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The Impact of print advertising in social media

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Abstract

The rapid expansion of social media has transformed the advertising landscape and changed the ways in which organizations communicate with consumers. Although digital advertising has become increasingly dominant, print advertising continues to maintain relevance by providing tangible, credible, and visually engaging communication. This study examines the impact of print advertising in the context of social media and explores how traditional print media can complement digital marketing strategies. Print advertisements in newspapers, magazines, brochures, posters, and promotional materials can encourage consumers to interact with brands through social media platforms by incorporating QR codes, social media handles, hashtags, website links, and other digital engagement tools. Such integration creates a bridge between offline and online communication, enabling businesses to extend the reach of print campaigns and measure consumer engagement more effectively. The study focuses on the influence of integrated print and social media advertising on brand awareness, consumer engagement, trust, purchase intention, and brand recall. It also considers the role of creativity, message consistency, audience characteristics, and platform selection in determining advertising effectiveness. While social media offers immediacy, interactivity, targeting, and measurable engagement, print advertising can contribute credibility, physical visibility, and longer-lasting exposure. The findings suggest that combining print advertising with social media can create a more comprehensive and engaging promotional strategy than relying exclusively on either medium. Effective integration requires consistent branding, clear calls to action, relevant content, and appropriate use of digital technologies. The study concludes that print advertising can remain strategically valuable when integrated with social media to create stronger consumer connections and enhance overall marketing effectiveness.

Keywords: Print Advertising, Social Media, Digital Marketing, Advertising Effectiveness, Consumer Engagement, Brand Awareness, Brand Recall, Integrated Marketing Communication, Consumer Behaviour, Advertising Strategy.

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