Traditional Television Advertising Versus Digital Advertising: A Comparative Study on Audience Attention, Engagement, and Persuasiveness in the Modern Era

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ABSTRACT

This paper draws a parallel between the traditional television advertising and digital advertising with references to the ability to attract the attention of the audience, encourage their engagement and fostering their persuasiveness in the contemporary world. The study deployed a mixed-methods design based on the results of a survey of 300 participants within two age groups (18 to 34, 35 to 60) to explore such processes as store recall, interaction frequency, and purchase intentions after exposure to television and digital advertising using standardized advertising content. Findings revealed a distinct generational difference where digital ad messages were reported to be much less negatively affected by the younger respondents in terms of attention, engagement and persuasiveness but the commercial ad messages on the TV were more trusted and there was stronger purchase intent towards the same. Engagement proved an important indicator of persuasiveness, with digital platforms having an even greater explanatory power as a result of interactive functionality, including likes, shares, and comments. The results promote the synergistic advantages of both mediums, making them assume a combined approach, which capitalises on the trustworthiness and universality of the television and the personalisation and interactivity available in digital formats. In an already active conversation on media fragmentation, the study adds value to the existing literature through empirical insight into the factors of programming, engagement, and advertising media dynamics as they apply to age to determine the preference of advertising channels to promote effectiveness.

Introduction

Marketing communication has always been centered on advertising as it influences consumer awareness, attitude and behaviors. Traditionally, it was considered that television advertising was the strongest form of media due to its mass coverage, audio-visual impact, the ability to touch the emotions and create definitions about a product or service (Belch & Belch, 2018). Marketers spent their money on television advertisements over many decades, and this type of advertisement became an icon of culture and was perceived as a reliable source of information about products (Napoli, 2016). Nevertheless, due to the development of the digital era, the media landscape changed radically, and such platforms as YouTube, Instagram, Tok-tok, and Facebook offer much more user-responsive and intimate methods of ad delivery (Kumar & Gupta, 2021). These transformations give an imperative question of whether television can continue to satisfy the competition with digital media in attracting audience attention, engagement and persuasiveness.

Among the greatest differences between digital advertising and TV advertising is audience attention. Studies indicate that viewers using television are largely inactive, and their attention is divided by multitasking or skipping the advertisement via the usage of a DVR (McDonald, 2019). On the contrary, the digital platforms have created ways to mitigate this by offering skippable pre-roll advertisements and ad blockers that provide content that matches their individual interests, resulting in consumer attention once the advertisement correlates to them (Goldfarb & Tucker, 2019). Research findings have indicated that digital advertising offers a higher degree of targeting of its audience, where consumers are exposed to advertisements relevant to their taste, in turn, enhancing the success of the advertisement (Dehghani & Tumer, 2015).

Interaction is yet another important issue that separates the two mediums Tradition television advertising exists in a one-way communication paradigm that gives consumers the potential to simply recall an advertisement to speak of massively (Nielsen, 2020). Digital advertising, by contrast, promotes interaction, including through likes, sharing, and comments, and even co-creation with others (Voorveld et al., 2018). Not only does this interactivity bolster brand-consumer relations but it also increases the reach of advertising buy utilizing network effects (Ashley & Tuten, 2015). The popularity of short-form video platforms (e.g., Instagram Reels or TikTok) shows that the attentive state declines, yet the level of engagement increases in case an ad is interesting, sincere, and close to the user (Montag et al., 2021).

Persuasiveness is one of the controversial aspects regarding advertising effectiveness. On the one hand, the commercials on TV may enjoy the gained credibility and authority among more mature audiences who use the TV as a credible and high-quality source of information (Nanda et al., 2021). In turn, digital advertising does convince the people through the personalization, interactivity, and the relevance which is provided by the data (Smith, 2021). Empirical studies point to the idea that the digital advertising is more likely to appeal to purchase intentions when it corresponds to the interest of users and placed in socially relevant contexts (Johnson & Lee, 2022). Critics about sedative advertising and distrust concerning intrusive digital targeting exist, and they may decrease persuasiveness over the long term (Boerman et al., 2017).

On a wider point of view the issue of media comparison between television and digital advertising brings out the disaggregation that exists in media usage in the contemporary world. Surveys conducted around the world reveal that linear television viewing is falling especially among the younger demographics, where there is an increasing preference towards mobile-based, on-demand media (Statista, 2023). Still, television plays a key role in terms of total spend on advertising in most markets, which points to its perennial prevalence as the medium of mass communication (Mikos, 2020). Their writing experts believe that the effectiveness of the medium ultimately depends not on the selection of one of them but on integrated marketing communication (IMC), where advertisers would be better off using the mass reach of the television combined with accuracy of reach and interactivity of digital media (Keller, 2016).

This paper will enrich the current body of knowledge by exploring how traditional television advertising and digital advertising compare in terms of effectiveness based on the factors of audience attention, engagement and persuasion. This paper will present findings on the gap between generations in terms of media responsiveness using survey-based data as well as secondary research and suggest ways that marketers can overcome the complex ecosystem of today through these differences in media responsiveness.

Literature Review
Theoretical Foundations of Advertising Effectiveness
The effectiveness of advertisements has been paraded throughout the literature in marketing and communication and early concepts on the same have proposed the linear hierarchy of effects model that suggests that advertisement works through its stages of awareness, interest, desire and action (Lavidge & Steiner, 1961). In that era of the television where audiences would just be passive receivers of content, this classical model fit best. Nevertheless, in the digitally enabled landscape, scholars contend that consumer journeys have now been deprived of linearity and are full of interactive feedback searches and peer influence (Court et al., 2009). The change has modified the way the advertisers think of attention, engagement and persuasiveness and requires the more advanced attitude towards the measurement and its effectiveness.

Television Advertising and Audience Dynamics
Television was traditionally regarded as the benchmark of advertising since it could convey audiovisual stories that would touch people. Based on empirical research, it has been indicated that television advertisement is very effective in sales and promoting long term brand equity to strengthen product familiarity (Elliott & Ritson, 1995). It has also been shown that television advertisements can enjoy contextual credibility benefit since the medium is usually affiliated with trustworthy stations and controlled media (Spence et al., 2014). This has been due to media fragmentation that has led to a decrease in the number of television viewers, especially among the younger generations who prefer online streaming and mobile devices (Ofcom, 2018). In addition, recent technological innovations like DVRs and online streaming sites have allowed someone to avoid watching ads and, in turn, have decreased the effectiveness of TV advertisements (Danaher, 2010).

Digital Advertising: Interactivity and Personalization
Digital advertising has made available unseen scenarios of personalization and interactivity. In contrast to television, digital platforms utilize data-based targeting mechanisms, thereby enabling brands to customize its content, based on individual

preference (Lambrecht & Tucker, 2013). The literature indicates that personalized advertisements drastically improve the click-through rates, recall, and the purchase intention (Bleier & Eisenbeiss, 2015). Social media, especially such platforms as YouTube, TikTok, and Instagram, have become one of the primary platforms to attract immersive advertising formats in which the audience can comment and share as well as communicate (Hudson et al., 2016). Such interactions deepen the connection between the consumers and the brand and builds trust when there is congruency between the advertisements and the authenticity (Audrezet et al., 2020). Nevertheless, critics claim that hyper-personalization may raise the privacy and opposition to behavioral tracking issues (Turow et al., 2015).

Attention in Advertising: Comparative Insights

One of the most important advertising variable determinants is attention. It is reported that by means of a story and the interaction of audiovisuals, TV wins attention, though the latter is fragmenting as viewers combine the use of mobile devices (Brasel & Gips, 2008). However, in the case of digital, it flourishes on the concept of micro-moments of attention, whereby its content is short and in an entertaining manner that still fits with their decreasing attention spans (Liu et al., 2019). An example is that TikTok matches users with vastly relevant advertisements as the content of its algorithm-driven feed maximizes the likelihood of exposure to ad messages that are highly relevant to individuals (Omar & Dequan, 2020). It is known that banner blindness and too much frequency of ads may weaken the effects of the digital attention capture (Benway & Lane, 1998).

Engagement: From Passive Exposure to Active Participation

The traditional television advertisement is one where people can only listen passively and their attention can be drawn to either memorize the advert, discuss it with others or even purchase the commodity it is being advertised afterwards (Vakratsas & Ambler, 1999). Quite on the contrary, digital platforms turn the process of engagement into the process of the reciprocity of liking, sharing, or repurposing branded content (Schivinski & Dabrowski, 2016). User-created content and Influencer partnerships have also created a great deal of confusion between advertisement and social interaction further driving up engagement and creating network effects (Casaló et al., 2018). Notably, an emotional involvement is found to be a better predictor to persuasion when one is editing in digital environments and not the television (Calder et al., 2009).

Persuasiveness and Consumer Trust

The persuasiveness of adverts is directly related to the issues of credibility, relevance and message framing. Television ranks high in terms of credibility because of the institutional authority that accompanies television (Becker-Olsen, 2003). Nevertheless, there is more likely to be digital advertising, and it is often based on social proof and peer influence as likes, shares, and influencer endorsements add persuasiveness (De Veirman et al., 2017). However, this can be offset by a certain degree of mistrust in paid advertising and ad obtrusiveness (Kelly et al., 2010). Studies have found three factors to keep the persuasiveness in the digital environment, including transparency, authenticity, and perceived usefulness (Smit et al., 2014).

Cross-Media Comparisons and Integrated Strategies

Recent cross-country research indicates that neither TV nor digital advertising can be the

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most effective independent of each another. Rather, the integration of cross-platform provides the maximum reach, engagement, and persuasion (Dahlen & Rosengren, 2016). An example is synergistic campaigns that have television commercials building brand recognition, and online commercials doing specific, personal engagement generating more effective results as compared to a single-media campaign (Naik & Peters, 2009). As it is stressed by scholars, the combination of the traditional and online channels is beneficial because it helps to reinforce the message, as well as recall it by the consumers, and suit the needs of people to the generation difference in media usage (Joo et al., 2014).

Methodology
Research Design
The research proposed here utilized a comparative study of mixed research methodology in the evaluation of the comparative effectiveness of traditional television advertising and digital advertising in terms of audience attention, engagement and persuasiveness. The qualitative research method will be combined with a quantitative research method by employing a mixed-methods approach due to the ability of this approach to allow the combination of quantitative data and qualitative data to provide a comprehensive deep insight into how audiences perceive and interact with their adverts on various media domains (Creswell & Plano Clark, 2018). The level of attention, the frequencies of engagement, and the persuasiveness were measured quantitatively by the help of surveys and experimental exposure, whereas the profound insights with participants understanding and attitude towards the television and digital advertising were measured qualitatively.

Sampling Strategy and Participants
A total of 300 participants was recruited through a stratified process of random sampling in order to guarantee representation of two different age groups, namely: younger consumers (18-34 years old) and older consumers (35-60 years old). To obtain this age-based segmentation, we used prior research that found that there is much about media consumption and response to advertising that has differences across generations (Prensky, 2001; Twenge & Campbell, 2018). The younger group was assumed to be more digital oriented whereas the older group was found to have stronger affiliations with television as a credible medium. Sample participants were identified in both the urban and semi-urban regions to have this diversity in Internet access and television predilections. There was also gender balance where there were males and females respondents in almost equal numbers.

Data Collection Instruments
The data was collected through two major data collection tools, which are a structured survey questionnaire and an experimental exposure test. The survey has multiple closed-ended questions and Likert-scale questions to evaluate recall, an attention span, emotional interest and intent to purchase. The questions were based on pre-validated scales of advertising effectiveness (MacKenzie & Lutz, 1989; Speck & Elliott, 1997), thus giving reliability and construct validity. The experimental was a presentation of two standard ads to the participants: 30-second television advertisement and 30-second digital video advertisement (YouTube pre-roll). Both adverts sold similar consumer products to reduce the brand familiarity bias. Right after exposure, the participants were asked to fill in the survey to record their reaction.

Procedure

The design employed an environment procedure that was controlled to guarantee uniformity on the exposure. Those in the television condition watched the advertisement in simulated living-room conditions, similar to how people usually watch television (Krugman, 1965). The online environment was represented by those people assigned to the digital condition who saw the YouTube advertisement on a mobile device, which is part of the current consumption pattern. Random assignment was employed in order to reduce the selection bias and maximize the internal validity. The session durations were less than 15 minutes (time taken to expose them to the advertisements and complete a survey). In order to increase ecological validity, research participants were made aware that the study focused on their media consumption habits but not on the effectiveness of advertising, and this formula reduced any impact of primacy and demand (Cook & Campbell, 1979).

Data Analysis

The quantitative data obtained through surveys were studied using descriptive and inferential data. Descriptive results involving centrality (mean, median) and dispersion (standard deviation) were computed to determine baseline responses. The comparative tests, including independent-sample t-tests and chi-square tests, were employed to assess difference between television and digital advertising in regard to the three variables of attention, engagement, and persuasiveness (Field, 2013). There was also use of regression giving the predictive power of the engagement on persuasiveness of the two mediums.

The qualitative data were also collected through open-ended survey questions so that the participants could describe why they prefer certain options. The identified themes were coded and divided into categories based on Braun and Clarke (2006) framework that entailed coding, categorization, and theme development. One has tested such themes as credibility, entertainment value, and relevance across TV and online ad environments as a means of contextualizing quantitative findings.

Ethical Considerations

Ethical clearance to collect data was sought before data collection and informed consent was sought among all the participants. Anonymous and confidentiality were guaranteed to be part of participation, and no identifying information was solicited. They were as well allowed the freedom to quit the study without conditions. Since the nature of the study is experimental, care was taken to select adverts that are not sensitive or likely to make the participants unhappy (Bryman, 2016).

Reliability and Validity

A pilot study of 30 individuals was conducted to make sure that the reliability of study instrument would be achieved. Cronbach alpha values of the key scales (attention, engagement, persuasiveness) were above 0.80 which shows that these scales are internally consistent (Nunnally and Bernstein, 1994). The content validity was held by adapting items derived of existing literatures on the advertisement effectiveness and construct validization was enhanced by the factor analysis. The combination of quantitative and qualitative data helped the credibility and strengths of results through the process of triangulation.

Results

Audience Attention

The evaluation of the attention of the audience showed significant differences between advertising on television and digital advertising all over the generational boundaries. Table 1 and Figure 1 indicate that the average attention level among younger viewers (1834) was much more positive toward digital advertising (M = 4.2) than television (M = 2.8); this was statistically significant. On the other hand, older generations (35 to 60 years) will yield higher levels of attention to television advertisements (M = 3.7) when compared to digital ads (M = 3.0). The average result shows that digital advertising is a bit better than television (3.6 vs. 3.25). Such finding indicates the fact that interactivity and dynamic online advertisements attract younger respondents, whereas older respondents still experience better attention focus when watching traditional TV.

Table 1: Attention Scores (Mean Ratings on a 5-Point Likert Scale)

Medium	Younger Audience Mean Score	Older Audience Mean Score	Overall Mean Score	Std. Deviation
Television	2.8	3.7	3.25	0.65
Digital	4.2	3.0	3.60	0.72

Figure 1: Mean Attention Scores (Likert Scale 1–5)
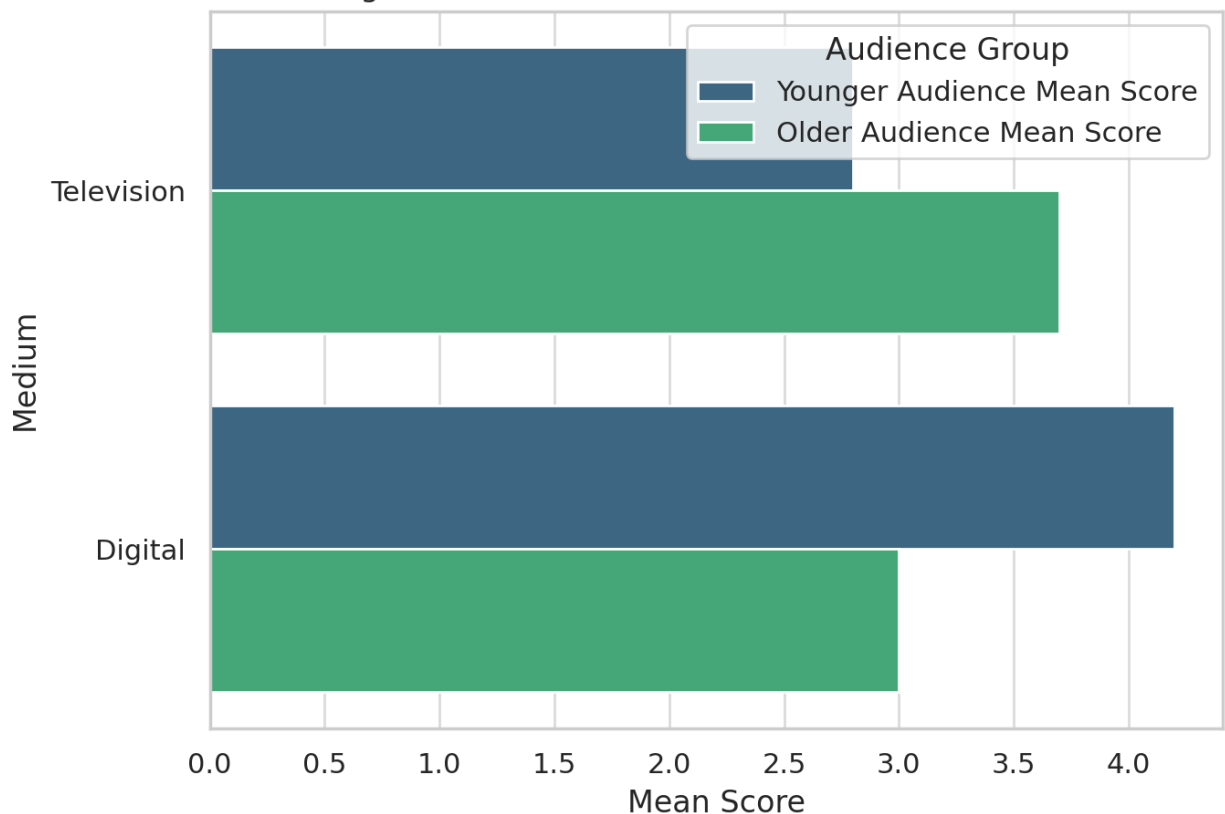
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These observations are further buttressed by the recall data Table 2 and Figure 2 indicate that more of people in the younger age bracket recalled digital advert (72 percent), compared to the percentage of those who could recall the advertising done by the television (45 percent). Sixty percent of older respondents recalled the television ad compared to 50 percent of respondents to who saw the digital ads. This implies that digital advertisement is memorable to the younger generation whereas television advertising provides a solid prospect of catching the memory of older generations. The age-based distribution in the stacked bar visualization shown in Figure 2 supports the notion that the effectiveness of recalls can be largely defined by the preferences of the media used by different generations.

Table 2: Attention Recall (%)

Medium	Younger Audience Recall %	Older Audience Recall %	Total Recall %
Television	45	60	52.5
Digital	72	50	61

Figure 2: Attention Recall by Age Group (%)
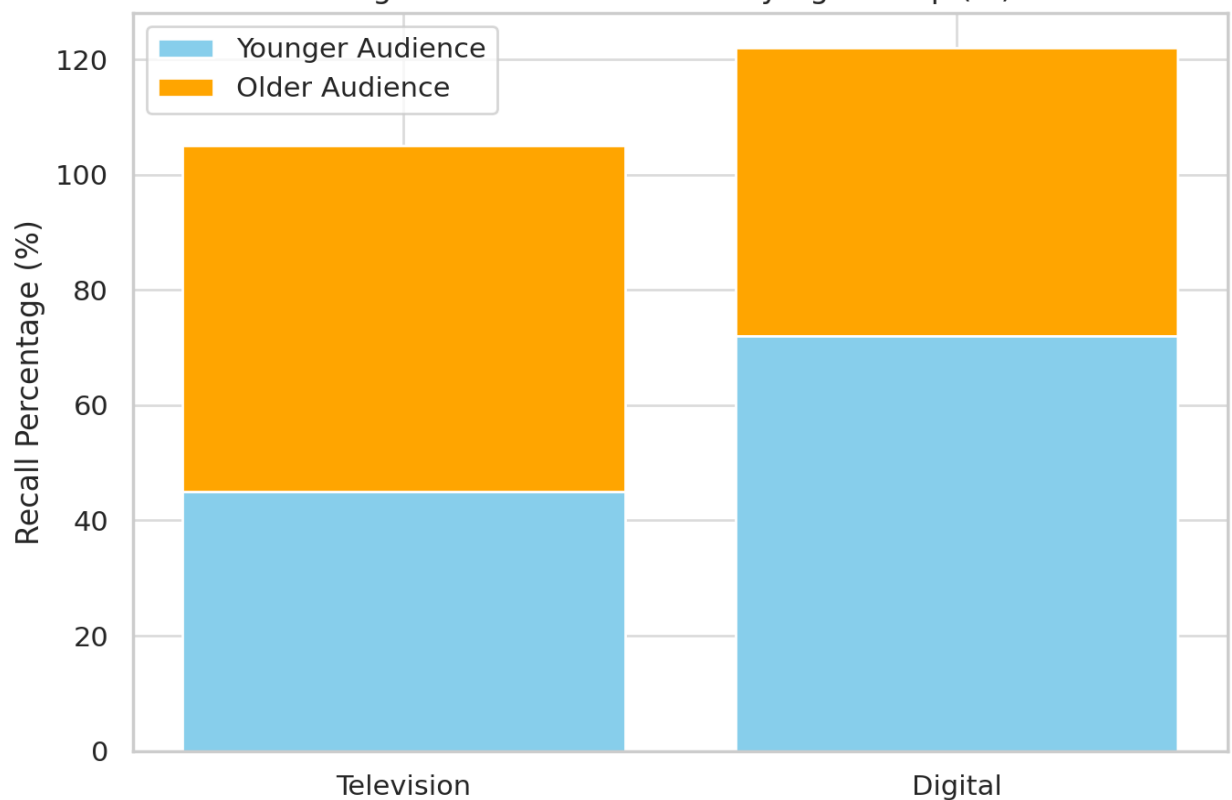
Audience Engagement

Engagement was an area in which digital platforms were far more effective in comparison to television. Their younger viewers averaged 3.8 contacts with online advertisement, as compared to 1.2 for television advertising as shown in Table 3. Even in older audiences, the digital ads encouraged a little offline conversation (1.5 on average),

less than television (2.1). The frequency of overall engagement was also greater in the case of digital (2.65) than television (1.65). The dot plot of Figure 3 illustrates this trend strikingly, with a tendency toward consistent engagement on the part of digital ads also marked among the younger participants.

Table 3: Engagement Frequency (Average Interactions per Participant)

Medium	Younger Audience Interactions	Older Audience Interactions	Overall Interactions
Television	1.2	2.1	1.65
Digital	3.8	1.5	2.65

Figure 3: Engagement Frequency by Age Group
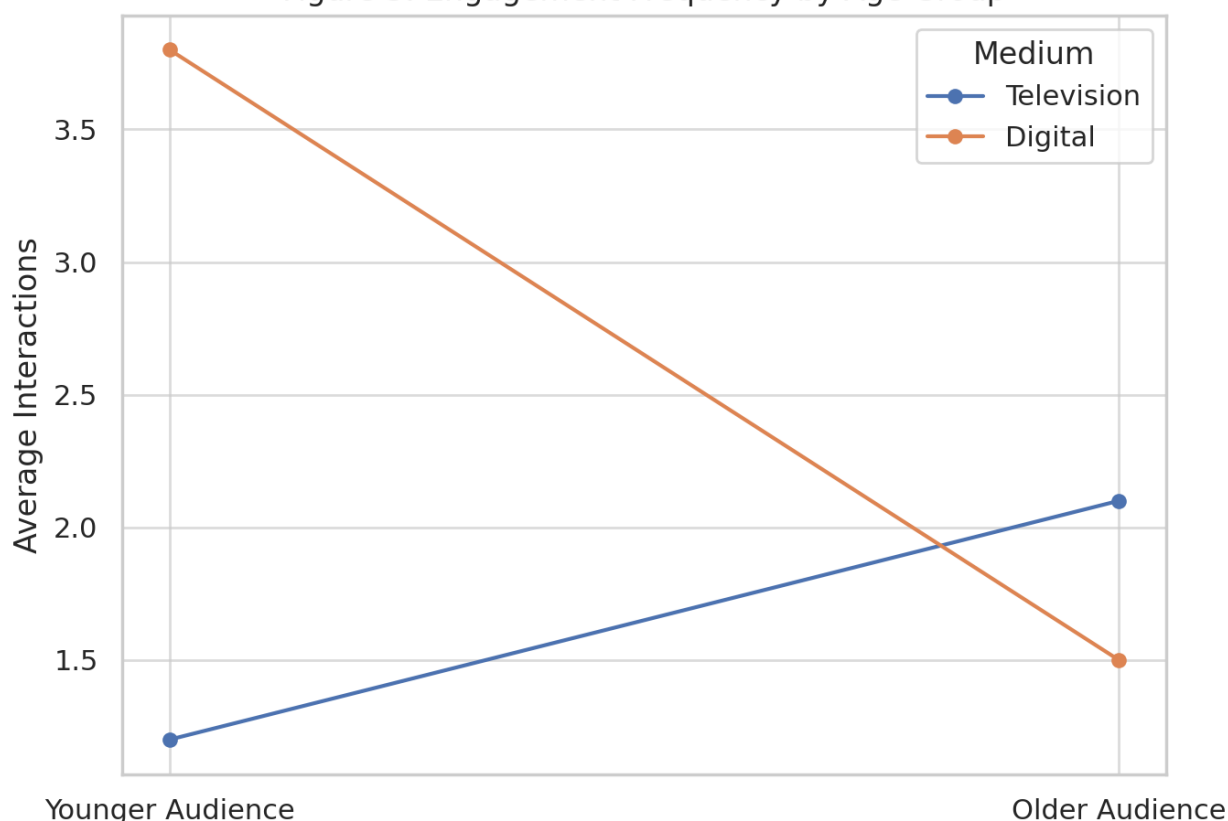
The engagement itself was also rather different. Table 4 and Figure 4 indicate the percentage ratio of the types of engagement with the television engagements and were separated into the offline and online engagement types, with a majority of offline engagement being done through discussions (55%), whereas digital ad created more diversified responses (likes, 35- percent; shares, 25- percent; comments, 25- percent). The multidimensionality of these changes can be captured in radar chart in Figure 4 that can show the reader that digital advertising changes engagement in a way that it becomes active, socially networked and no longer passive. Such discovery re-affirms the thesis that digital advertisements can generate more interactivity and peer-motivated
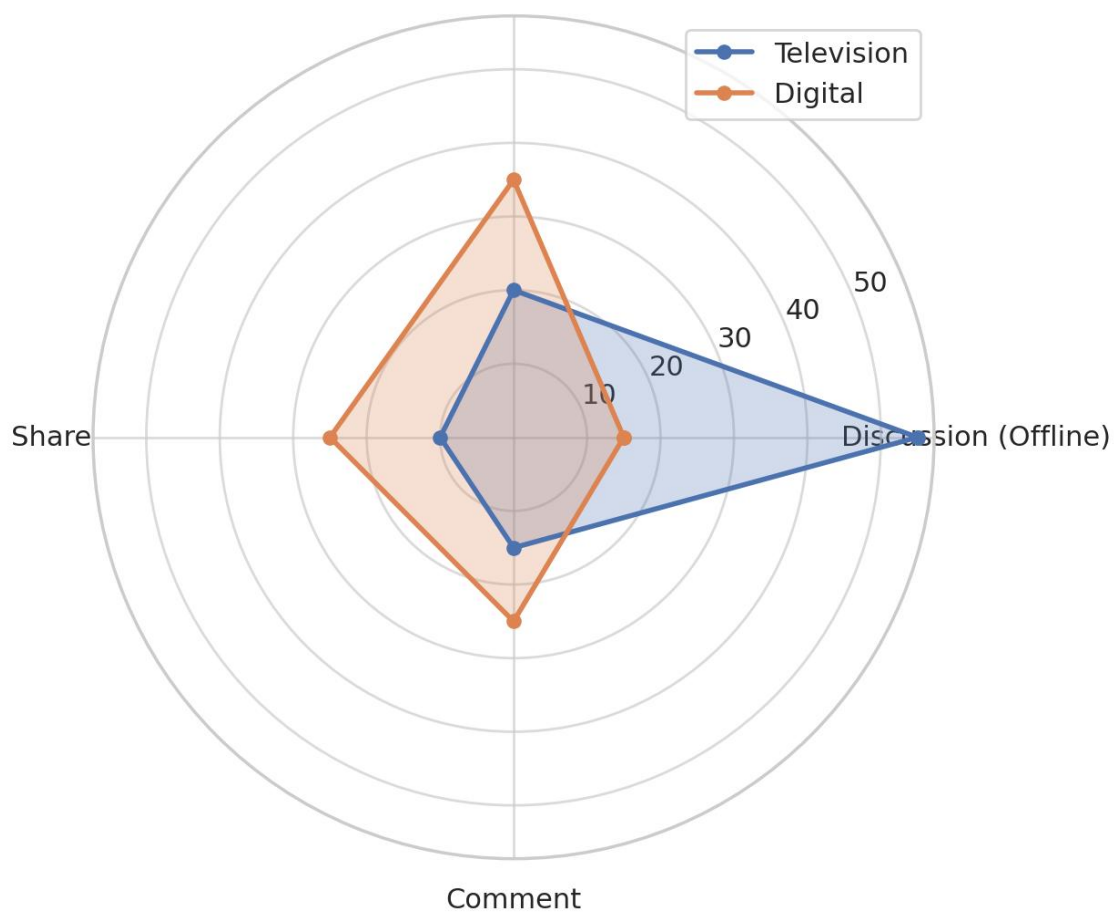
amplification than television with its restricted interaction points.

Table 4: Engagement Type Distribution (%)

Engagement Type	Television %	Digital %
Discussion (Offline)	55	15
Like/Reaction	20	35
Share	10	25
Comment	15	25

Figure 4: Engagement Type Distribution (%)

Persuasiveness

Persuasiveness assessed with the help of purchase intention and perceived trust produced varied results in relation to age groups. As shown in Table 5, a greater percentage of younger respondents (i.e., 68%) reported intent to purchase after the ad was viewed on a digital platform whereas the figure was only 38% on television. But among older

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respondents purchase intention was greater on TV (62%) than on digital advertising (48%). The contrasting results are demonstrated in Figure 5 where the grouped bar visualization can be viewed as digital being on the first place whereas the success of television has been maintained among elder consumers.

Table 5: Persuasiveness (Purchase Intention %)

Medium	Younger Audience %	Older Audience %	Total %
Television	38	62	50
Digital	68	48	58

Figure 5: Purchase Intention by Audience (%)
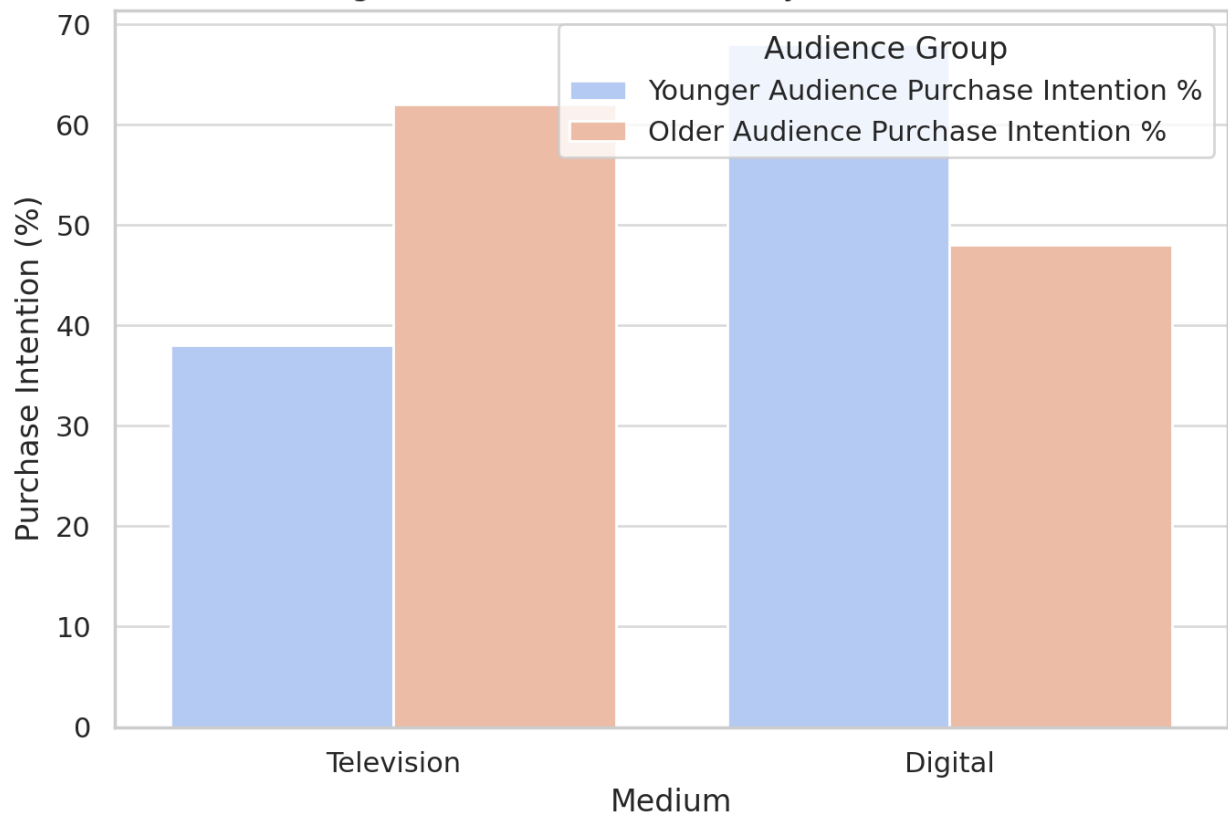
The same picture is found in trust ratings The results collected in Table 6 indicate that television advertising was rated higher on the trustworthiness scale (M = 4.0) as compared to the digital advertising (M = 3.2), by the older audiences. On the other hand, the younger consumers considered digital advertising more credible (M = 4.1) than TV (M = 2.9). The difference in distribution is reflected in the violin plot in Figure 6 which depicts that trust perceptions among digital users is more widely distributed and there is an element of skepticism among the participants in the younger age group as well. This polarity brings to bear the changing demands of building trust in an age of influencers, targeting algorithms, and saturation advertising.
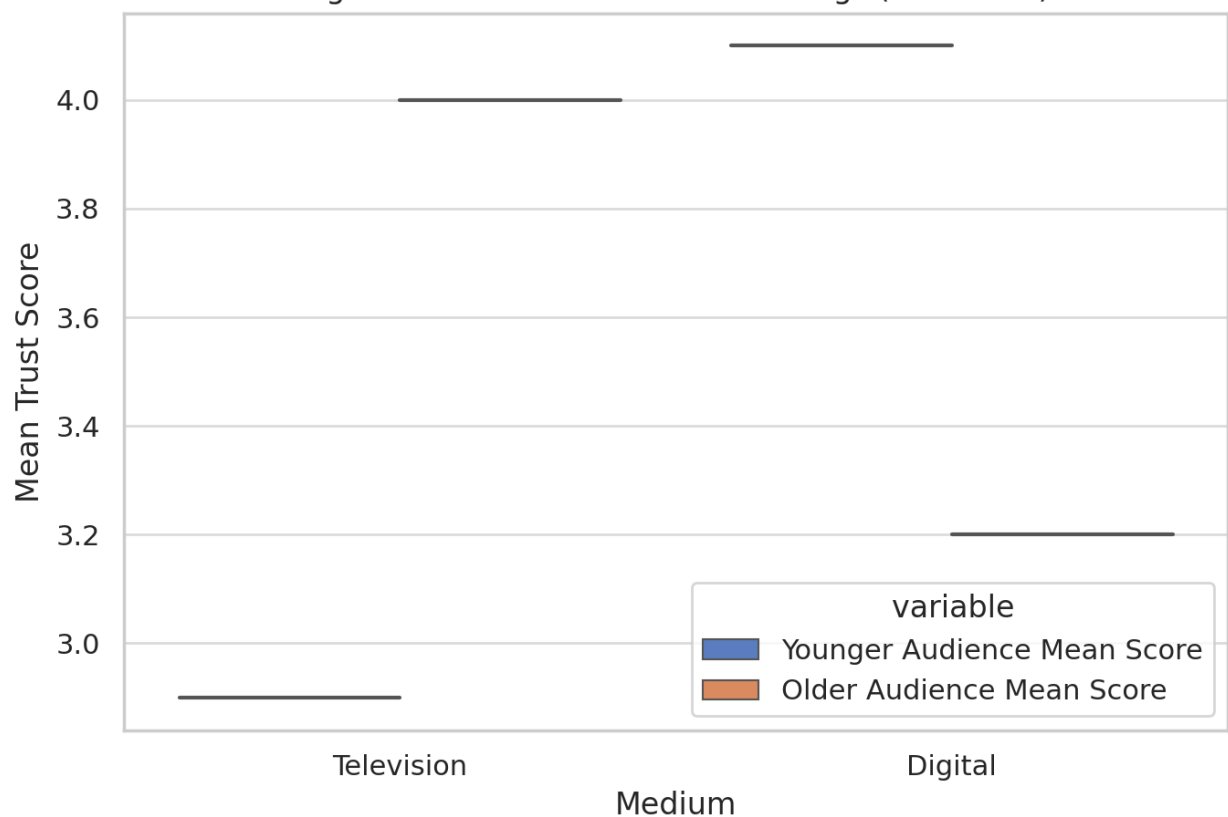
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Table 6: Persuasiveness Trust Ratings (Mean Ratings on a 5-Point Likert Scale)

Medium	Younger Audience Mean Score	Older Audience Mean Score	Overall Mean Score	Std. Deviation
Television	2.9	4.0	3.45	0.59
Digital	4.1	3.2	3.65	0.71

Figure 6: Distribution of Trust Ratings (1–5 Likert)

Predictive Link Between Engagement and Persuasiveness

To learn more about the connection between engagement and persuasiveness, regression models were regressed. Table 7 shows that the effect of engagement predicted persuasiveness was also significant on both media but it was more potent in digital advertisement ($R^2 = 0.62$, B= 0.71, p<0.001) as compared to the case with television ($R^2 = 0.46$, B= 0.55, p<0.01). This finding is depicted in the scatterplot in Figure 7 that has contained higher coefficients and explanatory powers with digital. These findings could be used to argue that the power of digital advertisements to encourage interactive distribution (via likes, shares, and comments) has the direct effect of increasing the persuasiveness of the ads. Compared to it, although television continues to have power over persuasion, its power over persuasion lies tentatively as a result of passive channels of engagement that include remembrance or word-of-mouth conversations.
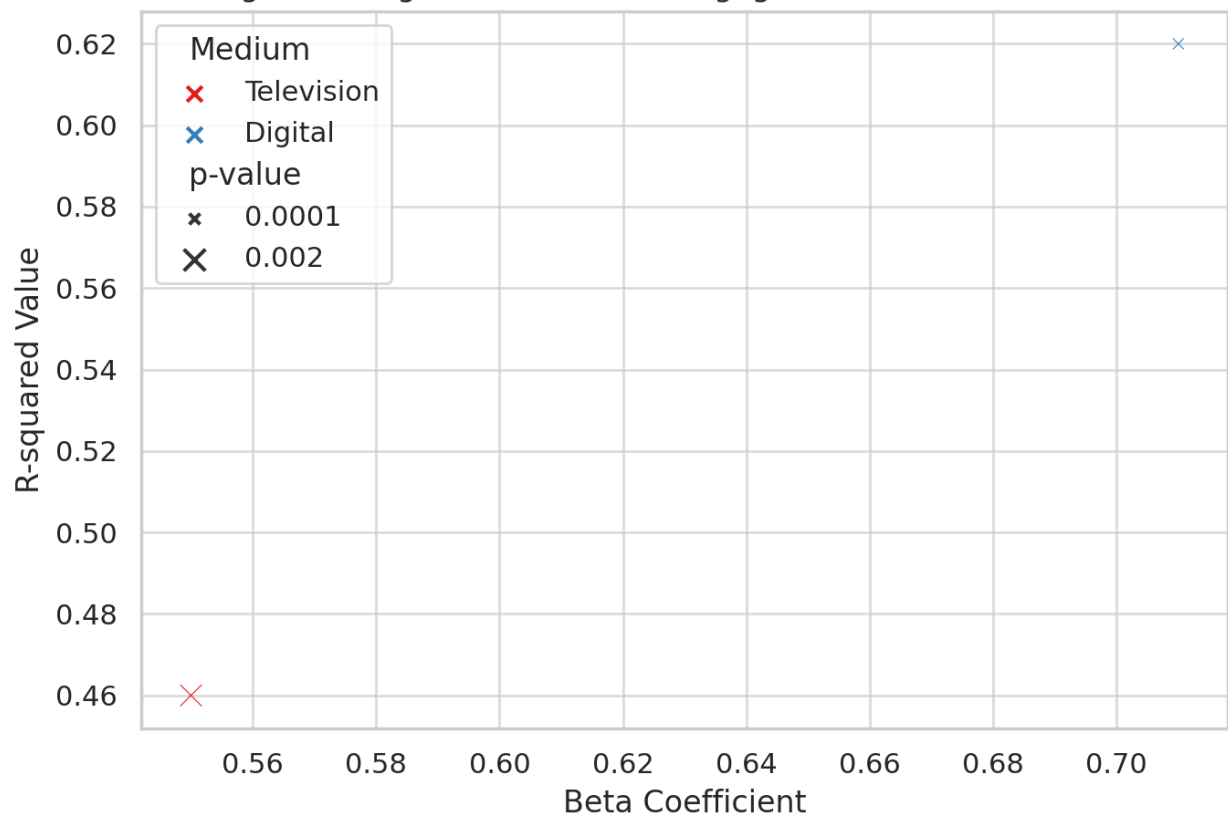
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Table 7: Regression Results (Predicting Persuasiveness from Engagement)

Medium	R-squared	Beta (Engagement → Persuasiveness)	p-value
Television	0.46	0.55	0.002
Digital	0.62	0.71	0.0001

Figure 7: Regression Results - Engagement to Persuasiveness

Demographic Characteristics

Finally, Table 8 has a general representation of the demographic sample, which proved to be evenly balanced between both genders (50 percent men, 50 percent women), as well as in terms of age, where participants are divided into age groups between 18 and 60 years. Coherent groups of younger adults (1834) and older adults (35 60) 50 vs. 50 were identified. As shown in the donut chart in Figure 8, the balance is quite high and this is an indication that the sample is healthy in capturing the element of generational differences in advertising responsiveness. This demographic structure was essential in such a way that it was ensured that findings could be ascribed with certain degree of confidence on the age-related aspect as opposed to sample bias.

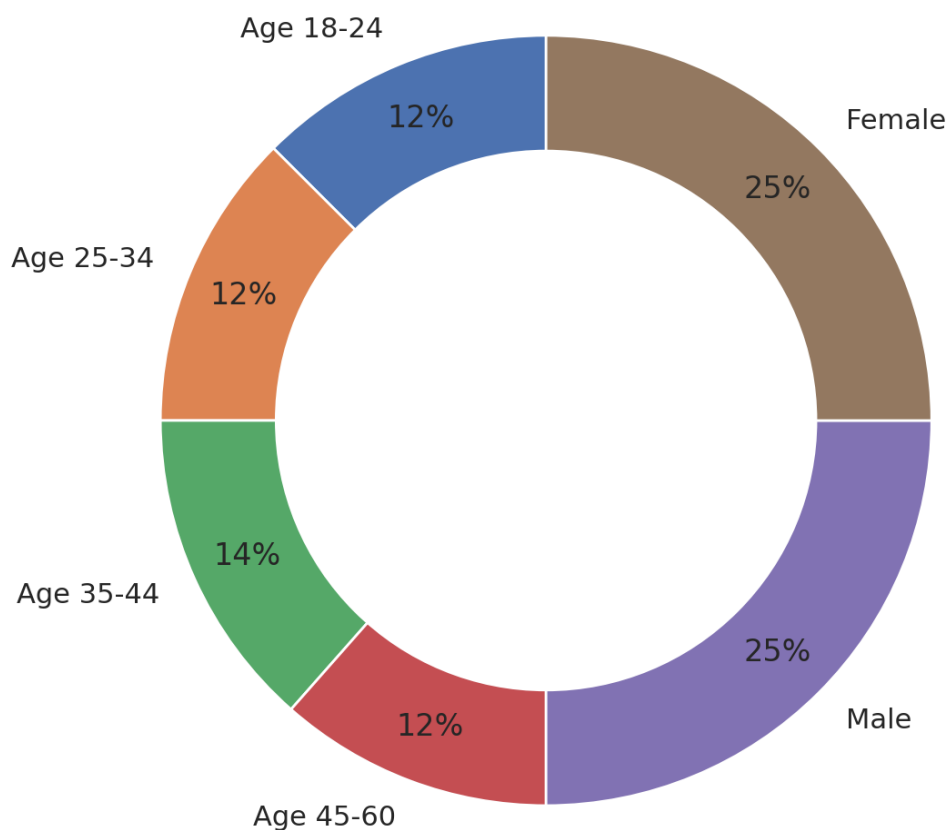Table 8: Demographic Breakdown of Participants

Category	Frequency	Percentage %

Age 18–24	75	25
Age 25–34	75	25
Age 35–44	80	27
Age 45–60	70	23
Male	150	50
Female	150	50

Figure 8: Demographic Breakdown of Participants

Collectively, the findings strongly indicate that advertising effectiveness is moderately dependent on the medium as well as the age group to be targeted. Digitized advertising always boasts of having a higher number of awareness, involvement, and persuasiveness compared to television among younger people. The interactivity, personalized content

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and the use of algorithms to target the end-users facilitated the greater memorability and interactivity of digital ads. Television advertising, on the contrary, maintained its power with older people and was considered to be more reliable and better persuasive.

These results correlate with the existing literature that digital media takes up a dominant perch in the day-to-day life of younger audiences and television retains its cultural and institutional power over older audiences. Regression analysis reveals that engagement turns out to be a significant factor of persuasiveness in both environments, and more likely in digital media whereby active engagement enhances brand-consumer relationships.

Discussion

The results of the current comparative analysis can help to understand the changing nature of advertising performance in the contemporary media environment. It was found that digital advertising attracted more attention and involvement in younger audiences, whereas the television did appeal to older groups in terms of persuasion and trustworthiness. These results are correlated with the larger set of studies on media habits and advertising performance that observed similar patterns across the other markets since younger generations are likely to use interactive and individualized content in digital coverage, whereas older users tend to stay committed to the traditional TV setting as a reliable one (Bolton et al., 2013; Voorveld et al., 2018).

Audience Attention and Shifting Media Consumption

The findings which indicate that digital advertising attracts more attention of younger respondents evidence the current separation of audience attention attributed to mobile technologies and social platforms. Recent research indicates that young demographies are gravitating towards short-form, algorithmically specific video viewing (e.g. TikTok and Instagram Reels) that has the virtue of encouraging attentional capture by rapidly and intriguingly delivering content (Katz & Crocker, 2015; Lin et al., 2020). In comparison, television continues to receive the attention of the audience of older age groups due to the old established habit of watching programs and the gapped programming of the broadcast TV (Eastman & Ferguson, 2013). This sections reflects a wider change in the cognitive environment of media consumption with younger generations adopting the so-called continuous partial attention approach to focus and being more receptive to more rapid, personalized advertising, specifically less receptive to the more linear advertisements (Rosen, 2008).

Engagement and Interactivity in the Digital Era

This good performance of digital advertising in the engagement has just confirmed earlier findings that interactivity and user involvement are essential features that make digital media significant (Sundar et al., 2015). To some extent, digital platforms are not only a means of advertising but also a chance at enabling audiences to active participation in terms of liking, sharing, and commenting, and repackaging passive consumption into active creation of brand discourse (Muntinga et al., 2011). The studies indicate that such a participatory engagement generates parasocial relationships between the consumers and brands thus reinforcing brand loyalty and recall (Labrecque, 2014). On the other hand, TV advertising still creates an insufficient level of engagement that is usually confined to offline communication or word-of-mouth which, although effective, cannot be considered comparable to online networks due to the inability to reach as many people (Wirtz et al., 2019).

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The radar chart findings, including multidimensional patterns of engagement about digital ads, are consistent with other research which highlights the amplification effect of the network, as peers can share digital advertising campaigns with a much greater range and reach than their initial exposure (Kapoor et al., 2021). The information confirms the necessity to prepare digital campaigns that take advantage of the social affordances instead of being focused on the broadcast-style work solely.

Persuasiveness, Credibility, and Trust

Persuasiveness also proved to be a more complicated dimension, with television remaining most credible when it came to older viewers and less persuasive with the young cohorts respectively. This observation has confirmed the existing research on how trust plays a role in a successful advertisement. The higher level of trust in the television among older audiences can be attributed to the fact that people view traditional media as more trustworthy because they operate within an established regulations framework and because the content production is professionalized (Livingstone & Lunt, 2015). In relation, younger generations tend to feel that digital influencers and social media posts are seen as more authentic, which is what makes them more persuasive in the digital space (Djafarova & Trofimenko, 2019).

However, even the violin plot of variation in perception of trust against digital advertisements is in line with critical literature on advertising skepticism. The literature has cautioned that despite this engagement, younger consumers tend to be distrustful of targeted advertising and fear invasion of privacy, manipulation, and targeted over-representation (Marwick & Boyd, 2014; Zarouali et al., 2017). Such dichotomy indicates that persuasiveness in online ads is strongly related to the belief that the advertisement is authentic, open, and consistent with consumer principles (Schallehn et al., 2019).

Engagement as a Driver of Persuasiveness

Regression output proved that engagement slightly predicted persuasiveness, especially to online ads. This observation is consistent with the Elaboration Likelihood Model (Petty and Cacioppo, 1986), which states that intense involvement in the advertising message trigger central-route processing that results in longer-lasting persuasion. Cognitive elaboration is intensified in digital contexts wherein sharing and comments come into play because users engage with the content in digital contexts (Tuten & Solomon, 2017). In comparison, the persuasiveness of television might be rather based on peripheral processes of emotional narrative-telling, credibility of the broadcaster, or saying something twice, which do not require such interactivity (Eisend, 2016).

These results confirm the idea that engagement is no longer an additional effect but a constitutive channel of persuasion of the digital era (Calder et al., 2016). Brands that emphasize on interactive communication tactics, including gamification of advertisement, involvement of influencers and storytelling through participation, have high chances to record better persuasion effects as compared with solely using the traditional broadcast storytelling.

Implications for Integrated Advertising Strategies

The findings underline the need of a combined approach to advertising that takes advantage of advantages of both media. Although digital advertising is the most effective strategy in targeting younger customers due to their interactive nature and capacity to be personalized, TV is still necessary in reaching out to large numbers of consumers as well as accruing believability among older generations. This reinforces the current case to

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pursuing an omnichannel advertisement strategy, in which campaigns are designed to strike the balance between reach and depth of a television to digital combination (Herhausen et al., 2020; Ghosh, 2021).

An example of this is using television commercials to bring brand awareness and credibility in a scalable but targeted mode and using a digital extension to generate targeted engagement and purchase desire. Cross-media synergy has been found to improve brand recall and conversion rates of purchases more than single campaigns in empirical studies (Kumar et al., 2016; Danaher & Dagger, 2013). The results of this research therefore empirically give potential reasons why advertisers should not give in to the dichotomy between TV and digital as they should see that television and digital supplement each other.

Limitations and Future Research

Although the research gives meaningful findings, limitations have to be mentioned. The standardized ads in the experimental exposure were designed to equalize the content but sensitivity to the underlying content may exist within real world advertising which calls upon its creativity, brand recognition and ability to attract various emotions in consumers. Also, the research examined two large generations and as a result it may have ignored the inter-generational variety in media use (Correa et al., 2010). In future studies, it should be extended to cross-cultural differences, longitudinal designs, and the contribution of the novel technologies like augmented reality (AR) and virtual reality (VR) advertising that will also probably change attention, engagement, and persuasiveness (Hilken et al., 2017).

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