which increases attention levels. It also provides a possibility of advertising at a specific date and timeframes which is a beneficial feature. (Hanekom & Scriven 2002, 51.)

Repetition is a key component of television advertisements as it familiarises viewers with product which makes it efficient for a brand image creation. Television advertising was found to increase sales impact by increasing brand awareness (Rubinson, 2009). However, as commercials are often cluttered together in a short period of broadcasting time and may annoy viewers, there is a high risk of inefficiency and monetary losses. (Hanekom & Scriven 2002, 51.) The effectiveness of commercials is also questioned based on some other reasons, including:

- consumers' preference of programming without commercials and their avoidance;
- the availability of services allowing to skip commercials by fast forwarding, such as Tivo or DVR;
- consumers are likely to multitask while advertisements are broadcasted, thus, not paying attention or even muting the sound (Rubinson, 2009).

The percentage of individuals reached through television has decreased from 2012 to 2018 from 89.5% to 81% while Internet and mobile phone have both increased rap-

idly ("Media Comparisons Study", 2012; "Media Comparisons Study", 2018). Television is an ultimate medium, able to reach consumers of all age, income levels and occupation groups with the ability of targeting broadcasting time of specific shows ("Media Comparisons Study", 2012). Poltrack and Bowen (2011) found out that when ads are shown to the customers during their favourite, engaging shows, the likelihood of remembering an ad increases.

Radio

Radio allows listeners to use their imagination when interpreting words, sound effects and tonality of an advertisement. Thus, each consumer may have their own takeaways from the same advertisement, which is why radio is also referred to as the 'theatre of the mind'. Moreover, according to Hanekom and Scriven (2002, 51), radio advertisements are rather inexpensive to deliver compared to television, as production process of radio commercials is cheaper. However, the lack of visuals and advertising clutters are the major disadvantages, especially considering that most of the individuals use radio as a background. (Wells, Burnett, & Moriarty 2000, 275.) As a result, listeners can be inattentive to the radio message, perceiving it just as a pleasant background, and not listen to it carefully, which significantly reduces the impact of the advertising message.

Throughout the development and increasing competition with entrance of private equity radio stations into the market, radio enterprises began to utilize marketing science to differentiate themselves as a product in the radio market. This led to Buchman (2002, 57) differentiating 5 radio promotion goals (see Figure 3).

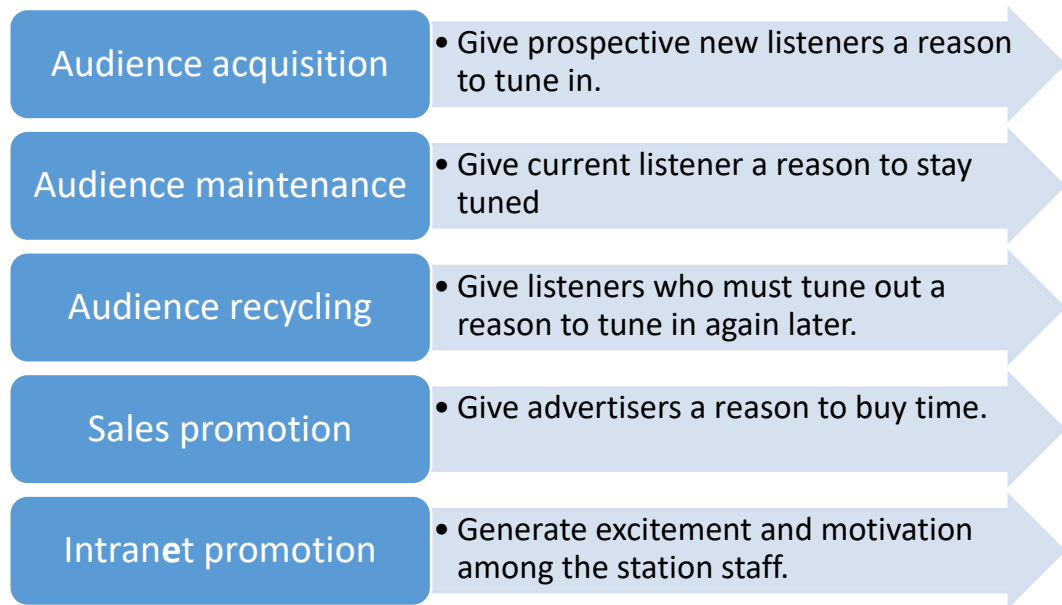


Figure 3. Radio promotion goals (adapted from Buchman, 2002, 57).

Through radio advertisers are able to target distinctive groups of consumers through timing as various people listen to the radio at different times while being engaged in specific activities, such as having breakfast, driving or cooking. Therefore, by broadcasting a specific ad in a specific time the advertising message can be delivered to different customer segments, such as working population, housewives, teenagers and the elderly (Davis & Zerdin 1996, 60).

Outdoor media

There is a vast variety of outdoor advertising media, including banners, flyers, supermarket trolleys, hospital waiting areas, livestock sales rings, sports arenas, exhibition halls, ports and airports, restaurants, motorway service stations or golf courses (Davis & Zerdin 1996, 24). This type of media is very adaptable and contributes to a general brand image with its attention-catching marketing message delivered to both most crowded spaces and more specific, unexpected places. Through outdoor advertising consumers can be permanently influenced with a marketing message, which inevitably affects their purchasing behaviour. The advertisements have a certain effect of charm, realism and fascination, being striking due to the use of colourful and often technological signboards (Jefkins 1984, 214).

However, the mobility of outdoor advertising results in its main disadvantage: brevity of message, also referred to as a 'built-in-limitation' by Krugman et al. (1994, 500). This is because consumers usually have just a quick glance at the billboards, posters or flyers, unless they are very creative or rather provoking, making it impossible to provide with full details and information about a product.

2.4 Comparing digital and traditional marketing media

When considering creating an integrated marketing media strategy, it is vitally important for marketers to clearly understand the different aspects, advantages and disadvantages, obstacles of techniques which will be applied. Therefore, prior to analysing integrated digital and traditional marketing media approach, it is beneficially to first compare and contrast digital and traditional marketing approaches and the roles of media in the marketing field.

Salem (2015) compared traditional and digital marketing media approaches through getting feedback and sharing experience. The author pointed out that traditional media restrain customer feedback to sending mail to the company while businesses can only gather information through focus-group experiments, interviews and surveys. On the other hand, digital marketing allows complaints, suggestions, inquiries or any kind of feedback by even facilitating it after purchases or on social media. Additionally, sharing experience through digital media is much faster and comprehensive, covering much wider audience. (ibid.)

This idea was further escalated by Odun and Utulu (2016, 60) who stated that with the digital media consumers could become "Citizen Journalists" also known as incidental journalists. Hanson, Haridakis, Cunningham, Sharma, and Ponder (2010) argued that "...These social media provide a new form of mediated communication that gives the audience access to on-demand content and the ability to share and discuss it with others." which obviously can not be carried out through traditional media due to their complete determination of inputs and outputs. Durmaz and Effenioglu (2016, 38) also mention interactivity of media as one of the main advantages. Additionally, Odun and Utulu (2016, 60) mentioned the creation of new and improved

advertising products and services in digital media which are valuable to advertisers such as improved targeting facilities, measurement and enhanced ads.

According to De Bellefonds, Knox, Schuurin, Smits, Vismans, and Visser (2017), traditional marketing relies on hypothesis, meaning that there is no guarantee that the message will reach the target consumers, even though a vast amount of money, work and resources are invested into the advertisement creation. The authors compare it to the digital marketing, which, on the other hand, offers a narrow targeting of individuals through creation of personalized messages. Personalized adds allow marketers generate additional brand value and engagement by fitting consumers' needs and choosing the right channels and content.

Yasmin et al. (2015, 71-72) analysed some of the benefits of digital marketing over traditional marketing processes which include:

- Interaction with the audience;
- Results are generally quantitative and, thus, easy to measure;
- Campaigns can be planned over relatively short period of time;
- Reasonably cheap and rapid means of promotion;
- Success of digital marketing strategies is measured through a company's reaching a specific metric indicator or growth of audiences, both local and global;
- Campaigns can be easily changed and adjusted while innovations can be introduced within any campaign with a lower extent of resistance;
- Coverage of wider audience due to the use of various customers technology;
- 24/7 year-round exposure is possible;
- Ability to go viral;
- Two-ways conversation;

- Response and feedback collection are free, fast and easy.

However, it is also argued that digital media lack credibility especially as its access and usage have not been subjected to any form of check or censorship, unlike the traditional media (Odun and Utulu 2016, 60). According to the authors, traditional media also play a vital part in the global polity due to their high access rates: information can be broadcasted to big masses wherever they might be for as long as the medium's signal is available; while also being the main mean of information gathering, formulation and transmission for many decades. Due to this accessibility, advertisers have continued to prioritize traditional media for the placement of their marketing and advertisement messages.

Marketing mix

Piñeiro-Otero and Martínez-Rolán (2016) proposed a comparison of digital and traditional marketing mix features based on the 4 P's theory of Philip Kotler. Through understanding of various P's: Product, Price, Place and Promotion; and their main differentiators, the distinctions of digital and traditional media can be seen. The following Table 1 provides a concise summary of the authors' statements.

Table 1. Traditional and digital marketing mix comparison (adapted from Piñeiro-Otero and Martínez-Rolán, 2016)

	Product	Price	Place	Promotion
Traditional marketing	Various aspects of the product should be considered: packaging, appearance, function, quality, service.	Depicts the company's message about its product brand and image as well as represents the	Choice of the place varies in accordance to company's vision and may include store, retailers,	Includes sales promotion, advertising through radio, TV, print and outdoor media, face-to-face

		company's goals	factories, etc. Includes distribution channels.	selling, public relations, etc.
Digital marketing	A picture and description of a product/service replace a physical exemplar.	Due to the high transparency on Internet, price has become highly flexible and competitive	New way of product distribution through online selling. The internet helps companies go international.	Previously discussed tools such as SEO, content marketing, e-mail marketing, online advertisements.

Therefore, digital marketing in general promotes a more flexible and mobile way of selling, allowing businesses to operate more independently and transparently. On the contrary, traditional marketing is more complex and tangible, providing with more demonstrative way of selling. In turn, the media communications represent the same features: through traditional media the product is broadcasted to the real world, with a more diverse range of experiences while digital media allow technological, faster, cheaper, and more mobile way of advertising, reaching to specific customer groups.

Media preference

There are several researches conducted annually which explore the statistics of customers' and marketers' media type preference. According to Zilman (2010), the decrease of traditional media relevance was first mentioned in 2009 when around 400 magazines and 140 newspapers stopped publishing while only several of them were able to transition into an online format. This trend has continued to emerge further. A study conducted by ZenithOptimedia in 2015 proved the vast development of digital media use stating that the popularity of Internet among consumers had grown significantly while other media channels had decreased: Internet (+105%), Outdoor

(+8), Television (-8%), Cinema (-11%), Radio (-15%), Magazines (-15%), Newspapers (-31%).

Additionally, according to Statista (2019), since 2011 the time spent on print media has decreased significantly with internet usage growing rapidly; both of these trends are predicted to continue whereas television and radio usage remain relatively stable. The same website states that an average US consumer spends 3.4 hours watching TV in 2018 in contrast to 4.2 hours in 2014. On the other hand, digital media use of an average US consumer increased from 5.1 hours in 2014 to 6.3 hours in 2018.

As for the future of marketing media, it is forecasted that the stated marketing media trends will further evolve. Marketing Charts (2018) predicted that marketing media size of the Internet will increase from \$99.8 billion in 2018 up to \$127.4 billion in 2022. Television marketing media size is forecasted to increase as well solely because an online TV is included in the statistics: from \$71 billion to \$74.9 billion with \$5.7 billion belonging to the online TV.

Todor (2016, 56) stated that even though many predicted the end of traditional media era, there is still a significant part of population attached to these media while the loyalty towards digital media of younger generation was statistically proven. Therefore, the author concluded that the best marketing media solution is combining the two types of media which will increase the visibility on the market generating both brand awareness and customer loyalty.

2.5 Integrated marketing media

Considering the various beneficial aspects of both digital and traditional marketing practices, it is evident that in order to remain competitive in the current market, businesses have to develop a comprehensive integrated media marketing strategy. Kingsnorth (2017) proved that nowadays digital marketing and business strategy are concepts that should be integrated and developed in coordination. What is more, with a vast development and growing popularity of digital media, many traditional advertising placements became cheaper and more accessible while remaining necessary for generating leads and targeting the right consumers (Bosetti 2018).

Papulova and Papulova (2006) additionally stated that in addition to the efficient use of disposable resources, it is necessary to maximize the potential value of the outputs by meeting the needs and wants of the targeted customer segments. This can be ensured through a thorough research and application of marketing media and their integration. The Digital Marketing Institute article (2018) concluded that while new media may be appealing and efficient in terms of marketing strategy, traditional media help to lead consumers to an online platform of their preference and engage into its activity.

Integration of digital marketing practices is a complex process which requires precise consideration of various aspects. As Rakić and Rakić (2014, 195-196) have discussed, integration of digital marketing into traditional marketing practices is based on five aspects of integration:

1. Media channels: marketing campaigns performed through the mix of traditional and digital media.
2. Means of communications: a mix of traditional interactions among the consumers and communication between the consumers and organizations.
3. Time of communications: a mix of traditional-static communications ("monologue" towards the target audience) and dynamic communications ("dialogue") in real time.
4. Actors: mix of communications initiated both by consumers (WOM) and organizations with prosumers as co-creators of the content in the process of IMC.
5. Content creation: a mix of communications based on consumer generated content and marketing content (created by organizations), consumers taking part in the process.

As the study focuses on media channel integration, it is necessary to firstly sum up the various media channels. Rakić and Rakić (2014) created a figure which depicts types of traditional and digital media applied in the integrated marketing media

strategy. A concise summary of this figure is presented on the Figure 4. It helps to depict an overall setup of marketing media and further apply integrated media strategy by combining and conjoining suitable channels during campaign creation.

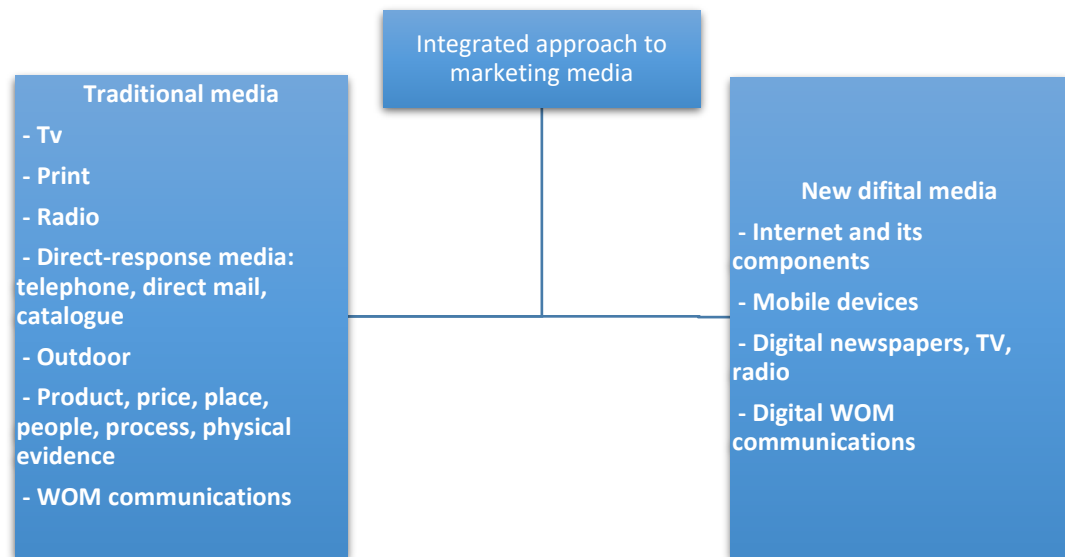


Figure 4. Integrated approach to the media (adapted from Rakić & Rakić, 2014)

Integration of digital marketing media is necessary for modern companies of any industry as it offers a platform for inexpensive consumer research and allows high engagement; however, if traditional advertising is still efficient, a company should start a slow integration of new media elements to draw consumers' attention to its online presence. The main target of integrated media strategy is to engage the audience in a form of new media and establish a balanced and cost-efficient mix of digital and traditional media. (Integrated Marketing Campaigns: Traditional And Digital Media Success, 2019.)

In the IBM Marketing Cloud article "Six Steps to a Successful Digital Marketing Strategy" (2016, 6-7) Henderson, L. stated that in order to effectively communicate with the customers, media should be chosen with customer recognition as the foundation of strategy. This implies a deep understanding of customers' online and offline behaviors. Moreover, the same article proposes that, even though the message should

be unified across various channels, it is necessary to still match the message to a chosen media as all of them contain specific features and directed towards various audiences.

Several effective ways of approaching integrated media successfully and maximizing marketing outcomes were proposed by Bosetti (2018). The author suggested to communicate the same marketing message across several similar in nature media channels. For instance, traditional billboards can be paired with geotargeted messages sent to drivers' smartphones in a form of banner. TV commercials can be made in several lengths such as 6, 15 and 30 seconds in order to reuse the created content for ads on social media, digital streaming and a website. The same content can be published on social media channels and niche magazines while the details of a brand's online presence should be displayed in any printed ad.

An integrated marketing media strategy should be developed systematically and step-by-step as it helps to consider all the details and establish a complex yet combined system. Focusing on media integration, Horton and Kaufman (2014) proposed that an ideal integrated digital marketing media model should consist of 4 steps:

1. Define and establish: defining organizational vision, mission and values and establishing presence on various relevant media and platforms.
2. Convey and Promote: efficient transmission of brand message by utilizing content platforms; and employing paid search, social and mobile initiatives to promote this message throughout organization's website, social platforms and traditional channels.
3. Connect and Convert: engaging target audience into organizational activities and transforming them into loyal customers in order to support long-term relationship.
4. Measure and refine: collecting and evaluating the outcomes in contrast with expected performance and, according to them, improving the future integrated digital marketing activities.

Developing an integration plan

Building an effective integration plan is vital for marketers as it will become the core of all the integration processes and a tool for execution control.

Piñeiro-Otero and Martínez-Rolán (2016, 40-46) advocated for a four-phase marketing plan structure which includes analysis of the current situation of a certain company to determine a strategy and means to accomplish mid-term or general goals. In addition, the structure provides specific responsibilities, time frame and control tools and metrics for monitoring the efficiency (see Figure 5).

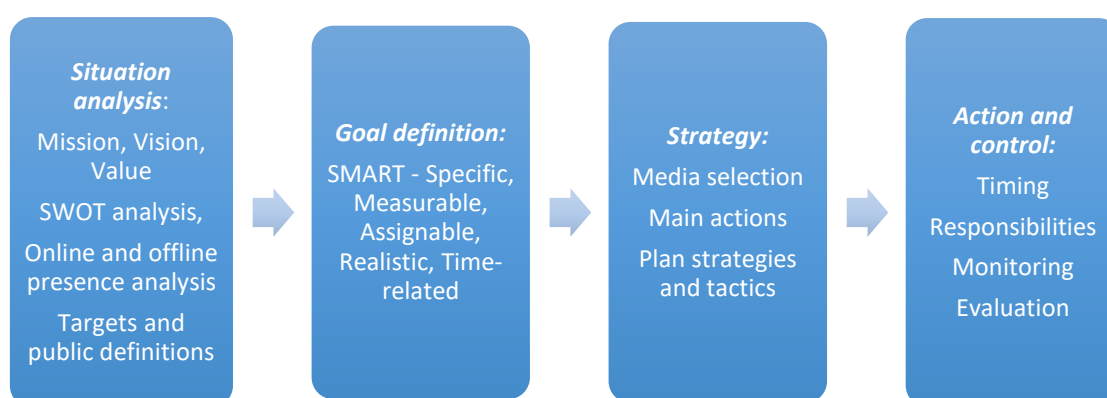


Figure 5. Marketing integration plan (adapted from Piñeiro-Otero and Martínez-Rolán, 2016, 40-46)

Integration of communication processes

Marketing communication process includes messages, ideas and brand images, which companies broadcast in order to inform and persuade customers as well as generate discussion and create a vision of their company or products (Kotler & Keller 2009, 510). This means that the effort put into brand promotion and advertising is considered marketing communication including direct advertisements, social responsibility initiatives and some other forms of publicity and actions which are meant to transmit a specific brand image.

Online marketing communication is directed towards interaction between individual recipients and consumers rather than simply initiating communication of an organization with its consumers; this phenomenon is evident in various social media (Owen & Humphrey 2009, 54). This idea is supported by Mangold and Faulds (2009) who an-

alyzed social media in comparison with the consolidated traditional marketing communications which are based upon the well-researched and developed promotional mix. The authors finalized that as in traditional marketing, social media allow the communication and interaction between the company and the clients, while in a non-traditional sense they generate the conversation of customers directly between one another which is a development of a traditional word-of-mouth. What is more, through social media customers are enabled to communicate to the company. These features result in a decreased level of control, as opposed to the traditional integrated marketing communication, due to the escalating conversation which appear independently from the company's strategical steps. (Rakić & Rakić 2014.)

Barker, Du Plessis, and Hanekom (2009, 6) emphasized that online and traditional communication processes should not exist in isolation but should be integrated in order to maintain holistic approach which can be viewed from a global perspective.

Rakić and Rakić (2014, 192-194) mentioned businesses' need to identify the appropriate extent of digital and traditional marketing communication and their most efficient combination. The authors suggest a list of integrated marketing communications methods:

- Advertising: integrated campaigns in printed newspapers and magazines, billboards, etc., and advertising in digital newspapers and magazines (online and mobile) which increases efficiency, flexibility and mobility of product or service marketing;
- Direct communications: traditional mail supported with e-mail campaigns, mobile phones allow flexibility in the phone communication;
- Public relations and publicity: appearance on both physical events as well as e-communications and interactions with partners and audience;
- Sales promotions: the use of coupons or temporary discounts in stores as well as give-aways and special discounts in social media or web site.

As stated by Sørensen (2014), with technology development marketing communication processes have to be adapted and adjusted through changing the channels used

to communicate marketing messages to the consumers. Marketing campaigns are being integrated increasingly, in a way that different disciplines are combined to transmit a single strategic message. This has enhanced integrated marketing communications and is becoming a major standard of carrying large scale campaigns in the advertising world. Creating digital-based marketing campaigns with supporting traditional media advertisements further blends the disciplines together through focusing on digital relations in the brand equity creation process; therefore, making marketing more personalized, social and user-centred. (4-8.)

Thus, according to the new communications paradigm, communications should be performed integrally – “by combining traditional promotion mix (advertising, personal selling, public relations and publicity, direct marketing and sales promotion) and social media (blogs – company- and user-sponsored, social networking sites, video sharing sites, etc.)” (Mangold & Faulds 2009).

3 Research approach and implementation

3.1 Research design

Research philosophy

In order to create a comprehensive research approach, it is necessary to firstly clarify research philosophy as it conveys the author’s view of the world and, thus, establishes specific research methods. Lewis, Sanders, and Thornwill (2008, 113) note that there is a vast difference in the approach of a researcher who is driven by facts and statistics and of a researcher who values personal emotions and feelings; not only their research methods will differ, but also their evaluation and perception of what is most useful and reliable in a research.

The author of this research has undertaken positivism paradigm which is described by Remenyi, Williams, Money, and Swartz (1998, 32) as “working with an observable philosophical social reality and the end product of such research can be law-like generalizations similar to those produced by the physical and natural scientists”. According to Hammersley (2013, 22-23), positivism implies that the research phenomenon must be measured and supported by strong evidence. Pham (2018, 2) suggests that,

considering the general views of positivist researchers, the main research methods they apply are sampling, measurement, questionnaire or focus group discussion. The author states that the main advantage of positivism is a continuously developing knowledge about society and various events in social research based on the clear statistical evidence.

Therefore, positivism was undertaken in this study due to its factual and statistical nature, emphasis on quantitative data analysis, involvement into interpreting the elements of the research and implying that society exerts influence on its members.

Research approach

Any research is built upon a specific theory and it is necessary to be explicit about its nature in the beginning of study in order to clarify research design of the study.

There are two main research approaches: deductive, in which firstly hypothesis is created based on the existing literature and then tested with data analysis; and inductive, in which a researcher collects and analyses data prior to coming up with a theory (Lewis et al. 2008, 124). Additionally, these approaches can be combined in order to satisfy the preliminary idea of a study.

Deductive approach is characterized as 'testing theory' as it involves stating a hypothesis and proving or refuting it through empirical observation. Robson (2002) defined the five steps of deductive research approach, which are hypothesis deduction, variable relationship indication, observation, confirmation and modifying if necessary. In this approach various arguments based on definite law, rules and regulations are used to provide a viable reasoning for a specific fact. Lewis et al. (2008, 125) have defined some other characteristics of the deductive approach, such as applying controls to allow testing of hypothesis and ensure that the relationship between the variables is not affected by secondary factors. The authors mention that a deductive study is also operationalized which enables to measure variables quantitatively and generalized through defining statistical samples. Moreover, in the deductive approach researcher is completely independent from the observation process.

On the contrary, in the inductive research approach theory is generated after researching the context of a matter. As explained by Lewis et al. (2008, 126), deductive

approach sets strict limits on the alternative explanations while inductive approach offers flexibility and allows researchers to develop a deeper understanding of the nature of the problem. Therefore, inductive approach implies semi-structured interviews or surveys with open questions as means of data collection as they portray the reasoning and dynamics behind an action.

Deductive approach has been chosen for this research due to various factors. Ultimately, deductive approach is related to positivism paradigm as they both are of statistical nature with emphasis on quantitative data analysis. The approach is useful for this research as the author of the study will discuss relationship between variables through customers questionnaire.

Finally, the given study is an explanatory research as it establishes causal relationship between variables, explaining the correlation between already researched phenomenon. According to Lewis et al. (2008, 140-141), an explanatory research focuses on a problem or a situation in order to obtain this relationship between the variables, mostly based on quantitative data analysis.

3.2 Data collection

Types of data

Research data is originally classified into primary and secondary data. Primary data represents raw data which was gained through one of the research methods (surveys, interviews, observations, etc.) and have not yet been interpreted and assembled. On the contrary, secondary data has already been collected and described for a research problem other than current situation and can be accessed through various sources such as companies, public and universities' libraries or via Internet. Secondary data can be accessed and gathered at lower cost, time and energy expenses; however, it is more likely to be outdated, unreliable or not fully transparent than primary data. (Hair, Bush, & Ortinau 2006, 42.)

In terms of the nature of data, it is traditionally categorized into quantitative and qualitative. Quantitative data refers to all numerical statistical data obtained through surveys and questionnaires, ranging from simple counts to more compound data such as test scores, prices, etc. (Lewis et al. 2008, 414). Exploratory, descriptive and

causal research designs are usually associated with quantitative data collection, while the main focus of such research is to provide the reader with numerical facts which may help in predictions and decision making. Therefore, research problem of quantitative research has to be explicit and clear. Additionally, the researcher must perform questionnaire design, sampling and statistical data analysis very carefully as validity and reliability of collected data are the main concerns of quantitative research. (Hair et al. 2006, 172.)

In contrast, qualitative data refers to all data which can not be quantified and can be a product of any research strategy, such as open-ended questions in a questionnaire, transcripts of interviews or policy documents (Lewis et al. 2008, 480). Research which implies such data concentrates more on underlying motivations of various phenomenon and in-depth understanding of reasoning, helping researchers get insights of the problem. Unlike quantitative data, qualitative data collection traditionally requires smaller sample sizes and non-structured format, which may not display the whole population's attitude but still plays a crucial role in understanding specific business problems. (Hair et al. 2006, 173.)

Choosing the research method

The author of this thesis wanted to get a general understanding of customers' perception of advertising through integration of digital and traditional media. This includes determining such aspects as general media preference, attitude towards integration of media and its effects on customers' purchasing behaviour. The gained information may have a valuable impact on business potential of digital marketing media integration into companies' existing traditional marketing strategies. Additionally, it will help decision makers create comprehensive and functional marketing strategies appealing to customers.

In order to do so, the author figured that general data about the population is needed. Firstly, it became clear that primary data has to be gained as the topic is relatively new and have not yet been fully researched. Moreover, with a vast development of technology customers' perception towards advertising channels may change quickly which makes secondary data collection irrelevant and outdated. Thus, considering the main objectives of the study, the author decided to collect primary data to get the most updated and reliable knowledge.

Secondly, statistical data, including big sampling sizes and strongly structured format, would clearly show the overall populations' attitude towards integrated digital and traditional media. Considering that the main goal of the research is not to determine the underlying motivations of customers' behaviours, but to understand the preferences of majority, it became clear to the author that numerical data is needed to state facts from as big number of respondents as possible. Therefore, the author has reasonably chosen to focus on quantitative research performed through a questionnaire. Additionally, questionnaire is beneficial because it is cost efficient, convenient to carry out even with restricted time frames and the final results presented in diagrams are visual and clear for readers (Bell 1993, 155-156).

Rowley (2014, 310) stated that questionnaires are specifically useful when:

- The research objectives centre on developing general patterns through examining population.
- Sufficient amount of information exists about the situation under study making it possible to formulate meaningful questions to include in the questionnaire.
- Willing respondents are able to provide meaningful and reliable data about a topic. Questionnaires should not only suit the research and the researcher, but also the respondents.

All stated points are covered by this research making survey method the most applicable for the study.

Moreover, the questionnaire was decided to be self-administered, which, according to Lewis et al. (2008, 362-363), means that the respondents will complete the questionnaire themselves, in this case, through the Internet. Mono-method approach was chosen as it allows the researcher to fully focus on the research method, thus, making the process more thoughtful, transparent and well carried out.

Finally, the author has chosen a cross-sectional study, which, according to Hemed (2015), is an observational study capturing a specific phenomenon in the society at a

specific point of time. This type of research is beneficial for the given study as it provides with traditionally statistical information about people's attitudes and positions towards marketing media usage.

3.3 Questionnaire as a research method

Hair et al. (2006, 449) stated that "A questionnaire (also called a survey instrument) is a formalized framework consisting of a set of questions and scales designed to generate primary raw data. Questionnaire construction involves taking established sets of scale measurements and formatting them into a complete instrument for communicating with and collecting raw data from respondents."

Planning process of a questionnaire should be carried out thoughtfully and precisely because, according to Lewis et al. (2008, 362), questionnaire's design directly affects the response rates, reliability and validity of the research, which can be maximized through:

- careful design of individual questions,
- clear layout of the questionnaire,
- explanation of the purpose of the questionnaire,
- pilot testing,
- carefully executed administration.

Hair et al. (2006, 449-453) determined four main components of a questionnaire - **words, questions, format, and hypotheses** – which all should be mindfully considered. Firstly, the *words* which constitute the question directly affect answers of respondents, as even a slight change in word collocation may involve different emotional or theoretical levels. Examples of wording problems may involve ambiguity, abstraction, and connotation. (ibid., 449-450.)

Secondly, *questions* are traditionally categorized into structured and non-structured types. Unstructured questions are open-ended questions requiring an answer in re-

spondents' own words providing researcher with a wider array of information. Structured questions are close-ended questions with an already given set of responses which reduces the amount of effort required and eliminates respondents' bias. (Hair et al. 2006, 450.) Additionally, Lewis et al. (2008, 375) state that structured questions' replies are easier to compare as they are already predetermined.

The following component is *format*, which refers to an overall design of a questionnaire, allowing a clear communication and transitions between questions/survey parts (Hair et al. 2006, 452). The layout of self-administered questionnaires should encourage the respondents to fill in and return it while not appearing too long (Lewis et al. 2008, 375).

Finally, questionnaires are designed for gathering meaningful raw data to prove or disprove a specific hypothesis rather than simply collecting random facts about objects under investigation. Ideally, all of the questions used should either directly or indirectly relate to a recognizable research hypothesis which resonates with the clearly stated research objectives. This is because collecting nice but unnecessary data only increases the nonresponse bias. (Hair et al. 2006, 452-453.)

3.3.1 Preparation

Preparation is a vital part of a research process as it determines the following data collection process. Research through questionnaire implies survey design in the preparation stage.

Survey questions have to be designed very carefully in order to assure the validity and reliability of data (Lewis et al. 2008, 371). Most importantly, if close ended questions are chosen for the survey, questions and answers have to be well thought to provide suitable options for various individuals. Foddy (1994, 17) argued that a respondent needs to understand the question as intended by a researcher and a researcher needs to understand an answer as intended by a respondent. Therefore, there are four stages occurring in a questionnaire process which can be seen on the Figure 6.

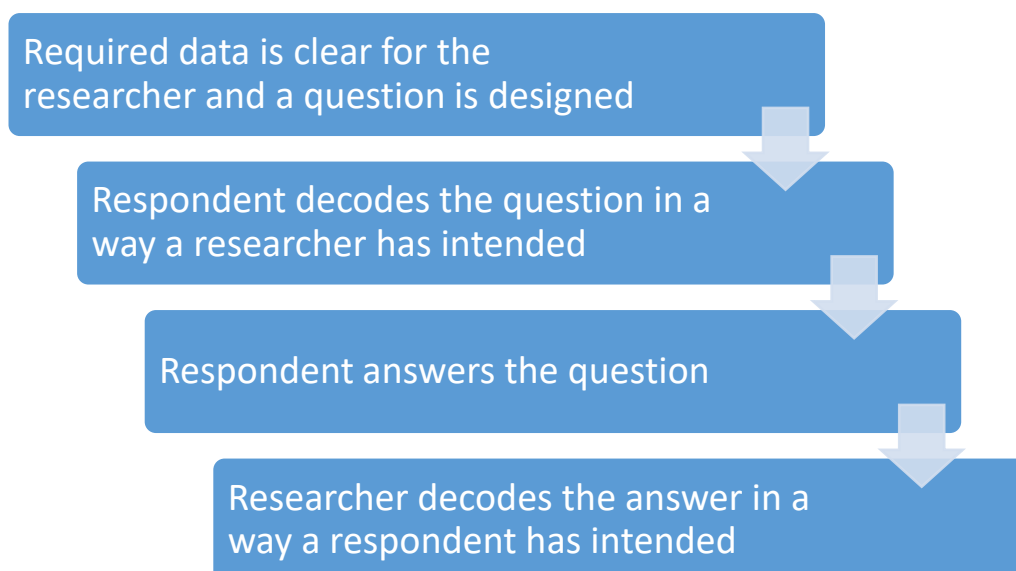


Figure 6. Occurring stages if the question is reliable (adapted from Foddy, 1994, 17)

According to the discussed factors, a self-administered, questionnaire-based web survey was developed considering the chosen research objectives. Close ended questions were applied to provide clear responses to the given topic. These types of questions are also usually quicker to answer, and the responses are easier to compare as they are predetermined (Lewis et al. 2008, 375). Mostly ranking questions were used with a given set of replies on the Likert scale from 1 (strongly disagree) to 5 (strongly agree) as well as category questions which offer a set of given categories with one possible answer. The questions and answers were carefully reviewed and adjusted to ensure a clear message and correct understanding from the respondents.

The survey was abstractly divided into 4 parts in order to provide respondents with general information about each section, generate a thorough understanding of respondents' attitude and offer easy transition between questions. The layout was chosen to be encouraging for the respondents to fully complete the questionnaire while not appearing too long (Lewis et al. 2008, 387). The 4 sections included: demographic questions, attitude and behaviour towards digital media, attitude and behaviour towards traditional media, attitude and behaviour towards integrated media. A clear banner and title, conveying the purpose of research as well as notice of consent were displayed on the first page.

3.3.2 Implementation

A successful implementation of survey implies the ability of a researcher to get responses as well as having a clear timetable identifying the necessary tasks and resources needed (Lewis et al. 2008, 395). Considering the time frames, sampling and ways of acquiring respondents is vital for a successful implementation stage.

Prior to the actual implementation pilot testing was carried out in order to ensure validity of the questionnaire and find potential points of weakness and improve them. Pilot testing requires no more than 75 respondents of the same population as of the actual survey. This pre-test allows researchers find problematic questions and rewrite them, estimate the response rate, the distribution of key variables and the effectiveness of interviewers. (Meir 2013, 4.) Pilot testing was distributed to 15 people helping the author to determine and adjust the time required to complete the survey, clarity of instructions, attractiveness of a layout, communication of questions and research purpose.

The distribution of the questionnaire was conducted through two channels: e-mail and social media. With the main focus of the survey being on students/young people, student e-mails of JAMK University of Applied Sciences were acquired first through completing the necessary research authorization. E-mails with the survey link were sent to students of different programmes and levels. Secondly, the link to the survey was posted on various social media platforms including JAMK University of Applied Sciences intranet, Facebook, Instagram and VK.

Research by Dilman (2007) showed that implementation of covering letter prior to sending a questionnaire improved response rate significantly. Therefore, each e-mail and social media post with the survey link were supplemented with a message from the author explaining the purpose and objectives of the research.

Overall, 170 questionnaire replies were gathered. According to Rowley (2014 ,323) after collecting the data, there are two important steps necessary to undertake prior data analysis:

- Checking questionnaires for completion – reviewing the missing data or insufficiently completed questionnaires in order to keep track of respondents of different questions in the data analysis.
- Entering data into the chosen data analysis software.

Therefore, after reviewing the data for possible errors and insufficient completion, the data subsequently were keyed in into SPSS using numerical codes while questions were coded in a way to enlighten the following data analysis. Hair et al. (2006, 499) argued that a well-planned questionnaire can reduce the amount of time spent on coding while increasing the accuracy of the process implying that coding should be incorporated into the design of the questionnaire. The following step is to check the data for errors which includes looking for illegitimate codes (such as -1 with an original scale from 1 to 5), illogical relationships and checking the filter questions (Lewis et al. 2008, 425-427). Thus, the author screened and cleaned the data for analysis in order to minimize abrupt errors and ensure a reliable data pack.

Understanding the nature of data is also a crucial step before the analysis as types of data have a direct dependency on the way in which they will be analysed. Data categories include interval (distances between the categories are identical across the range), ordinal (categories can be rank ordered, but where the distances between the categories are not equal across the range) and nominal (categories cannot be rank ordered) data according to their variable type. (Rowley, 2014, 324.) Survey questions created by the author included ordinal (the scale from 1-strongly disagree to 5-strongly agree) and nominal (categorical) types of questions.

3.3.3 Analysis and interpretation

When the data have been collected and prepared for analysis, there are some basic statistical analysis procedures researcher should perform. Field (2009, 18) argued that if the data are quantitative this includes not only fitting statistical models to the data but also displaying the results graphically to see what the general trends in the data. Since almost all data sets are disaggregated meaning that it's usually hard to

find out what the entire set of responses means because there are “too many numbers” to look at, a researcher has to make some modifications and clarifications to the data gathered (Hair et al. 2006, 530.)

Lewis et al (2008, 414) agreed that raw quantitative data before processing conveys little meaning and in order to make it useful and turn it into information, quantitative data analysis techniques, such as graphs, charts, and statistics, can be applied. There are three general tools which help process the raw data which are:

- Survey platforms – most web survey platforms provide with basic tools and analysis packages for data interpretation.
- Spreadsheets – such as Excel, help a researcher to compare and contrast data.
- Statistical analysis platforms – SAS, SPSS, Statview and others which provide more advanced data management packages with a wide range of analysis tools.

The author of this research has implemented SPSS as the main statistical software for the data analysis. SPSS can help to check and verify the data, and to generate descriptive statistics and charts and graphs to describe and explore the data. It also offers a range of statistics for exploring relationships between variables, such as t-test, correlation, cross tabulation and regression. In this research such tools as descriptive analysis (descriptives and frequencies), crosstabulation and t-test were implemented.

Descriptive statistics allow the researcher to compare and describe numerical data. Its main types include frequencies, measures of central tendency and measures of variability. Frequency distribution provides with the number and a relative percentage a variable occurs. (Lewis et al. 2008, 444.) In order to carry out a descriptive analysis, the three main measures of central tendency have to be used as well as they locate the centre of distribution:

- Mean - the arithmetic average of the sample;
- Mode – the most common value in the set of responses;

- Median – the middle value of a rank-ordered distribution. (Hair et al 2006, 533-534.)

Additionally, standard deviation is used to indicate an average distance between specific distribution values from the mean. If the estimated standard deviation is large, the responses in a distribution of numbers do not fall very close to the mean of the distribution. If the estimated standard deviation is small, it implies that the distribution values are close to the mean. (Hair et al. 2006, 536.) In other words, the estimated standard deviation depicts the level of agreement with the mean between the respondents.

Cross tabulation is another method of quantitative analysis exploring the relationship between multiple variables. It is used to understand the correlation between different variables exploring trends and patterns within respondents' demographics and their responses. Cross tabulation allows researchers to decrease confusion when interpreting data through grouping it correctly and helps in provides with valuable insights from raw data set. (Cross Tabulation: How It Works and Why You Should Use It, 2016.)

In order to explore the relationship between two variables, a t-test was applied. It is used to test the difference between two group means or to check if a correlation or regression coefficients differ from 0. The t-test can be of two types:

- *Independent means t-test* is used when there are two experimental conditions and different respondents were assigned to each condition, assuming that the score of one sample does not affect the other;
- *Dependent means t-test* is used when there are two experimental conditions and the same respondents took part in both conditions, assuming that the score of one sample inevitably affects the score of other. (Field 2009, 324-325.)

Therefore, a dependent paired samples t-test was carried out, since we are assuming that all the respondents took part in all of the conditions (received in one or another way traditional and digital advertisements) and can assess each traditional, digital

and integrated marketing media. Pairs of variables were analysed in relation to each other.

Graphics should be used for interpretation whenever suitable because they help to better communicate the message to the reader. Charts and tables can be an effective visual aid to help in processing usually complicated numerical data and add clarity and impact to research reports (Hair et al. 2006, 530). Tufte (2001) formed several tasks which graphs should manage:

- Present the data.
- Focus the reader's attention on the data being presented rather than other features, such as colour.
- Avoid distorting the data.
- Present large numerical data sets in a coherent and concise way.
- Encourage the reader to compare different pieces of data.
- Reveal data.

Field (2009, 88-89) created an example of a bad graph and its features included distracting patterns and 3-D feature. While it looks appealing and more complex, it is difficult to communicate the message and present the data in a clear and transparent way. Moreover, these features distract with the forms and colours from the actual data. Additionally, a bad graph includes a poor axis or variable labelling as they have to be informative and clear. For instance, rather than simply labelling an axis "number" it would be sufficient to clarify what number it applies to, such as "number of respondents".

3.3.4 Research ethics

Ethics are usually referred to as a set of moral principles controlling one's actions; a discipline determining to a person what is morally right or wrong (Singer, 2019). Research ethics play a crucial part in the process of carrying out a research and communicating the results since they not only ensure a transparency and validity of the

results but also eliminate the possibility of unfair use of sources, faking results and incorrect communication with the participants of a research. Booth, Colomb, and William (2003, 285-286) discovered that in academic research frequency of unethical behaviour is generally lower than in scientific or market research since there is no need in highlighting specific outcomes, obtaining fame or falsification of results. However, it still necessary to pay close attention to the topic throughout the research process to avoid even unintentional unethical behaviour.

Various key ethical issues may arise during the process of data collection and analysis and they certainly have to be attentively considered. A researcher by no mean has the right to plagiarize data claiming credit for the work of other researchers. Intellectual robbery destroys credibility and is unacceptable for the academic research. The used sources should be checked for ethicality and credibility as well since they determine the knowledge base for the research. The process of reporting data also includes several ethical issues: a researcher should not invent the data to fit a hypothesis, no important pieces of data can be intentionally hidden, and all the results have to be communicated in a fair and transparent way. (ibid. 286-288.)

Additionally, ethicality towards participants of the research has to be ensured. Such issues include privacy of possible participants, voluntary nature of participation and the right to withdraw from the process, consent for the use of data provided and the maintenance of anonymity of this data, effects on the participants of the way the data is used and published. Moreover, the netiquette, which describes general rules and guidelines on acting professionally and ethically on the Internet, has to be considered throughout data collection online. (Lewis et al. 2008, 185-187.)

Therefore, the research was carried out in consideration with the stated issues in an attempt to fully prevent them. The consent statement was created and was necessary to agree with in order to proceed to the actual survey. This statement ensured that the respondents' identification and individual responses will not be disclosed by any mean, while an anonymized research data will be analysed and made available to other researchers in line with current data sharing practices. The anonymity was provided through not gathering any contact details and personal information which

could affect individuals in a negative way. The participation in the survey was completely voluntary while the participants had a choice of withdrawal at any point. Any refusal of taking part in the process was accepted.

The validity and ethicality of the research were prioritized in order to ensure fair and transparent data collection and use while maximizing reliability of findings and results.

4 Research results

This chapter presents the results of the collected survey information from the participants. The tables and graphs below analyse demographics of respondents which participated in the research, present the attitude and behaviour towards traditional and digital marketing separately as well as display customers' perception of integrated marketing.

Table 2. Respondent demographics

Variable	Classification	Frequency	Percentage
Gender	Male	55	32,4
	Female	115	67,6
Age	Under 18	12	7,1
	18-24	123	72,4
	25-34	27	15,9
	35-44	4	2,4
	45-54	2	1,2
	55 and above	2	1,2

Occupation	Unemployed student	91	53,5
	Employed student	57	33,5
	Employed	17	10
	Unemployed	5	2,9
Education level	Basic education	26	15,3
	Upper secondary education	58	34,1
	Polytechnic	4	2,4
	Bachelor	60	35,3
	Masters	16	9,4
	PHD	2	1,2
	Other	4	2,4

Overall, 170 respondents participated in the questionnaire. Descriptive statistics for the sample are reported including information describing participant demographics. As per shown in the Table 2, demographics of respondents were classified according to their gender, age, occupation and education. The table shows that out of total 170 respondents 67,6% are female and the rest are male. Majority of respondents are either employed or unemployed students, combining to 87%, with 72% of respondents belonging to the age group of 18 to 24 years old. Among the respondents 35,3% stated upper secondary education as their highest level of education, with upper secondary taking the second place of 34,1%.

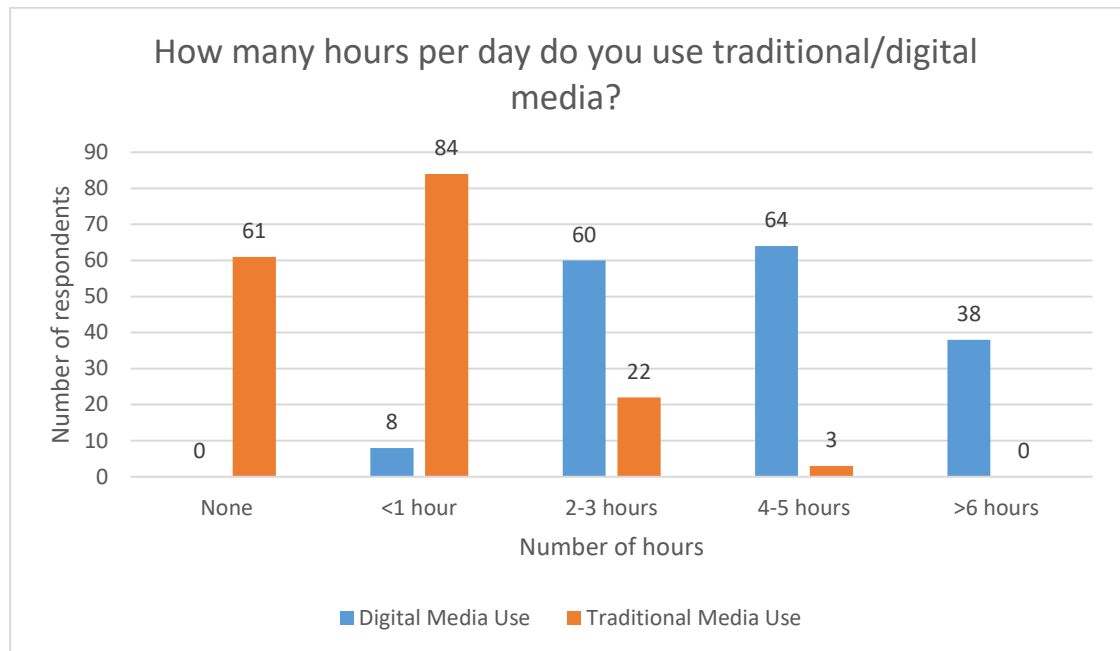


Figure 7. Traditional and digital media use

The bar chart on the Figure 7 presents the data about the number of hours spent on traditional and digital media per day on average. Most respondents stated that they either do not spend any time on traditional media or less than one hour, with 35,3% and 49,4% respectively. None of the respondents spent over 6 hours a day on traditional media. Whereas all of them spend at least one hour a day on digital media, with the majority of 37,6% spending 4-5 hours on the Internet. Therefore, a clear trend can be seen among the respondents: traditional media is used by majority for less than 1 hour a day while the time spent on digital media is much higher, mainly 4+ hours a day.

The respondents' attitude towards various factors of digital and traditional media was collected and analysed in order to get a clear understanding of what exact features of marketing media are valuable for customers. The factors were compared in relation to traditional and digital media with the help of descriptive statistics and combined into one table (see Table 3). As all the questions concerning these factors were assessed with the Likert Scale (from 1 – Strongly disagree to 5 – Strongly agree), the mean number can be interpreted as an average attitude towards the topic.

Table 3. Digital and traditional media factors analysis

Factor	Media Type	Mean	Median	Mode	Std. Deviation
Informative	Digital	3,95	4	4	0,88
	Traditional	3,06	3	3	0,93
Useful	Digital	4,10	4	4	0,86
	Traditional	2,64	3	2	0,98
Attention catching	Digital	3,68	4	4	1,05
	Traditional	3,10	3	3	1,05
Purchasing intention generation	Digital	3,57	4	4	1,06
	Traditional	2,38	2	2	0,95

As seen from the Table 3, means of all the stated features were higher for digital marketing media with the highest for usefulness ($M=4,10$) and lowest for creating purchasing needs ($M=3,57$). At the same time, both median and mode for all of the factors for digital media stably display 4. On the other hand, the ability to attract attention is the main attractive feature of traditional media, according to respondents, with the mean of 3,10 (which is even lower than the lowest factor mean for digital media, $3,10 < 3,57$). Participants disagreed that traditional media affect their purchasing intentions resulting in the mean of 2,38. This factor is unsuccessful for both media types meaning that generally respondents denied that their purchasing actions can be strongly affected by media. The deviation numbers show that the biggest disagreement among the respondents on specific topic is about both digital and traditional media being attention catching ($SD=1,05$).

Further, respondents' attitude towards integrated marketing media in relation to digital and traditional media was analysed more thoroughly. The main goal was to analyse respondents' personal attitude towards the three types of marketing media as well as distinguish what type of marketing media the companies should imply in their marketing practices.

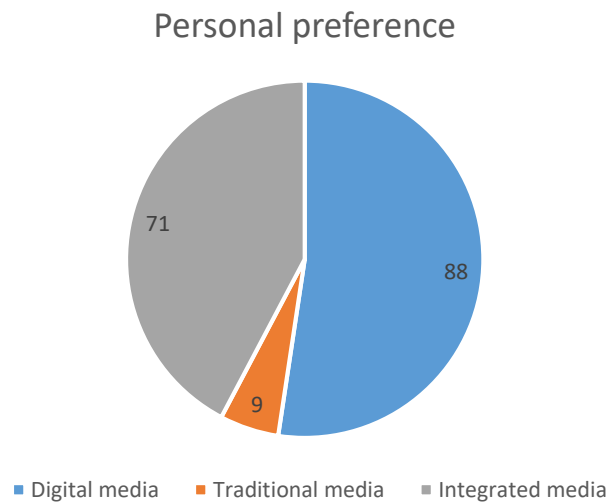


Figure 8. Respondents' marketing media preference

Table 4. Media preference in correlation with respondents' age

		Tradi- tional media	Digital media	Inte- grated media
Age	<18	0	8	4
	18-24	2	72	47
	25-34	5	5	16
	35-44	0	0	4
	45-55	1	1	0
	>55	0	2	0

The pie chart (see Figure 8) explores respondents' opinion when asked which type of media they prefer to use considering marketing purposes. As the chart illustrates, over half of the participant stated that digital media is the type of marketing media they use for obtaining marketing information, $n=88$ (52%). Integrated marketing media had a response rate lower by 10%, $n=71$ (43%). Finally, the least number of respondents identified traditional marketing media as a media of choice for marketing

purposes, $n=9$ (5%). The results clearly indicate participants' current loyalty towards digital media.

Moreover, the Table 4 was created as a result of crosstabulation in order to further explore which responses belong to which specific age group. The table indicates that digital marketing media were a preference of younger people who are less than 24 years old, $n=72+8=80$. However, integrated media were highlighted by the young people as well making up to 47 responses among age group of 18-24. Integrated media was the most popular answer among respondents of 25-34 years old, $n=16$, and 35-44 years old, $n=4$. Generally, it is noticeable that younger people recognize digital marketing media more while traditional media were stated only by 9 respondents of all age groups combined. In sense of personal media, integrated marketing media hold a stable position among respondents under 44.

The following Figure 9 depicts respondents' extent of agreement with the three statements (simplified for a clearer understanding): "Digital/traditional/integrated marketing media are currently more beneficial for companies than others."

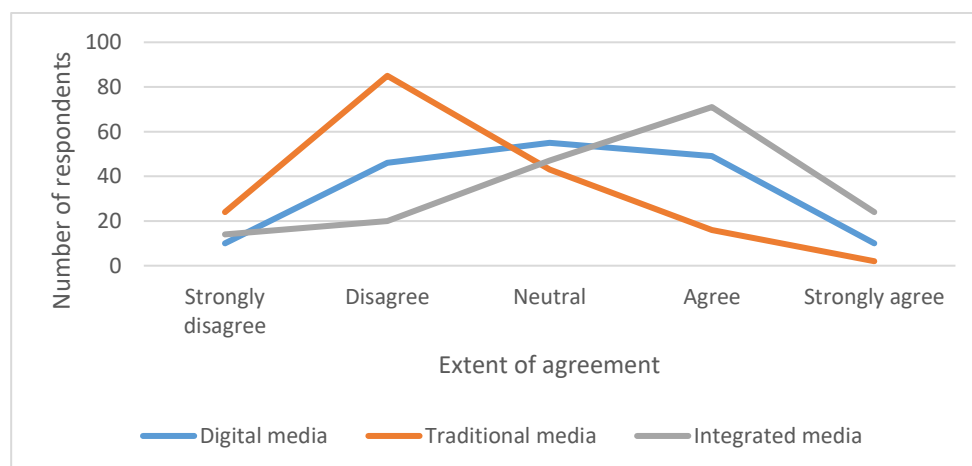


Figure 9. Type of media beneficial for companies from customers' perspective

When asked about effectiveness of various types of marketing media for the company, respondents seem to stand in solidarity that integrated media are the most beneficial with 71 participants (41%) agreeing on that. On the other hand, traditional media are the most unpopular among the respondents as 85 of them (50%) stated

that this type of media is generally not effective for the companies. The lines for integrated media and traditional media create a mirror projection. The responses for integrated media gradually increase from strongly disagree peaking at agree and then lowering again at strongly agree, while the line for traditional media is completely reversible. As for digital media, the responses are distributed rather evenly with the most popular response being “neutral” (n=55, 32%).

To further analyse respondents’ attitude towards solely integrated marketing media, they were asked to rate the statement that integrated marketing media strategy should be implemented in the future to some extent by all companies. Both bar chart and descriptive analysis table are presented to get the complete picture.

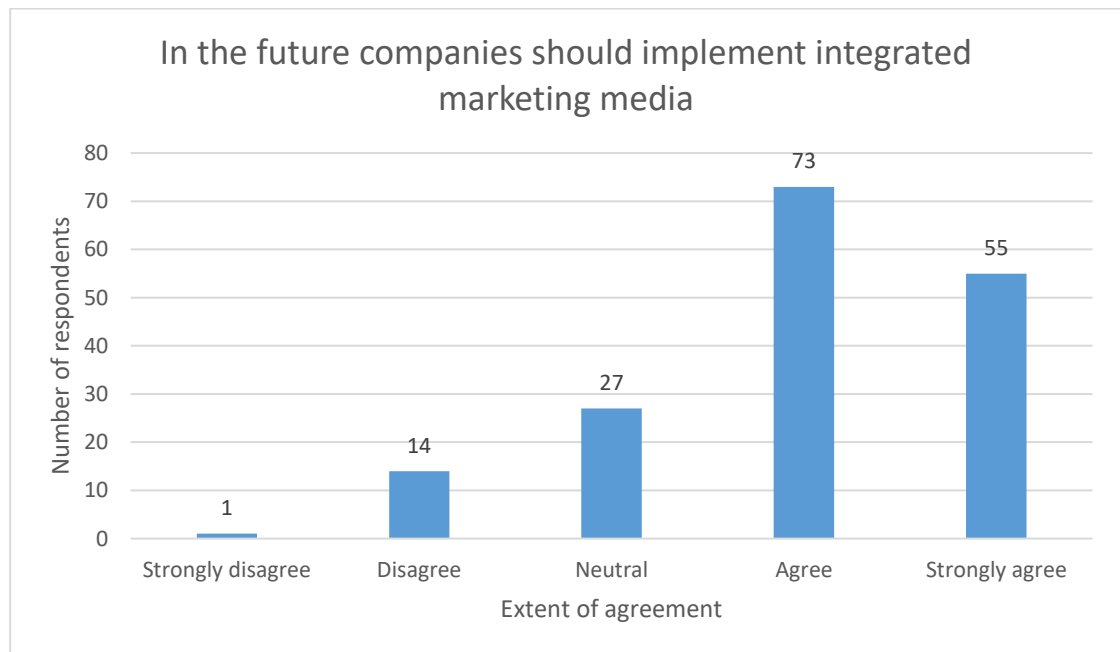


Figure 10. Future implementation of integrated media strategy

Table 5. Future implementation of integrated media strategy. Statistics.

N	Mean	Median	Mode	Std. Deviation
170	3,98	4	4	0,93

The bar chart on Figure 10 indicates that generally respondents rather agreed than disagreed with the statement of the need for further implementation of integrated media. Most of the respondents agreed with the statement, $n=73$ (43%) while only 1 respondent strongly disagreed with the statement (0,5%). Overall 128 participants either agree or strongly agree making up to 75% total. The descriptive analysis (see Table 5) verifies the results as the mean is 3,98 with both median and mode of 4 and a relatively low deviation ($0,93 < 1$) proving that the respondents generally agreed that implementation of integrated marketing media strategy is important for a successful future development of companies' marketing practices.

Following, new variables were computed by the author in order to see a general picture of customers' attitude towards digital, traditional and integrated media effects on customers as well as compare and contrast them. Such values as purchasing intention generation, general attitude, informativeness and entertainment were included into computed variables calculation. They were then labelled as Traditional/Digital/Integrated Media Effect as they depict a general effect these types of media create towards respondents. Paired samples t-test was carried out in order to explore the mean difference and significance levels between two samples. The following tables present the results.

Table 6. Paired Samples Statistics: Traditional and digital media effectiveness

Variable	Mean	N	Std. Deviation	Std. Error Mean
Traditional Media Effect	2,7000	170	,74841	,05740
Digital Media Effect	3,8165	170	,74841	,05894

Table 7. Paired samples t-test: Traditional and digital media effectiveness

Variable	Mean	Std. Deviation	Std. Error Mean	t	df	Sig. (2-tailed)

Traditional Media Effect – Digital Media Effect	-1,1164	1,0073	,07726	-14,451	169	,000
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The Tables 6 and 7 display that respondents indicate a significantly lower effect of traditional media ($M=2.7$, $SE=0.57$) than of digital media ($M=3.8$, $SE=0.58$), conditions: $t(169) = -14.45$, $p=0$. These results suggest that digital media affect respondents more in terms of purchasing intentions and behaviour rather than traditional marketing. Since the significance levels (p) are less than 0.05, the conclusion is that there is a significant difference between the effects of digital and traditional media effectiveness.

Following the paired samples t-test between traditional and digital media, it was clear that digital media generate higher effects on the respondents. The author wanted to further explore this phenomenon but in relation to the integrated media in order to discover if integrated media appeals to the respondents more than solely digital and generated higher effects on them.

Table 8. Paired Samples Statistics: Integrated and digital media effectiveness

Variable	Mean	N	Std. Deviation	Std. Error Mean
Integrated Media Effect	3,5641	170	,80096	,06161
Digital Media Effect	3,8165	170	,77059	,05928

Table 9. Paired samples t-test: Integrated and digital media effectiveness

Variable	Mean	Std. Deviation	Std. Error Mean	t	df	Sig. (2-tailed)
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Integrated Media Effect – Digital Me- dia Effect	-0,2512	0,9785	,07527	-3,338	169	,001
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The second t-test demonstrates that the mean difference between scores is significantly lower than in the previous t test: $-0.25 < -1.11$; however, it is still negative which means the respondents stated that, even though integrated media have a noticeable effect on their purchasing intentions ($M=3.5$, $SE=0,06$), digital media still prevail when considering all of their aspects ($M=3.8$, $SE=0,05$), conditions: $t(169) = -14.45$, $p=0,1$. The significance levels are low as well, identifying a significant difference between the two conditions. (see Figures 8 & 9.)

5 Conclusions

The purpose of the study was to investigate consumers' attitude towards digital and traditional advertising media while distinguishing whether their integration is appealing for customers. Through the questionnaire research relevant information about respondents' attitude, perception and behavior of digital, traditional and integrated marketing media was gathered with the goal of answering the research questions. The collected data helps to prove the conclusions made by the author.

In order to get a clearer understanding of respondents' attitude towards traditional and digital media separately, as well as to further distinguish resource allocation when creating an integrated marketing media strategy, digital and traditional media were firstly compared and contrasted within the respondents' group. The overall trend was present showing the general advertising media preference of respondents. It was clear that digital marketing media are apparently much more used and demanded among consumer, especially among respondents of younger age. Therefore, the absolute majority of respondents demonstrated their propensity towards digital marketing media in various aspects. On the other hand, traditional media were found to be generally less used among the respondents which, therefore, affects their attitude towards advertising in this type of media. This proves the numerous previous

researches on consumers media preference which have indicated that digital advertising has been demonstrated to be more effective than traditional advertising (Durmaz & Efendioglu 2016; Gibson 2018; Gregorio, 2017; Grubor & Jakša 2017).

It was determined through the questionnaire that the main factors for such preference of digital media were information access and usefulness. This means that through digital media advertising consumers can get a more complete information about product/service, supply chain, production and company itself. Moreover, when interested in a specific product or service, customers have a wider variety of options and accessible information offered through digital media rather than traditional media advertising. Customers agreed, however, that both digital and traditional media advertising can be creative and attention catching. This could be useful for creating a brand image and communicating an integrated message throughout various platforms. Respondents, however, stood in solidarity that their purchasing intentions are not very much affected by neither traditional nor digital marketing media and generally these media are used more for information seeking. Especially traditional media were stated to not affect consumers' behaviour which can be explained with a wider range of information and two-way communication which can be acquired through digital media making purchasing process more acknowledged and thoughtful.

Personal marketing media preference of consumers indicates which marketing media used by companies, in their opinion, would affect them and their purchasing behavior the most. It was again clear that digital media hold the strongest position in the preference of teens and young adults as almost all of the responses supporting digital media were submitted by this age group. However, a significant number of respondents of this age stated integrated media as the main preference for acquiring an advertising message. These statistics provide marketers with numerical proof that in order to advertise to teens and young adults integrated media strategy would be a beneficial choice with an emphasis on digital media as the main communication tool and traditional media supporting the brand image and generating brand awareness. With the greater age, the interest towards digital media decreases. This results in consumers in their late 20-s and early 30-s preferring integrated marketing media

since they are equally interested in both traditional and digital media advertisements. Other age groups seem to not agree completely on which marketing media they prefer to implement for getting marketing messages. Therefore, this research provides a more complete information about people under 35 while other age groups' preference cannot be discussed more thoroughly due to the lack of data about them.

Customers' preference may sometimes be completely different from what is more efficient and profitable for the company. Thus, it was investigated among the respondents what marketing media are more beneficial for the companies rather than consumers themselves and the results turned out to be significantly different from personal preferences. There was not much solidarity about the advantages of solely digital marketing media: most respondents were unsure on that topic and there was no clear and general opinion on that. This is relatively unexpected considering the success of digital marketing media among the respondents in the previous questions. On the other hand, integrated marketing media were stated to be the most beneficial ones for companies' implementation as they cover a wider population range and provide with a certainty that multiple age and consumer groups will be reached. Traditional media once again were the least preferred with most respondents agreeing that it is necessary to keep track of technological development and adjust various practices accordingly.

An analysis of respondents' general attitudes and overall perception of digital, traditional and integrated marketing media was carried out which included statistics of their components and effect on the respondents. Traditional marketing media indicated the least significant statistics proving that, according to the respondents, application of solely traditional media has become irrelevant for most businesses. On the other hand, digital and integrated media analysis revealed that both are highly considerable by the consumers. The results showed that perception and behavior towards digital media is still insignificantly higher than of integrated marketing media. The results, however, should be interpreted in consideration with several factors possibly affecting the outcomes:

- Respondents' demographics affects their general preference;

- Lack of knowledge on marketing media;
- Implying different industries which may vary in their marketing strategies and the need to go digital/traditional;

Even though digital marketing media seem to be an ultimate media preference for a majority of the respondents, when asked about the future development of marketing practices most stated that integrated marketing is totally necessary to implement. Almost all of the participants responded that there should be a variety of marketing channels communicating an integrated message. This is an important finding which projects consumers' expectation towards the future of successful brands of various background. For instance, this could be explained with the need for big corporations implementing and developing advanced technology including marketing sphere in order to keep up with the times. On the other hand, smaller enterprises which may begin their business and marketing practices through social media are expected by consumers to cover traditional marketing media as well as they grow and develop. It is clear that integrated marketing seems to be more entertaining and engaging for the consumers such as seeing their favorite online boutique on a billboard and participating in digital initiatives of well-known favorite brands.

To some up, the data gathered through a questionnaire displays customers' overall sympathy towards digital marketing media over the traditional media. Respondents view digital marketing media as more informative, all-encompassing, entertaining, technological and modern. Traditional media, on the other hand, serve as a good addition to the digital media helping to raise brand awareness but not being a reliable and complete source of information about the product/service. Attitude towards integration of the two marketing media was positive as generally customers tend to expect diversity and entertainment from advertising campaigns which explains the tendency of a growing sympathy towards integrated marketing. It was clear that marketing resources should be allocated according to the target market a business implies since different ages have different behaviors in marketing media. Hence, the two integrated marketing media strategies can never be the same for businesses of different industries. It is clear that in a marketing strategy of youth-focused modern

brands digital media advertising should be a priority with several possible applications of traditional marketing in order to attract more young consumers. Whereas brands with a more traditional orientation should organically integrate digital media in their traditional media practices more focusing on the latter. As for the future developments, respondents stood in solidarity that it is necessary for any business to evolve and implement integrated marketing media strategy in order to achieve more.

Managerial implications

The research findings can be useful and applicable for businesses' future development. Marketing specialists can gather consumer statistics from it and make decisions based on the findings. This study provides assistance in strategy creation through a transparent literature review and quantitative research. By studying the literature review, marketing specialists may discover various ideas, theories and models proposed by previous researchers and specialists. It also helps to create a general picture of the phenomenon as well as offers theories which could be applicable for a specific business. On the other hand, the research through questionnaire provides specialists with valuable insights on consumer attitudes, perceptions and behaviours in terms of marketing media. Marketers can review several analysed variables and implement a specific marketing strategy according to the findings. Integrated marketing media strategy is proved to be the most perspective for the future which is useful for most companies. The novelty of the research is a huge advantage since it includes the latest statistics on the issue and is up to date.

6 Discussion

6.1 Quality of the research process and results

Assessing soundness of a quantitative research is traditionally done through examining three criteria: validity, reliability and generalizability. A research may be carried out while fulfilling the research objectives, proving hypothesis and answering the research questions with the gathered data. However, the results may not be viable until they are proven to be valid and reliable.

Validity

Field (2008, 11) stated that one of the ways of minimizing measurement error is to determine properties of the measure that create confidence that the work is done properly. One of those properties is validity, which investigates if an instrument measures what it states to measure. The process of determining, to the extent possible, if surveys, interviews, or observations were conducted correctly and free of fraud or bias is called data validation (Hair et al. 2006, 492). Validity is necessary to comply with in order to ensure that the findings match the preliminary objectives of the research.

Curbstoning is a term of the data validation process used to describe cheating or data falsification which has to be closely monitored by a researcher. An attempt to control an accurate collection of response data is conducting a transparent data collection process while being able to prove the results with the necessary data evidence. (Hair et al. 2006, 492.)

The goal of the research was to investigate attitudes of general population towards digital, traditional and integrated marketing media which was done through gathering primary data via questionnaire. All the survey questions were aligned with the research objective and were directed towards getting clear responses about customers' attitude, perception and behaviour towards digital, traditional and integrated marketing media. The author paid close attention to the process of survey creation considering its various aspects in order to increase the validity of responses. A smaller sample pre-test was carried out in order to determine weak points of a preliminary questionnaire and further develop it to decrease misunderstandings and faults. Additionally, the author made sure to code and interpret gathered responses properly to exclude the possibility of data mistakes. Therefore, the process of receiving and analysing data was carefully observed in order to have a reliable data sheet which can be presented in order to prove the validity.

Additionally, Hair et al. (2006, 492-493) formed 5 areas of data validation process which were carefully reviewed and considered by the author throughout data collection:

- *Fraud* includes cases of responses falsification, using friends to obtain the necessary for the researcher responses and data fabrication. The author

made sure to remain neutral in the data collection and analysis processes, working solely with the data collected from unbiased respondents and not fabricating data to fit the hypothesis.

- *Screening* includes selecting respondents according to preselected criteria such as gender, nationality or income levels. The author wanted to focus on mostly young adults, therefore, the questionnaire was sent to the student e-mails and student social media communities.
- *Procedure* often requires the questionnaire to be completed in specific settings. The author did not have any certain requirements for the respondents; however, they had to prove their consent for fair use of the gathered data in order to proceed to the survey.
- *Completeness*. The author allowed the respondents to skip questions they are unsure about in order to minimize unreliable and casual responses.
- *Courtesy* implies that respondents are treated with respect and no negative or offensive tones are created in the survey. It was ensured by the author through creating a neutral survey for the scientific research purposes which does not include any offensive political, social or cultural statements.

There are, however, several aspects affecting the validity of the data which have to be mentioned as well. First of all, response bias may have affected respondents' preference in few questions. Additionally, even though in the questionnaire all the specific terms were clearly explained, and the questions and answers were communicated comprehensibly, there is a possibility that some respondents lacked some knowledge on the issue resulting in inconsiderate responses. Generally, however, the research process was valid and measured what was intended to be measured which can be proved with the data set.

Reliability

The second measurement property is reliability, which shows if an instrument can be interpreted consistently across different situations (Hair et al. 2006, 492). In other words, reliability determines if results of a research would be the same if carried out

again under similar conditions. It also investigates if there was a transparency in how raw data was understood. Reliability has to be proved after examining the research for validity since the accuracy of measurements has to be assessed first, prior to examining the ability to reproduce results.

Reliability of the research adds trustworthiness to the results when argued that the same results are reproducible. In more advanced researches with a wider time frame it can be done by using test and retest method with the measurement gathered twice at two different times. (Shantikumar 2018). This, however, could not be the case for this research, considering limited resources and large data samples which could be difficult to collect twice. Therefore, the author had to question would the same potential research provide with the same outcomes.

First of all, some pieces of data collected through this research supported and confirmed previous findings of various researchers. For instance, general marketing media preference from customers' perspective was determined to be digital media which has already been found by several researches (Durmaz & Efendioglu 2016; Gibson 2018; Gregorio, 2017; Grubor & Jakša 2017). This fact generates reliability of the data since the respondents showed a recognizable pattern similar to other reliable sources. From that it can be assumed that other results of the research are reliable as well.

Secondly, internal consistency was ensured as well through topic-related question, clear answers and transparent data analysis. Therefore, it is safe to assume that if a similar research was carried out using the same approach, target population, geographical frame and resources, the finding would be similar to the ones produced by this research which can be referred to as reliable.

Generalizability

Generalizability (also referred to as external validity) indicates if certain research results can be applied to other research settings. It is quite rare for a researcher to claim that the generated theory applies to all populations and unless a researcher does so, there should not be a great concern about proving generalizability. (Lewis et al. 2009, 158.) Sound generalizability can be provided by quantitative research with data on large populations which generates a reliable foundation for proving a broad

generalizability. The larger the sample population, the bigger the possibility of research results application in the different settings while extension may not be absolute but statistically possible.

When analysing generalizability from the perspective of this research, sampling size plays the vital role. The survey which was carried out in order to collect data included 170 responses from respondents of different demographics, most of them being students under 25 years old. While the sampling size is quite significant for a scholar research, the author argues that it may not be large enough to provide specific insights on other populations. This is mainly because the results are dependent on a specific background of respondents including age, income levels, geographical environment, socio-cultural background. When any of these factors are different from the researched, the results may be significantly different. For example, if the same research was carried out among Indian population where 800 million people (around 60% of population) use mobile phones and, therefore, have a quicker access to digital media, the results would be completely different from this research since it was based mostly on Finland where almost 100% of population have a phone.

This does not mean, however, that the research results are not applicable for businesses or further research. The research findings can be analysed with consideration of research settings in order to partially apply it to a different population helping businesses which seek for information about marketing media resource allocation. Further researchers of the topic can compare the results to their research settings which may lead to another set of interesting findings.

6.2 Ideas for further research

There is no doubt that businesses' marketing strategies are changing rapidly in terms of use of marketing media due to the technological development, current trends and customers' preferences. Therefore, a continuous research process concerning marketing media is necessary to better understand consumers and allocate resources. And whereas there are annual statistics on customer's preference of each marketing channel, a more general view of marketing media types has to be considered by the researchers. This includes exploring more deeply which factors of marketing media

affect customers most, what is most appealing in various marketing media and how the attitude and behaviour of customers change from one to another media type. Similar researches specifying on customers of different generations, geographical regions, income levels and occupations can be carried out to further explore different views and aspects of the topic helping business of different target customers identify what marketing media combinations fit their target audience best.

Moreover, media integration is a relatively new topic to the literature. There is a broad room for research concerning media integration, such as exploring the most efficient step-by-step integration process for different industries, allocating marketing resources within an integrated marketing media strategy, or tools and methods for a successful management of integrated marketing media. It could be explored how to make the process of media integration run smoothly within different business environments. The production processes of content for an integrated media strategy can also be analysed.

Additionally, the topic can be explored from a perspective of marketing specialists and business owners. For instance, group discussions of both marketing and non-marketing professionals can be carried out to compare and contrast their perspectives of media integration. Statistics among marketing professionals can be analysed to develop a broader picture of the topic within the industry including perceptions of its advantages and disadvantages, the complications it could bring, its efficiency and necessity. Finally, more specific case studies can be developed analysing marketing strategy of a specific company and potentially proposing the ways of its development.

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