

**T.C.
ISTANBUL GEDİK UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**THE ROLE OF CONSUMER ATTITUDE, AWARENESS, AND BEHAVIOR
TOWARDS INTEGRATED DIGITAL AND TRADITIONAL MARKETING
MEDIA**

MASTER'S THESIS

Yao N Dri Kan WILFRIED

**Business Administration Department
Business Administration Master in English Program**

DECEMBER 2021

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Thesis Advisor: Prof. Dr. Enver Alper GUVEL

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İSTANBUL GEDİK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ MÜDÜRLÜĞÜ

Yüksek Lisans Tez Onay Belgesi

Enstitümüz, Business Management Department İngilizce Tezli Yüksek Lisans Programı (191285001) numaralı öğrencisi YAO N Dri Kan Wilfried'ın “The Role of Consumer Attitude, Awareness, and Behavior Towards Integrated Digital and Traditional Marketing Media” adlı these çalışması Enstitümüz Yönetim Kurulunun 14.12.2021 tarihinde oluşturduğu jüri tarafından **Oy Birliği** ile Yüksek Lisans tezi olarak **Kabul** edilmiştir.

Öğretim Üyesi Adı Soyadı

Tez Savunma Tarihi: 14/12/2021

- 1) Tez Danışmanı:** Prof. Dr. Enver Alper GÜVEL
- 2) Jüri Üyesi:** Dr. Öğr. Üyesi Ahmet ERKASAP
- 3) Jüri Üyesi:** Dr. Öğr. Üyesi Ali ÖZCAN

DECLARATION

I, Yao N Dri Kan Wilfried, as a result of this declare that this thesis titled “The Role of Consumer Attitude, Awareness, and Behavior Towards Integrated Digital and Traditional Marketing Media” is original work I did for the award of the master's degree in the faculty of Business Management. I also declare that this thesis or any part of it has not been submitted and presented for any other degree or research paper in any other university or institution. (14/12/2021)

Yao N Dri Kan WILFRIED

DEDICATION

This research is dedicated to my parents with love and gratitude.

PREFACE

I would like to thank all the people who have given me any contribution in my academic pathway. I would also like to express my sincere gratitude to my supervisor, prof. Dr. Enver Alper Guvel whose obvious efforts and cooperation made this project real.

For the unwavering support during this trip, I am grateful to my colleagues and coworkers; the lecturers in the faculty of social science business administration department; the whole staff of Gedik University; and my numerous student colleagues.

Special thanks to the field managers who took the time to respond to my questionnaire. I'd want to use this moment to express my gratitude to my complete family for their love, support, and encouragement. Finally, my heartfelt thanks and blessings go out to everyone who has made a good difference in my life.

MAY ALLAH BLESS THEM ALL

December 2021

Yao N Dri Kan WILFRIED

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ABBREVIATIONS

CRM	: Customer Relationship Management
eCRM	: Electronic Customer Marketing Management
GDP	: Gross Domestic Product
ICT	: Information and Communication Technology
IMC	: Integrated marketing communications
SMS	: Short Messaging Services
SPMS	: Strategic Performance Measurement Systems
SPSS	: Statistical Package for Social Scientists
T.V	: Television

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THE ROLE OF CONSUMER ATTITUDE, AWARENESS, AND BEHAVIOR TOWARDS INTEGRATED DIGITAL AND TRADITIONAL MARKETING MEDIA

ABSTRACT

In all parts of the world, the use of digital and traditional marketing media in organization/company activities has increased for the individual communication and the sharing company or organization information related to consumers. In the majority of cases, businesses/organizations utilize digital and traditional marketing media to improve organizational performance.

Digital marketing platforms have evolved into a new type of mediator between businesses and their customers. It is already recognized as a significant medium of marketing communication, competing with more traditional channels such as television, magazines, and radio. The internet enables a variety of modes of online communication and a variety of communication tools, all of which require a more nuanced assessment of their impact on consumer communication.

The purpose of this study is to express the effect of the awareness, attitude, and behavior on the consumer toward integrated digital and traditional marketing media on business performance. The data were gathered through interviews with respondents of various ages utilizing semi structured questionnaires with closed/open-ended question as the primary technique. Sixty replies were collected and analyzed. The analysis of the data shows the use of descriptive and the Statistical Package for Social Sciences.

Results revealed that respondents to a large extent use digital marketing media more than traditional marketing media. And their awareness, attitude and behavior have impacted a lot towards the two marketing media. This has improved their performance in their particular fields of work .It was noted that consumers perceive digital and traditional marketing media in different ways regarding their mostly their age. It was also noted that digital and traditional marketing media can enhance development if internet connections is fact. Additionally, respondents identified inadequate internet connectivity, a lack of technical knowledge in the use of traditional and digital marketing media, and an inability to control information flow and load shedding as the primary barriers to using digital and traditional marketing media.

Keywords: *Consumer attitude, Awareness, Behavior towards Marketing media*

ENTEĞRE DİJİTAL VE GELENEKSEL PAZARLAMA MEDYALARINA KARŞI TÜKETİCİ TUTUMUNUN, BİLİNCİNİN VE DAVRANIŞLARININ ROLÜ

ÖZET

Dünyanın her yerinde, bireysel iletişim ve tüketicilerle ilgili şirket veya kuruluş bilgilerinin paylaşılması için kurum/firma faaliyetlerinde dijital ve geleneksel pazarlama mecralarının kullanımı artmıştır. Çoğu durumda, işletmeler/kuruluşlar, kurumsal performansı iyileştirmek için dijital ve geleneksel pazarlama medyasını kullanır.

Dijital pazarlama platformları, işletmeler ve müşterileri arasında yeni bir arabulucu türü haline geldi. Televizyon, dergiler ve radyo gibi daha geleneksel kanallarla rekabet eden önemli bir pazarlama iletişim aracı olarak zaten kabul edilmektedir. İnternet, çeşitli çevrimiçi iletişim modları ve çeşitli iletişim araçları sağlar; bunların tümü, tüketici iletişimi üzerindeki etkilerinin daha ayrıntılı bir değerlendirmesini gerektirir.

Bu çalışmanın amacı, entegre dijital ve geleneksel pazarlama medyasına yönelik tüketici üzerindeki farkındalık, tutum ve davranışın işletme performansı üzerindeki etkisini ifade etmektir. Veriler, birincil teknik olarak kapalı/açık uçlu soru içeren yarı yapılandırılmış anketler kullanılarak çeşitli yaşlardaki katılımcılarla yapılan görüşmeler yoluyla toplanmıştır. Altmış yanıt toplandı ve analiz edildi. Verilerin analizi, Sosyal Bilimler için tanımlayıcı ve İstatistiksel Paketin kullanımını göstermektedir.

Sonuçlar, katılımcıların büyük ölçüde dijital pazarlama medyasını geleneksel pazarlama medyasından daha fazla kullandığını ortaya koydu. Ve farkındalıkları, tutumları ve davranışları, iki pazarlama medyasını çok etkiledi. Bu da onların çalışma alanlarındaki performanslarını artırdı. Tüketicilerin dijital ve geleneksel pazarlama medyasını çoğunlukla yaşlarına göre farklı algıladıkları kaydedildi. İnternet bağlantıları gerçekse, dijital ve geleneksel pazarlama medyasının gelişimi artırabileceği de kaydedildi. Buna ek olarak, katılımcılar yetersiz internet bağlantısı, geleneksel ve dijital pazarlama medyasının kullanımında teknik bilgi eksikliği ve bilgi akışını ve yük atmaya kontrol edememeyi dijital ve geleneksel pazarlama medyasını kullanmanın önündeki başlıca engeller olarak belirlediler.

Anahtar Kelimeler: *Tüketici tutumu, Farkındalık, Pazarlama medyasına yönelik davranış*

1. INTRODUCTION

1.1 Introduction

The revolution in Information-Communication technology (ICT) has altered the way the majority of businesses conduct their operations via electronic media and the internet. Along with traditional media, digital forms are considered important route for client connection in marketing.

In today's digital age, digital marketing is mostly utilized to reach consumers via digital platforms that do not require Internet access. Consumers may now get information 24 hours a day and from anywhere in the world via digital media. Consumers may now track advertising and share their opinions about a company's offerings with their friends, associations, and peers via digital media.

Traditional marketing is a method in which marketers identify their target audiences and place advertisements in locations where they may see, hear, or engage with them offline, such as print ads, billboards, or television commercials. Paid and organic advertising on social media and search engines, as well as email marketing, influencer marketing, and video marketing, to name a few, are all part of digital marketing.

According to Fiona Severson (2013), it is critical for organizations to understand that integrated digital marketing is not a passing trend, but rather a progression in marketing. Businesses must use complex marketing techniques that are unrecognizable to their competitors in order to succeed in today's environment. Integrated digital marketing necessitates organizations to real-time synergize their marketing activities across several media. Campaigns can no longer be viewed as imprecisely quantifiable units of marketing spending. Brands, like everyone else, are constantly present on the Internet. Rather than only establishing a presence, brands must be one. The most effective approach to accomplish this is to recognize that integrated digital marketing and the inbound marketing technique that supports it are not just great ideas; they are the axels around which your brand rotates.

1.2 The Context and Motivation of the research

Because integrated digital marketing and conventional marketing media may simplify access and contact with customers, the globe seems to be a small place (Alghizzawi, S., & Habes, 2018; Malik & Al-Emran, 2018; S. A. Salloum, Al-Emran, S. & Tarhini, 2019).

Advertising is often recognized as one of the most powerful communication strategies for influencing client behavior and attitudes toward certain products or services (Gulmez et al., 2010), thereby aiding in achievement of sustainability in a competitive business environment. Popular advertising tools include radio, television, outdoor, magazine and online advertisings, in which the outdoor advertising is considered the best attractive and less disposable medium.

The majority of people utilize digital marketing and social media extensively in their position as consumers of goods and services, as they seek information and data about the things they purchase, as well as interacting with others about their experience (S. A. S. Salloum & Shaalan, 2018).

In a competitive market, advertising managers must use digital marketing media to gain consumers' attention through commercials and sales promotions. The trend toward combining digital and traditional marketing mediums for advertising is gaining traction. The goal of this research is to look at how customer attitudes, awareness, and behavior are influenced by integrated digital and conventional marketing media.

Businesses may now communicate directly with their target consumers in a more convenient and cost-effective manner, and the growing number of available communication channels enables businesses to reach customers internationally. If a consumer has a poor perception of a certain company, they have an infinite number of options to easily choose another.

As a result, for successful marketing and for a firm to be the obvious option, firms must first understand how customers act in order to create connections that enable them to compete in the market (Fahy & Jobber, 2015).

Marketing has become popular because of increasing awareness of consumer needs. The Internet is increasingly competing with traditional modes of communication

such as television and radio, and consumers are exposed to it on a regular basis (Ashworth & Free, 2006).

Modern TV and radio companies have adopted to this new approach use of marketing means and tools in their activities for their own promotion. As media resources compete with each other, the number of TV and radio channels are growing, which have attributed to the importance of the popularity of the media brand growing. This has led to the emergence of display marketing or media marketing (Stevlana 2019).

One of the most important aspects of promotion success is the digital realm. Such advertising can be found in almost every aspect of modern business. It is most commonly used in online businesses, service delivery, and virtual learning. They employ this type of advertising to promote startups and brands, which has shown to give firms a competitive advantage in the twenty-first century. Integrated campaigns necessitate the use of a variety of complimentary messages. There are numerous platforms available to digital marketers today for developing a multidisciplined approach, and it is not something that is ignored, with 72 percent of customers desiring to connect with brands via integrated campaigns marketing, and as consumers and professionals in virtually any field, there is no choice but to comply. While this is unlikely to be an issue for millennials and younger generations raised in the internet age, digital marketing may be less effective for an older demographic. (2018, Institute of Digital Marketing)

As for bcg.com, many markets at the present time spend more than 40% allocate a portion of their marketing budget to digital activities, leaving 60% for traditional advertising. However, an integrated campaign is neither one nor the other; it integrates elements of both including public relations, direct marketing, social media, television advertising, and YouTube. An integrated marketing strategy may represent several shapes, but the notion gives result in several outcomes, such as an increase in followers by x percent plus greater attendance at a specific event by x percent.

Digital marketing has evolved into a critical component of marketing management, and it is critical for every marketer to be aware of its best practices. The research on digital marketing integration that follows will increase my understanding of traditional and digital marketing media, customer attitudes toward digital and traditional channels, and the efficacy of an integrated media approach.

Significant research is now being conducted on the differences and integration of traditional and digital media. However, client attitudes, perceptions, and actions regarding the usefulness of digital and conventional media, as well as their successful integration, have received scant attention. This subject is critical for the use of diverse marketing techniques since it enables the identification of specific effective media for various firms, most notably the consumer's attitude toward advertising and the consumer's own attitude toward their purchase.

It is critical to understand clients to be able to maximize the effect of advertising. Advertisers must be familiar with them and understand what "works" to affect them. Businesses must understand their clients' attitudes, perceptual values, desires, and wishes. It is vital to arouse and focus their interest. It's the first step toward convincing people of the need for a product or service. It's worth remembering that each customer is unique, and as a result, information is received and responded to differently. This is determined by a number of variables and has an effect on how the client responds to the information. They could be psychological, cultural, or social in nature. Interest in a product or service from the customer is also vital. Numerous benefits accrue to the organization when digital media and traditional marketing are integrated. Along with increasing revenue, it can also extend its market by acquiring new clients.

It is vital for any significant marketing business in this period to grasp that without an efficient marketing strategy, regardless of how fantastic a product is, it will go undetected by purchasers. This results in the product's market share decreasing, resulting in a loss for the parent company. The majority of client purchasing decisions in today's digital world are made via digital channels such as the internet and social media. Meanwhile, some consumers perceive digital marketing as unreliable and dismiss it (Obermiller, Spangenberg, and MacLachlan, 2005). Earlier study has studied the role of digital marketing in purchasing decisions (Saravanan & Sajitha, 2016), the effectiveness of integrated digital media across product categories, and the effectiveness of integrated digital media across product categories, and customer attitudes, awareness, and behavior toward digital and traditional marketing media. However, there are few studies that examine consumer attitudes, awareness, and behavior toward digital and conventional media in order to assist marketers in

planning and creating marketing material that elicits good customer attitudes and behavior.

In a nutshell, this research will benefit digital marketing by expanding our understanding of the importance of customer attitude, awareness, and behavior toward integrated digital and conventional marketing media.

1.3 Research objective and question

The objectives of the research are expected to lead to higher specificity than research question by demonstrating a researcher's comprehension of the research purpose, substance, and major path of development. In this instance, explicit descriptions of many features of the phenomena are required as the research field is narrowed.

The study achieves the following objectives:

1. The examine the impact of consumers' awareness, attitude and behaviour towards integrated digital and rational marketing media.
2. To find out the consumers' perception towards integrated digital and traditional marketing media.

1.3.1 Research questions

1. What is the impact of consumers' awareness, attitude and behaviour towards integrated digital and traditional marketing media?
2. What is the consumers' perception towards integrated digital and traditional marketing media?

The study will examine the impact of the attitude of customers, their awareness and their behavior towards different marketing media. An attitude means a composite of a person's beliefs about and feelings. Awareness means knowing about a service or product, while behavior studies how to select, buy use and dispose ideas, good and services to satisfy customers their needs and wants. Therefore, by bearing in mind and examining these three dynamics, the interaction between marketing media and consumers will be well understood by the researcher.

The data will be gathered and processed according to the objectives of the research, and the findings will address the research questions.

2. LITERATURE REVIEW

2.1 The origin of Digital Marketing

Excellent digital marketing techniques have become critical to the success of numerous brands and businesses. The origins of this breakthrough method of client connection may be traced all the way back to the late 1980s and early 1990s. Our involvement in the online space has an enthralling history.

People successfully began experimenting on the internet in the 1990s, particularly after the World Wide Web became publicly available in 1991. In 1995, the world had roughly 16 million internet users. This was the decade of search engines and the dawn of the information age online. Numerous businesses invested in Customer Relationship Management (CRM) solutions throughout the last decade in order to develop and diversify their relationships with current and potential consumers.

Then, in 1999, eCRM (Electronic Customer Marketing Management) was created. This version combines all CRM operations with internet and online storage capabilities, enabling businesses to store and update massive amounts of client data online. However, these businesses are now confronted with difficulties; they have amassed a great amount of client data but lack the ability to comprehend it. This position has shifted significantly with the establishment of salesforce.com, the first Software as a Service (SaaS) company.

They developed what is now known as Marketing Cloud software, which is a platform for integrating consumer data warehouses with analytics, brand promotion, community building, and activity tracking. Future marketing technology was centered on this computer software.

As a result of the disruption caused by the digital revolution, businesses have begun to focus on technologies that enable them to create relationships with their customers via digital communication (Wind and Mahajan, 2002). Digital advertising is a type of marketing that makes use of the internet to communicate advertising concepts. Internet advertising has grown at an astounding rate since its inception in 1994. As

the internet continues to evolve at a breakneck pace, marketing strategies have cost firms millions of dollars. (2007) (Robinson et al.).

The area of digital advertising appears to be vast and dangerous. Businesses have shifted their focus to digital advertising via social media platforms such as Facebook, Twitter, and LinkedIn. These advertisements shifted customers' attitudes, awareness, and behavior, resulting in industry transformation (Khan and Siddiqui, 2013). Social media can make it easier for clients to communicate with one another and maintain their social interactions (Ellison and Steinfield, 2007). Family and friends have a significant influence on consumer behavior on Facebook and Twitter, according to the survey. Additionally, customers respond to their friends' comments, which has an effect on their perception of brands. Men and women both believe that information about a brand given through family and friends is more relevant and accessible than the brand's official website (Stuth and Mancuso, 2010).

The rapid advancement of digital technology has increased the importance of digital marketing in the business world. The Internet has garnered unprecedented attention over the last decade and has altered the way people function in a wide variety of sectors. As a result, the argument continues about whether digital marketing has exceeded traditional marketing or whether the two can survive and complement one another. (2017) (Todor, 2016). Digital Technology has many advantages that have made it popular as an innovative promotion stage, including economics, information dissemination, personalization based on interests and location, and time spent by consumers (Khan and Bhatti, 2012; Mir, 2012). Furthermore, international research show that 92 % of consumers worldwide believe that information acquired from family and friends is more reliable and trustworthy (Nielsen, 2012). Social networks also provide advertisers with better opportunities to advertise through social relations between internet users to improve their confidence in advertising (Jung et al., 2015).

2.2 Definition of Digital Marketing

The use of the Internet, social media, search engines, mobile devices, and other platforms to attract customers is known as digital marketing. In comparison to traditional marketing, some marketers argue that digital marketing is a whole new activity that necessitates a new manner of engaging clients and a new way of studying customer behavior.

Todor (2016, 52) defines digital marketing as the quantitative and interactive marketing of products and services through digital distribution channels to a precisely defined target audience. Its main goal is to increase brand awareness, attract targeted audiences, convert prospects to customers, and retain current customers in order to increase the company's value and revenue streams.

Saravanan and Sajitha (2016) demonstrated that digital marketing has an effect on how people purchase things in the study they did. Electronics are the most frequently purchased items that are impacted by digital marketing. Personal purchasing decisions are heavily influenced by digital marketing. The majority of customers believe internet marketing is a trustworthy medium. Neelam Purey (2016) supports the same view, stating that advertising efficacy varies according to product category. There are substantial distinctions between various marketing media, including the internet, television, radio, outdoor, newspaper, and magazine. Television marketing is regarded the most durable method of advertising insurance, goods, and durable products, but digital marketing was the most effective method of advertising pharmaceutical, beauty, hygiene, and service provider products.

Consumers prefer promoted products to those that have not yet been released. Digital marketing enables you to help them save time and money. According to Bohdan Pikas (2014), Facebook, Twitter, and YouTube are growing in popularity and earning money from businesses who advertise on their famous social networking sites. According to Baisakhi Banerjee (2015), advertising on social media is more tailored and personalized than advertising on traditional media. However, certain sectors have begun marketing using social media, which has the potential to become an effective communication tool.

D.Prasanna Kumar and K.Surya Kumar (2018) assert in their study that digital marketing is superior to conventional mediums for obtaining information. Consumers prefer that promotion via social media is beneficial to them. People believe that digital marketing will reach more people more effectively than conventional forms of media. Digital marketing has a significant impact on purchasing behavior and thinking, and it offers numerous benefits.

Finally, digital marketing facilitates the most significant transformation possible in today's highly competitive economic environment: the transfer of power from marketers to consumers.

2.3 Digital Marketing Media

Digital marketing is a strategy that combines communications with interactive experiences for targeted audiences and individuals. All parts of brand marketing can be coordinated, including:

Paid media (print ads, direct mail, and online programmatic and display advertising);

Media that has been earned (Organic search driven by content marketing, PR and online influencers)

Media that is owned (including social media, live user experience, customer service and direct messaging via email and mobile)

Provide consumers with a seamless and unified experience across the customer lifecycle or buying journey, if possible, to enable consistent personalisation of messages across channels.

This is the essence of integrated marketing: through the coordination of information between channels, the results of improving brand awareness, familiarity, preference and purchase intention are much higher than the use of uncoordinated methods and less integrated.

Digital marketing can be roughly divided into seven main categories including: Search Engine Optimization, Pay-per-Click, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing, and Marketing Analytics.

2.4 Search Engine Optimization (SEO)

The objective of search engine optimization is to improve a business's ranking in Google search results, hence increasing search engine traffic to the business's website. To do this, SEO marketers research the terms and phrases that people use while searching for information online and include them into their own material. According to prominent SEO software firms, Moz's SEO consists of a variety of components, ranging from the text on your website to the way other websites link to you on the internet and the website's structure.

Thus, what may be done to enhance a website's search engine optimization (SEO)? It's critical to note that one of the factors that contribute to the difficulty of SEO is

that the answer to this query is always contingent on Google and its most recent algorithm.

2.4.1 Website Marketing

All digital marketing operations revolve around a website. Individually, but also as a crucial component of a variety of online marketing efforts. A website should clearly and memorably portray a brand, product, or service. It should be quick, responsive, and simple to use.

2.4.2 Pay-Per-Click (PPC) advertising

PPC advertising enables advertisers to reach Internet consumers across many digital platforms. Marketers can create PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook and target people who are searching for phrases related to their products or services with their advertising. PPC operations can segment users according to their demographic features (for example, age or gender), and even target users based on their unique hobbies or geographic location. Google Ads and Facebook Ads are the most prominent PPC platforms.

2.4.3 Content marketing

The goal of content marketing is to create a relationship with potential customers through the usage of content. Typically, information is published on a website and then disseminated using social media, email marketing, search engine optimization, and even pay-per-click advertising. Content marketing tools include blogs, e-books, online courses, infographics, podcasts, and webinars.

By publishing relevant material and establishing their own world, a business may transform their vision and value while also establishing a powerful and recognizable brand. Additionally, it boosts the company's search engine ranking by generating leads and establishing connections across several platforms (Vien 2015).

2.4.4 Email marketing

One of the most powerful forms of digital marketing is email marketing. The majority of consumers mistakenly feel that email marketing equals spam, however this is not the case. Email marketing is a way of communicating with potential customers or people who are interested in your product or service. Many digital

marketers use all other digital marketing channels to generate leads for their email lists, then use email marketing to convert those leads into customers.

Bowdery (2008) used the term AIDA to refer to the process of attracting attention, providing pertinent information, generating desires, and eliciting action. This theory is actively applied to different production processes, including the process of developing effective e-mail marketing tactics, because it enables the analysis of the advertisement's influence and sentiment.

There are numerous things marketers can do to increase the attraction of their emails and their likelihood of being opened. These include the following:

Create a Sense of Urgency – Writing email language that notifies recipients that a special offer is running out of time or that just a limited number of the offer are available may increase the number of visitors who visit your website.

Let Recipients Set Their Preferences – Allowing users to specify how often they want to hear from you can help keep some of your email subscribers subscribed to your list and clicking on your emails.

Personalize Your Email – Setting your emails and subject lines up to incorporate the recipient's name is a proven way to increase open and click through rates.

2.4.5 Social media marketing

The basic goal of a social media marketing campaign is to increase brand exposure and build social trust. You may use social media marketing to create leads or even as a channel for direct sales as you develop skill with it.

The ways in which organizations/companies use social media are as varied as the organizations/companies themselves. The majority of individuals believe that social media sites are a waste of time; nevertheless, a lot of studies have demonstrated the exact opposite. Utilization of social media platforms has been shown to boost employee productivity. According to several studies Employees who use social media sites are 9% more productive than those who don't (Fahmy, 2009). Employees who are naturally more social and connected to others through social networking sites are more productive at work because they are skilled at talking with others and resolving problems. Fahmy (2009) found that 70 percent of employees who utilized the

internet for personal reasons reported greater concentration in a similar survey. It is considered that taking brief breathers will rejuvenate and regenerate the brain.

In a related trend, AT&T, an internet service provider, performed an independent poll of 2,500 employees in five European nations. Employees who used social media sites (SMSs) reported that they increased their efficiency by 65 percent, increased their creativity and ideas by 46 percent, increased their knowledge and ability to solve problems by 38 percent, collected information about employees and customers by 36 percent, and created team building opportunities by 32 percent. Additionally, employees indicated that social media has become ingrained in their office culture (AT&T, 2008).

A social networking site is the most efficient approach to collect data from an organizational aspect. Woodbury, M. "Organizations are aggressively exploiting the potential of social media networks to uncover new business opportunities, new communities of like-minded individuals and organizations, and new sources of industry-specific insight, counsel, and expertise" (1998). Businesses can use SMSs to store and transmit information about their various marketing plans and operations. Social media can be utilized to keep a company's presence in the workplace alive. It also works as a marketing tool, supporting the organization in contacting potential employees. "An obvious extension of this," Wilson (2009) wrote, "is to hire individuals to spend their entire day maintaining the sanctioned organizational presence on numerous social media sites, acting as the organization's voice."

2.4.6 Affiliate marketing

Affiliate marketing is one of the first types of marketing, and the Internet has resurrected this time-honored practice. Affiliate marketing allows influencers to promote other people's products and earn a commission whenever a sale or lead is generated. Numerous well-known businesses, such as Amazon, provide affiliate programs that pay millions of dollars every month to websites that sell their products.

SMS Messaging

SMS or text messaging is frequently used by businesses and nonprofit organizations to inform willing clientele about their latest specials or donation opportunities. SMS messaging campaigns are often used by candidates for office to spread positive

information about their platforms. Many text-to-give efforts now allow customers to pay or donate directly by text message as technology progresses.

2.4.7 Mobile marketing

This sort of digital marketing focuses on reaching out to your target audience via smartphone or tablet. Text messages, social media, websites, email, and mobile applications are all examples of mobile marketing.

2.4.8 Video marketing

YouTube has surpassed Google as the second most popular search engine, with many users using it to research products, learn new skills, read reviews, or simply unwind. To launch a video marketing campaign, you can use a variety of video marketing platforms, such as Facebook Videos and Instagram. Companies who use video in conjunction with SEO, content marketing, and broader social media marketing initiatives have the most success.

2.4.9 Marketing analytics

Digital marketing has a great degree of track ability and measurement, which is one of its main advantages. You know the message had been received if the customer used the coupon. Marketers may track user activity at a granular level using today's analytics tools, such as how much time users spend on a web page, how many times they click on a link, and how often they open emails, to name a few. Marketers must be able to decipher the meaning of data and how to apply it to strategy.

2.5 Integrated Marketing Communications

Integrated marketing communications (IMC) is a technique that can transform your marketing department from a standalone operation to one that operates in a networked environment. IMC will send emails directly merged with a trusted message using a variety of ways and channels ranging from digital to social media to public relations.

Integrated marketing is a strategy for delivering a consistent and unified experience for consumers when they interact with a brand/service; it aims to integrate various facets of marketing communication, such as advertising, sales promotion, public

relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that they all work in unison. It is a process that ensures all messaging and communications strategies are consistent across all platforms and are customer-centric.

Multiple audiences benefit from integrated marketing messaging. To begin, it can assist build consumer trust in your firm and its values, goal, and vision, and it benefits the organization's stakeholders. If a firm's marketing team communicates with the public in a consistent manner, the company will succeed. If your marketing team is having difficulty communicating a consistent message, it may be due to a lack of awareness of the value of integrated marketing approaches.

Modern digital marketing and business strategies, according to Kingsnorth (2017), are concepts that must be connected and developed in tandem. Furthermore, as digital media has expanded in popularity and reach, many traditional advertising venues have become more affordable and accessible, but it is still critical to attract new customers and target the right people (Bosetti 2018).

In addition, according to Papulova and Papulova (2006), it is vital to answer the needs of target consumer groups and maximize the product's potential value while making the most of available resources. This can be accomplished with careful research, utilization, and integration of marketing media. According to the Digital Marketing Institute's (2018) article, while new media can be appealing and useful in terms of marketing strategy, traditional media can assist customers identify and engage with their chosen online platforms and activities.

2.6 Integrated Marketing Campaigns

Multi-channel digital campaigns enable businesses to connect with their customers on multiple levels, boost their online and physical visibility, and clearly define their brand image. Before you invest in any marketing strategy, you need to make sure that it will work. Below are reasons to try out an integrated marketing campaign.

Efficient and profitable: First of all, it works. Millions of impressions on social media are not something brands see by every day. In order to see such success, you need to develop a strategy at every step. IMCs are thought out from top to bottom. These campaigns also allow potential users or customers to do some of the marketing

work for you. Although the campaign itself can be used as an investment, the advertisements surrounding it are free.

These campaigns reduce costs by developing multi-purpose materials. Videos, imagery, copy, and more can all be passed from one medium to the other. This ensures consistency avoids having to hire a designer to do a lot of work. It's a simple method of preservation and will undoubtedly make a difference in the end.

Additionally, cohesive messaging increases return on investment more effectively than a slew of different ads or adverts. Developing an integrated marketing campaign is comparable to organizing a themed birthday party. You generate an original concept and then brainstorm numerous approaches to implement it.

Integrated marketing is everywhere: Nowadays, commercials are so tailored to our unique preferences that they border on the weird. Because integrated marketing campaigns are ubiquitous, they are effective. It's similar to hearing a new pop song on the radio. At first, you may despise the song's repetition and mediocre lyrics. However, after weeks, and then months, of hearing it every morning on your way to work, you may come to appreciate the music. The next thing you know, you're in the first row of that artist's show, belting out the words to the song you used to despise.

It builds a relationship; integrated marketing campaigns are entirely customer-focused. You're attempting to establish rapport with them, raise awareness of your own business, and enhance your reputation. These campaigns get customers to talk about you casually.

Through integrated marketing campaign, focusing and searching for consistent information will allow your target audience to gain better understanding. The important thing is that all the departments within your organization say the same thing and share the same message. In this way, consumers know who they can trust.

2.7 Traditional Marketing Media

Any sort of marketing that isn't done online is referred to as traditional marketing. This can be seen in print, radio, television, direct mail, and outdoor advertising such as billboards. This sort of advertising, which includes anything from newspapers to radio, can help you target specific groups.

Traditional marketing is not only one of the oldest but also one of the most researched types of marketing. Marketers use this strategy because of its dependability and reputation. Traditional marketing is something that everyone is exposed to on a daily basis, whether through the mail or the daily newspaper.

Traditional marketing has accelerated in recent years as welfare levels have risen, economic stability has improved, and television viewing in western homes has expanded, ushering in a new era of selling. Businesses' attention has shifted away from suppliers and onto customers, resulting in a wave of new brands vying for client acquisition and retention. As a result, the major goal of traditional marketing is to impact client attitudes, awareness, and behavior by giving value and motivating them to purchase items. (Durmaz and Efendioglu, pp. 35–36 in Durmaz and Efendioglu 2016.)

Marketers currently have access to a number of traditional media outlets through which they can communicate their advertising message to potential customers. Established media sources must constantly adjust to shifting conditions as the media landscape becomes more dynamic. Traditional media, according to Hanekom and Scriven (2002, 50), provides advertisers with a number of distinct benefits, including guaranteed delivery, completeness, correctness, frequency, speed, timing, selection, and economics.

This is only one example of how conventional and digital procedures can coexist.

Billboards

Billboards with printed or hand-painted pictures on canvas continue to be extremely popular. Billboards have come a long way from highways to hallways. This more conventional method of marketing makes use of fewer words and more pictures. A picture is worth 1,000 words, and captivating visuals are excellent for increasing brand recognition. This is a well-known marketing technique. Larger signs will never be ignored, and billboards will never become outdated, given their widespread reach across socioeconomic strata and geographic boundaries.

Direct Mail.

Direct mail is seeing a renaissance. Once upon a time, it was labeled as snail mail and people shied away. However, direct mail today excels at creativity, personalization, and audience targeting. Not only is direct mail easier to comprehend,

it also has a higher ability to impact readers. Brand memory is significantly greater in study studies comparing direct mail to other marketing strategies such as email. Faster response rates, increased sales, and increased accessibility make good old-fashioned direct mail the genuine deal in modern marketing.

Consider why, in marketing, the pen may be mightier than the sword. Direct mail also generates a better response rate in certain businesses. For instance, yellow letters perform significantly better in the real estate investment area than typewritten letters on bond paper. These letters, written by hand on the yellow legal pad, are more personalised and personable. The content is incisive and includes critical sender information.

Radio

When it comes to understanding the text, sound effects, and tone of an advertisement, radio encourages listeners to use their imagination. As a result, each consumer may draw his or her own conclusions from the same advertisement. Furthermore, Hanekom and Scriven (2002, 51) claim that radio commercials are less expensive to broadcast than television commercials due to the reduced cost of producing radio commercials. The lack of graphics and advertising clutter, on the other hand, are big drawbacks, especially given that most people listen to radio in the background. 275.) Wells, Burnett, and Moriarty (Wells, Burnett, and Moriarty, 2000.) As a result, listeners may be uninterested in the radio broadcast, rejecting it as pleasant background noise and failing to pay close attention, drastically reducing the impact of the advertising message.

Print Advertisements.

Mobile penetration has only added to print media's uniqueness. Print isn't going away; it's becoming better. Because newspapers and magazines are available on digital platforms, print advertisements may benefit. Magazine advertising has many of the same advantages as newspaper advertising, but with a few differences. Unlike newspapers, for example, they allow advertisers to target more specific and appropriate customer demographics (Davis & Zerdin 1996, 13). Magazines, according to Hanekom and Scriven (2002, 50), have a much longer lifespan due to enhanced paper quality, which results in a slower message distribution process. Magazines are often more expensive, so they appeal to customers with more

disposable income. Magazine advertising, on the other hand, is frequently more expensive and necessitates a strong brand image, as not all advertisements are chosen for publication.

Television

Television is a type of conventional media that employs a one-way communication model, in which marketing messages are sent to customers without the opportunity to respond. Because it combines sight and sound with a variety of graphic technologies, Krugman et al. (1994, 457) claim that television is an appropriate medium for delivering dramatic and successful advertising messages. Furthermore, television tells buyers about the product's benefits in a relaxed and pleasant setting, which helps them maintain their focus. It also allows for advertising on specified days and times, which is a useful tool. Hanekom and Scriven, p. 51, 2002.)

Repetition is an important aspect of television advertising since it familiarizes viewers with the product and helps to establish the brand image. Advertising on television has been shown to improve sales by raising brand recognition (Rubinson, 2009). However, there is a major risk of inefficiency and financial loss because advertising is generally crammed into a limited amount of broadcast time and may upset viewers. Hanekom and Scriven, p. 51, 2002.)

Networking with a Difference.

In the past, traditional copyright marketing reigned supreme; nowadays, it's all about creating buzz. While the persuasive power of persuasive language can not be underestimated, traditional marketing now combines event marketing with a twist. Apart from marketing products and services, networking is critical for obtaining top people. Online marketing is incapable of bridging this chasm.

Outdoor marketing.

Outdoor marketing has been praised by practitioners for its ability to reach out to nomadic customers, though some regard it as a secondary communication channel (Fill, 2009). Customers who are on their way to play, work, or shop are exposed to outdoor marketing (Wilson, 1952). Customers consider billboards to be the most eye-catching advertising that is well-located and easily accessible (Hussain and Nizamani, 2011). It is clear that billboard marketing has provided significant value to businesses.

Other marketing mediums such as radio, television, newspapers, magazines, and the internet are not alternatives to billboards, according to the findings, because billboards are more effective at attracting customers and increasing sales than other media (Taylor and Franke, 2003).

It's also been suggested that models in billboard advertisements pique viewers' interest. Edegoh et al. (Edegoh et al., 2013). According to the uses and gratification theory, marketers had a variety of uses for which they placed brands, as well as a variety of pleasures from doing so. The total is better than the sum of its parts, according to the system theory. As a result, the entire billboard advertisement, including the model, brand, message, and color, had a significant impact on the general public.

2.8 Comparing Digital and Traditional Marketing Media

By seeking comments and exchanging experiences, Salem (2015) analyzed traditional and digital marketing media tactics. According to the author, traditional media limits client feedback to direct mail to the company, whereas corporations can only get information from focus groups, interviews, and surveys. After a purchase or via social media, digital marketing, on the other hand, makes it easier to submit complaints, ideas, questions, or any other type of feedback. Furthermore, using digital media to share experiences is lot more efficient and complete, resulting in a far broader audience reach (ibid).

According to De Bellefonds, Knox, Schuurig, Smits, Vismans, and Visser (2017), traditional marketing is based on hypothesis, which means there is no guarantee that the message will reach the intended audience, despite a significant amount of money, work, and resources invested in the advertisement's creation. The authors relate it to digital marketing, which enables for precise individual targeting via tailored messaging. Marketers may boost brand value and engagement by personalizing advertisements to consumers' needs and picking the right channels and content.

2.9 Theoretical Review

The development of the company has multiple aspects, namely the economy, the environment, the society and the company, and the company must pay attention to all

these aspects in order to meet the expectations of stakeholders/consumers. (Ates, S 2020) For companies, although they consider the impact of their operations on society, they strive to get profits and their maintenance is a challenging task. This arduous task has some significant costs for companies, but at the same time it has some benefits.

One of the basic objectives of all companies operating in today is to differentiate themselves from their competitors. To find out about a company and buy its products or services, customers need to get a lot of information. It should be noted that not only information about specific product or service is needed, but also information about its quality and durability.

Digital marketing media is considered the most reliable (Vodak, J.; Soviar, J.; Varmus, M.2016). However, companies can use different types of advertisements to promote themselves and their products. It can take the form of digital marketing on the internet or more traditional types of advertising such as television or radio commercials, outdoor adverts, or print media advertisements. According to Efstathiou 2020, traditional marketing methods are utilized to promote revenue generation and profitability through branding and promotional activities. While television advertising has been shown to have a minimal effect on customers, it has been demonstrated that if it captures their attention, it can prompt further exploration of material and frequently results in an increase in consumer awareness.

According to Efstathiou's research, radio advertising has the most influence on buyers. Since 1922, brands, products, and services have used radio advertising as a platform. The findings indicated that individuals who had previously heard the radio advertising spent longer time watching the brand and were more engaged when they saw the identical advertisements on television. This outcome model demonstrates that simple exposure to a radio commercial will result in an increase in the effect of the same advertisement on television, providing useful information for media planning efforts (Russo, V.; Valesi, R.; Gallo, A.; Laureanti, R.; Zito, M.2020).

Consumers are likely to be exposed to outdoor advertising in a variety of ways, which can unwittingly influence their purchasing behavior, attitude, and decisions (Zhiyong, W.; Wenyu, D.; Qingyun, J.; Chenyan, G 2021). It is a grave error to believe that advertising should take place exclusively on the internet in the modern era.

Outdoor advertising, such as on billboards, buildings, posters, and public transit, may be extremely beneficial for businesses if done correctly and with a high level of quality. Its 24-hour, seven-day-a-week influence is a significant advantage, as it does not provide the idea of a permanent effect. The average internet user's attention span is quite short, and almost no one watches all of the advertising displayed. Subsequent advertisements, on the other hand, can be identified, can get further attention if detected, and can increase the likelihood of the advertised brand being recalled.

Daily, people pass past outdoor promotional locations on their route to work, school, or other destinations. The fact that people are frequently exposed to the same outdoor display promotes their acceptance of the brand storage. It is critical to understand customers in order to maximize marketing efficiency. Advertisers must understand what is effective in influencing consumers/stakeholders. Businesses must understand their customers' beliefs, desires, and aspirations. It is critical to pique their interest and focus their attention.

Finding what to say is the first step in communicating with people, but how to express it is critical for the remark to be received and trusted. Thus, developing an engaging commercial entails capturing a customer's attention and infiltrating their subconscious in order to achieve memorizing. Advertising can operate as a stimulant; this stimulus can be in the form of increased awareness, perception, attitude, or behavior. It is vital to possess knowledge not just of economics and marketing, but also of psychology (Nemec, J.; Lelkova, A. 2016). While many believe psychology and advertising have nothing in common, they both focus on the most important person in the world: the client.

Understanding the consumer and conveying all pertinent information about the benefits of purchasing a certain product is critical for successful advertising from a marketing standpoint.

Advertising psychology is primarily concerned with the effect of advertising on a person's emotions, and the field of neuromarketing is critical in practice, as is the ethical side of advertising. The most effective commercials in human history have influenced clients' behavior, remained in their thoughts, and increased sales. Advertisements are created by analyzing client behavior and employing psychological strategies. Each of the five psychological strategies is used in at least one of the highest-quality advertisements.

Creativity based on emotions: The influence of emotional and psychological stimulation on purchasers is far larger than the impact of promoting the product's functionality and qualities. What counts is how a product affects a customer's life, not how it works or how it differentiates from competitors. According to the authors, achieving customer happiness is inadequate; in order to maintain a competitive advantage in customer relationship building, a company must elicit the emotions that lead to commitment.

As a result, commercial goals go beyond client retention to include engagement-based customer connections.

Focus on shortcomings: Customers are skeptical of marketing claims. Marketing claims are frequently dubious. It is permissible for a company to call up a product's shortcomings in order to increase its credibility. Clients can understand the value of a product or service supplied by a sustainable company if they are communicated with honestly and openly. (For example, Volkswagen created a market by admitting that their automobile is little at first.)

Change consumer perception: It is vital to alter the product's perception in the minds of customers. For instance, emphasizing that a particular product is superior, more delectable, or more fragrant than a competitor's. Advertising appeals to a variety of senses, including sight, smell, and taste. These are appropriate for promoting food, laundry detergent, and air freshener, among other products.

Encourage exclusivity: Individuals desire to feel significant. They desire to be a part of a prestigious and elite group. At times, it is also possible to invoke a sensation of rarity. This is why commercials occasionally declare, "We are not for everyone." Exclusive things, such as automobiles and jewelry, are frequently communicated in this manner.

Fear, uncertainty and doubt Businesses commonly use fear, uncertainty, and doubt to slow down clients and make them ponder about their attitudes, awareness, and conduct. It's used to talk about more serious topics and converse with a huge group of people. This should be done with caution, as many customers do not want to be around or even think about bad messages. These commercials are meant to pique people's interest and cause them to change their habits.

Every day, customers are inundated with marketing advertisements. That is why it is critical for businesses to ensure that their commercials penetrate their viewers' subconscious. Otherwise, the advertisement will be completely unintelligible to the customers. One of the five psychological techniques can be utilized to implant an advertisement into a customer's subconscious. The primary reason for using them is to boost customer interest and manipulate clients in order to increase sales, which can help the company maintain its market position. Advertising's awareness is also influenced by its psychological characteristics. According to Cieslik Sylwia, 2020, in the instance of cosmetic promotions, products pushed through advertising eliciting negative emotions such as uncertainty were perceived as the best; those sold through humorous advertisements were perceived as the worst. As a result, it is critical to examine the emotion the organization wishes to elicit.

Additionally, the client can be fascinated by enticing music, distinctive voices, intriguing shapes, exceptional colors, self-motivated movements, and the selection of appropriate personalities, among other variables.

Advertising should ideally be able to appeal to multiple senses. Celebrities have an effect on customer preferences, which influences the purchasing choice. However, it is recommended to carefully analyze the goal of advertising initiatives. If the goal is to create an attitude, a celebrity spokesperson is recommended; however, if the goal is to increase brand awareness, a non-celebrity spokesperson is more useful (Pileliene, L.; Grigaliunaite, V 2013). It's critical to remember that without an enough dose of emotions (whether good or negative), advertising will fail to attract attention and interest, even when the product is of high quality. Trust is also an important component to consider for two primary reasons. To begin, trust must exist for advertising to function as an information source, which means that it must perform its essential functions. Second, consumers have an ingrained skepticism of advertising. To reduce the divide, businesses are experimenting with numerous methods for influencing customer perceptions, attitudes, awareness, and behavior toward digital and conventional marketing media, as well as how to connect with their values.

This study is one of the few that examined the roles of customer attitudes, awareness, and behavior toward integrated digital and conventional marketing media, despite the fact that the majority of studies concentrated on digital marketing. This demonstrates

a knowledge gap in relation to the researcher's subject. Additionally, because the majority of research has been conducted in a variety of diverse places and contexts, the new study will contribute to the existing body of knowledge.

In a nutshell, large companies require integrated digital marketing media because it allows for low-cost consumer research and high engagement; however, if traditional marketing continues to be effective, a company should gradually integrate new media elements to draw consumers' attention to its online presence. The integrated media strategy's main purpose is to engage consumers/stakeholders with new media while also creating a cost-effective mix of digital and conventional media. (Integrated Marketing Campaigns: Achieving Success Using Traditional And Digital Media, 2019). As a result, while the bulk of research have focused on digital marketing, this study is one of the few that explores the roles of customer attitudes, awareness, and behavior toward integrated digital and traditional marketing media.

Additionally, because the majority of research has been conducted in a variety of diverse places and contexts, the new study will contribute to the existing body of knowledge.

3. METHODOLOGY

3.1 Conceptual Frameworks of the Study

The study's independent variables are consumer attitudes, awareness, behavior and the dependent variables of the study are integrated digital and traditional marketing media.

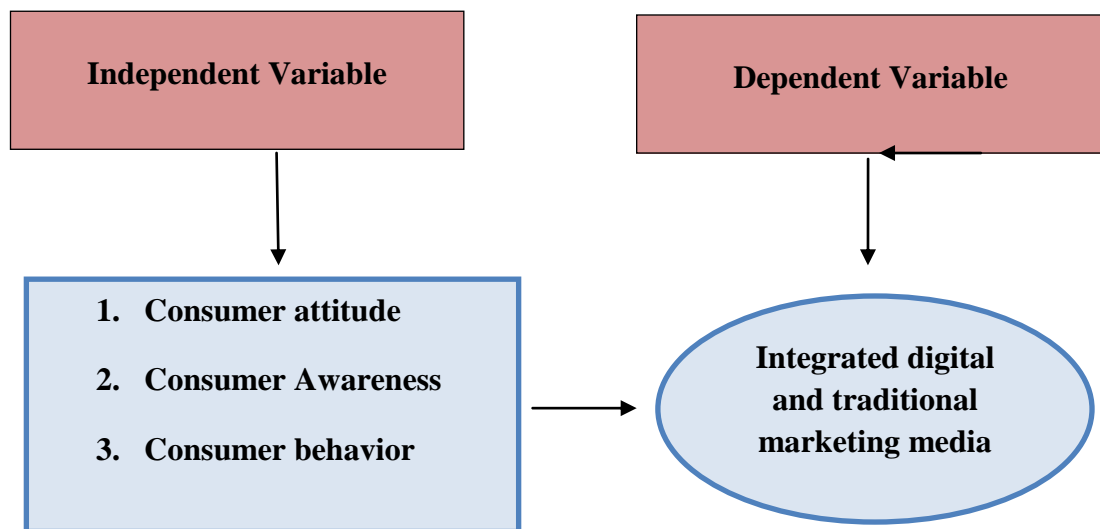


Figure 3.1: Conceptual Framework

3.2 Research Approach

The research is a quantitative in nature. This strategy was useful in ensuring that data was collected, interpreted, and analyzed efficiently utilizing descriptive research. Researches that are quantitative use self-administered structured questionnaires in cross-sectional or longitudinal surveys with the purpose of extrapolating results from a sample to the full population. A well-designed and implemented quantitative research technique has the benefit of allowing generalization to a population from the sample.

3.3 Research Design

Research design presents the method and processes which were used by the researcher during collecting information required to find answers to the research questions. The researcher used descriptive and statistical analysis in this research in which non-experimental studies that describe the features of a single person or a group of people. It is concerned with the interaction between variables, the formulation of generalizations, and the application of universally true ideas. It also includes past experiences that may or may not be relevant to current circumstances (Kothari, 2004). Descriptive surveys are also used to find causal correlations (descriptive correlation), offer a detailed quantitative description, and watch behavior.

3.4 Sample and Procedure

The researcher chose random sampling as the sampling method. This study, conducted in private companies in Ivory Coast. The target population of this study was (280) employees from select private companies in different cities. This population was consisted of managers, employees, and other staffs select from the organization. This research utilized quantitative method of research. Primary data collected from 200 respondents' managers, employees and other staffs of the selected from different organizations by this study using a questionnaire in June 2021.

3.5 Instruments

A three-page survey is created to obtain information about the attitudes, behavior, and awareness related to consumers in the integrated digital and traditional marketing media. The survey consists of five major sections: section one of the survey includes questions about the demographic characteristics of respondents (age, gender, education level, etc. The questionnaire had a total of 44 structured items, with 40 of them relating to the independent variable (consumer attitudes, awareness, and behavior) and the dependent variable (integrated digital and traditional marketing media).

Consumer Awareness The 7-item scale created by Abdolvand et al. will be used to assess consumer awareness (2016). The measure is based on a five-point Likert scale, with 1 indicating strong disagreement and 5 indicating strong agreement.

Consumer Attitudes will also be measured using a 7-item scale developed by Gaski and Etzel, (1986). The scale uses 5 points Likert scales ranging from strongly disagree to strongly agree. Such scale has been found to have a high reliability coefficient 0.780, an acceptable reliability coefficient.

Consumer Behaviors will be assessed using an 11-item scale developed and validated by Costa (2014). The instrument also uses 5 points Likert scale similar to the above scales.

Integrated Digital and Traditional Marketing Media Perception will be assessed by 15 item scales progressed and utilized (Yadav and Rahman, 2017). This scale also uses 5 points Likert range with 1 = Strongly Disagree and 5 = Strongly agree and has reported reliability coefficient of 0.90.

3.6 Validity and Reliability

The most important topic in the study is to test the effectiveness and reliability of the equipment used to collect the data. Easter by-smith et al. (2008) Saunders et al. as quoted in (2009). The degree to which data collecting or analysis procedures are consistent is referred to as reliability. Survey credibility means that the survey is credible if the questioner distributes it from the survey area to some respondents and agrees with the respondents' results in order to increase the credibility of the survey. The validity of the survey is tested when the survey questions are presented to experts and organized in relation to the purpose of the survey.

3.7 Research hypothesis

The research hypothesis would be the following

- H 1: a practical-positive relationship between consumers' attitudes and, integrated traditional and digital marketing media.
- H 2: There is a practical-positive relationship between consumer awareness and, integrated traditional and digital marketing media
- H 3: There is a a practical-positive relationship between consumer behavior and, integrated traditional and digital marketing media

3.8 Data Analysis and Scale

The analyzed data is collected from the internet and made as questionnaire using the SPSS 26.0 program. The research analyses were interpreted in order to achieve the desired result. Some results have been obtained using statistics appropriate for the research purpose. The participants' demographic information was collected using the questionnaire forms, and the scale judgments were requested for assessing the dimension of the scale and specified by the use of factor analysis on the scale. The scales and obtained dimensions were subjected to a reliability analysis to determine their suitability for research. It is concluded that the scales and dimensions have a high degree of reliability. Following these steps, regression and correlation analysis, as well as the link between dimensions, as well as the effect values, were investigated. Hypotheses were evaluated by establishing which dimensions interact with one another and to what extent. The hypothesis's findings are interpreted.

4. RESEARCH FINDINGS

4.1. Background characteristic of Respondents

The background information, in the study, of the respondents' general information that are regarded relevant included gender of the respondents, level of education, age and education. The results acquired for each of them, as well as their relevance to the research, are now given.

Table 4.1: Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	147	73.5	73.5	73.5
	Female	53	26.5	26.5	100.0
	Total	200	100.0	100.0	

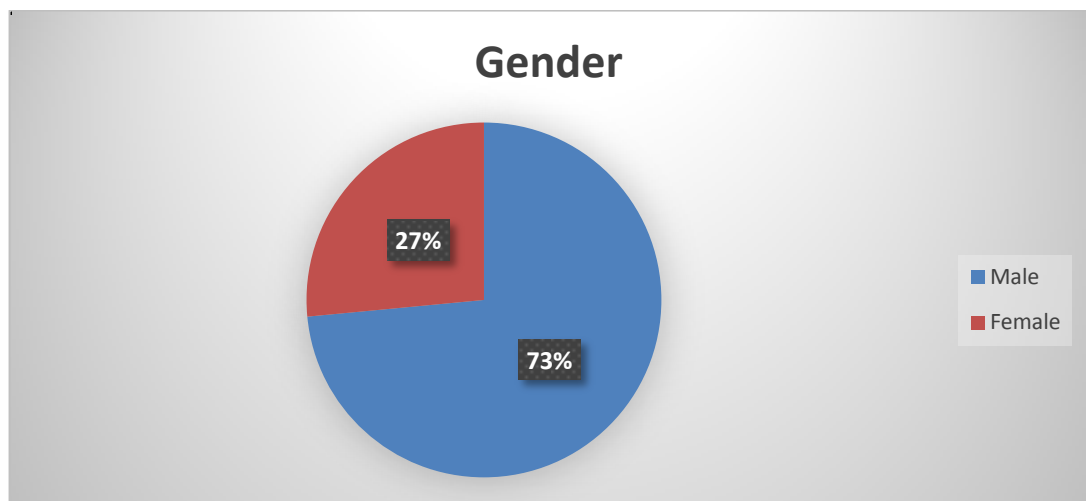


Figure 4.1: Gender of Respondents

Source: (primary data)

The above table1 & figure1 reveal 73% are male respondents and 27% are females. The results present the viewpoint of two different gender groups about integrated digital marketing and traditional marketing media. Such a thing is important in the research to represent an equal view about the respondents.

Table 4.2: Age of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-34	133	66.5	66.5	66.5
	35-44	29	14.5	14.5	81.0
	45-54	29	14.5	14.5	95.5
	55 and above	9	4.5	4.5	100.0
	Total	200	100.0	100.0	

Source: (primary data)

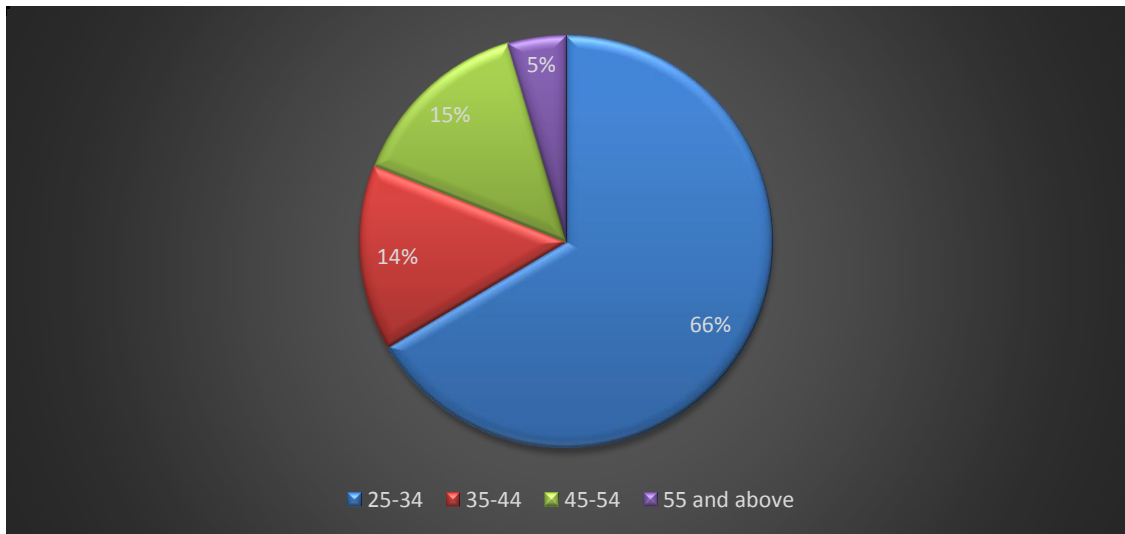


Figure 4.2: Age of the Respondents

Source: (primary data)

The above Table 2 and figure 2 reveal how the study employs respondents of variety ages representing by the following: 25-34 year are (66%), 35-44 year are (14%), respondents aged 45-54 year are (15%), while above 55 years old were (5%) of the total respondents of the research.

Table 4.3: Level of Education

What is your education level?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	University Undergraduate	51	25.5	25.5	25.5
	University Graduate	103	51.5	51.5	77.0
	Other	46	23.0	23.0	100.0
	Total	200	100.0	100.0	

Source: (primary data)

The above, table 3, shows that educational level is on the other hand regarded as a significant variable in the research. The results illustrate that 51 (25.5%) of the respondents had university undergraduate, 103(51.5%) had university graduate, 46(21.6%) had other study level. Such findings show that most respondents (51.5%) are university graduate. The results may also be related to the truth that respondents are chosen from people with good levels of education implying that their roles and responsibilities require use of digital and traditional marketing.

Table 4.4: Working Experience of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 year	68	34.0	34.0	34.0
	1-3 year	53	26.5	26.5	60.5
	4-6 year	26	13.0	13.0	73.5
	more than 6 year	53	26.5	26.5	100.0
	Total	200	100.0	100.0	

The above table4 shows the working-experiences of the respondents. So 34% were had less than one-year experience, and 53 of the respondents had 4-6 year of working experience equal to 26.5% of the total respondents of the study, also the study show the respondents had more than 6 years of working experience are 53 people that means 26.5% of the total respondents of the study.

4.2 Normal Distribution Analysis of Scales

The normal distribution for both scales was examined in the examinations. It is understood that data was distributed equally and parametric-test applications were continued.

Table 4.5: Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
Consumer attitudes	0.178	200	.000	0.804	200	.000
Consumer awareness	0.286	200	.000	0.681	200	.000
Consumer behavior	0.292	200	.000	0.681	200	.000
Integrated Digital and Traditional Marketing Media	0.135	200	.000	0.946	200	.000
a. Lilliefors Significance Correction						

Table 4 shows the Kolmogorov-Smirnov and Shapiro-Wilk calculations. The KS test shows the maximum difference between the two cumulative distributions and calculates the value of P from them. The two samples are extracted from the same distribution as shown in the table and have the same significance level of p-values. The results show that even with this modified form, the test is not as powerful as the Shapiro-Wilk test.

4.3 Descriptive Statistics

Short descriptive coefficients describe a data set that may be representative of the entire population or a subset of the population. Descriptive statistics are classified into two types: measurements of central tendency and measures of variation. The mean, median, and mode represent central tendency, whereas the standard deviation, difference, minimum and maximum variables, kurtosis, and skewness reflect variance.

Table 4.6: Descriptive Statistics

Scales	Skewness	Stand. Error	Kurtosis	Stand. Deviation
Consumer attitudes	-1.926	0.24009	4.276	3.39542
Consumer awareness	-2.327	0.24086	5.428	3.40627
Consumer behavior	-2.337	0.40038	5.678	5.66224
Integrated Digital and Traditional Marketing Media	-0.904	0.55347	0.879	7.82726

In cases where the chi-square test cannot be performed, the Kolmogorov-Smirnov test can be examined. It is also possible to do cases where the sample volume is small. According to the normality examination, indicate that the data were normally distributed. Another test was the normality in the table "Shapiro-Wilk". Scale. Shapiro- Wilk sig here. Since their values were greater than 0.01, the data was considered to be normally distributed.

Table 4.7: Central Tendency of the Data

	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
consumer attitudes	10.29	30.71	26.1229	3.39542	-1.926	0.172	4.276	0.342
consumer awareness	12.29	30.71	27.7836	3.40627	-2.327	0.172	5.428	0.342
Consumer behavior	16.18	50.45	45.2664	5.66224	-2.337	0.172	5.678	0.342
Integrated Digital and Traditional Marketing Media	25.27	69.33	55.6243	7.82726	-.904	0.172	0.879	0.342

The table above show the highest mean of the data is 55.624 which is having dependent variable and also this scale is having the highest the standard-deviation. The skewness and kurtosis of the data; the findings demonstrate that there is a favorably skewed distribution with the tail on the right side. Skewness is larger than zero for a favorably skewed distribution. The table above also provides results of kurtosis and also indicates critical kurtosis values indicate that the distribution is peaked and has thick tails. Kurtosis standard error is close to zero, indicating that the distribution is mesokurtic. This signifies that the kurtosis is the same as the normal distribution, and the distribution is mesokurtic. (medium-peak).

Hair et al (2017) indicates that the skewness of a variable's distribution is a measure of how symmetrical it is. If the distribution of responses for a variable spreads toward the right or left tail of the distribution, it is said to be skewed. "A measure of whether the distribution is overly peaked (a very narrow distribution with most of the responses in the center)" (p. 61).

"When both skewness and kurtosis are zero (a situation that researchers are very unlikely to ever encounter), the pattern of responses is considered a normal distribution" (p. 61) If the number is more than +1 or lower than -1, the distribution is

considerably skewed, according to a common rule of thumb. If kurtosis is more than +1, the distribution is considered to be excessively peaked. Similarly, "a kurtosis of less than -1 implies an overly flat distribution." Distributions with skewness and/or kurtosis that surpass these limits are referred to as "non-normal."

4.4. Explanatory Factor Analysis

Explanatory Factor Analysis (henceforth EFA) refers to exploring the structure of the factors of a measure and the opportunity to research with a small number of sub-dimensions instead of working on a large number. It is the size reduction method that recognizes Kaiser-Meyer-Olkin (KMO) for each scale and Bartlett's test, which provides the measurement of sampling adequacy and consistency of variables. The sphericity test was also found to have statistical importance. The results of tests and the samples to be used in the explanatory factor analysis are at a sufficient level in terms of analysis and factor analyses were found very suitable. Data compliance performed the factor retention methods to determine the factor structure by verifying it with tests. As "varimax rotation method" and principal component analysis method has been applied. As a result of the explanatory factor analysis, the scales were made following their original dimensions. This has shown factorization.

The first dimension is consumer attitudes

The KMO value for the first dimension is 0.862, and it means that there is quality for the measurement, and the result can be clarified as following:

Table 4.8: KMO and Bartlett's Test for the First Dimension

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.862
Bartlett's Test of Sphericity	Approx. Chi-Square	671.321
	Df	21
	Sig.	.000

*p < 0.01

By analyzing the factors for the first dimension, we discovered that none of the variables are reduced and that they explain 3.749 % of the variance in the result of the analysis, and the result can be clarified in the following table:

Table 4.9: Factor Analysis of the First Dimension

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.749	53.557	53.557	3.749	53.557	53.557
2	1.042	14.887	68.444	1.042	14.887	68.444
3	.890	12.710	81.154			
4	.458	6.537	87.690			
5	.405	5.789	93.479			
6	.270	3.856	97.335			
7	.187	2.665	100.000			
Extraction Method: Principal Component Analysis.						

The second dimension is consumer awareness

The KMO value for the second dimension is 0.903, and it means that there is quality for the measurement, and the result can be clarified as following:

Table 4.10: KMO and Bartlett's Test for the Second Dimension

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.903
Bartlett's Test of Sphericity	Approx. Chi-Square	741.011
	Df	21
	Sig.	.000

*p < 0.01

By analyzing the factors for the second dimension, we discovered that none of the variables are reduced and that they explain 4.202% of the variance in the result of the analysis, and the result can be clarified in the following table:

Table 4.11: Factor Analysis of the Second Dimension

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.202	60.028	60.028	4.202	60.028	60.028
2	.914	13.054	73.082			
3	.572	8.174	81.256			
4	.418	5.974	87.230			
5	.364	5.204	92.434			
6	.312	4.452	96.886			
7	.218	3.114	100.000			

Extraction Method: Principal Component Analysis.

The consumer behavior is our third dimension

The KMO value for the third dimension is 0.911, and it means that there is quality for the measurement, and the result can be clarified as following:

Table 4.12: KMO and Bartlett's Test for the Second Dimension

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.911
Bartlett's Test of Sphericity	Approx. Chi-Square	1496.539
	Df	55
	Sig.	.000

*p < 0.01

By analyzing the factors for the third dimension, we discovered that none of the variables are reduced and that they explain 6.329% of the variance in the result of the analysis, and the result can be clarified in the following table:

Table 4.13: Factor Analysis of the third Dimension

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.329	57.541	57.541	6.329	57.541	57.541
2	1.181	10.737	68.278	1.181	10.737	68.278
3	.689	6.262	74.540			
4	.627	5.704	80.244			
5	.570	5.184	85.428			
6	.395	3.594	89.022			
7	.363	3.298	92.320			
8	.301	2.741	95.061			
9	.223	2.025	97.086			
10	.166	1.505	98.591			
11	.155	1.409	100.000			

4.5 Reliability Analysis

This relates to a scale's ability to consistently represent the construct being measured. The internal consistency of the variables was tested using reliability analysis. Cronbach's (1951) metric is widely used in reliability analysis. This metric is roughly equal to partitioning the data into two halves in every way conceivable and then computing the correlation coefficient for each split. The average of these numbers is comparable to Cronbach's alpha. Cronbach's alpha, which ranges from 0 to 1, is used to assess internal consistency. The reliability acceptance criteria should be 0.5 or above.

If $0 < R^2 < 0.40$ it is unreliable

If $0.40 < R^2 < 0.60$ it is low in reliability

If $0.60 < R^2 < 0.80$ it is quite reliable

If $0.80 < R^2 < 1.00$ it is highly reliable

Table 4.14: Reliability Analysis

Variables	Number of items	Cronbach's alpha
Consumer attitude	7	0.776
Consumer awareness	7	0.880
Consumer behavior	11	0.920
Integrated digital marketing and Traditional marketing	15	0.852

The consumer attitudes scale in the table above has a Cronbach's alpha score of 0.776, indicating that it is very reliable. The value for consumer awareness is 0.880, were consumer behavior scale is 0.920 which is high reliable and also Integrated digital marketing and Traditional marketing were found 0.851 which is high reliable and the appropriateness of the estimated cronbach alpha values was determined by looking at the reliability values for the variables of the scales, which were around 0.80.

4.4 correlation analyses

Correlation analyses are statistical methods for determining whether or not two or more variables have a link and, if so, how strong that relationship is. Despite the fact that the correlation coefficient can range from -1 to +1 (-1 r +1), the correlation coefficient has a range of values. A number between 0.00 and 0.25 is considered "very weak," while a value between 0.26 and 0.49 is considered "medium." A value between 0.50 and 0.69 is considered "moderate," a value between 0 . 70 and 0 . 89 is considered "high," and a value between 0 . 90 and 1 . 00 is considered "very high". The table 6 below show the correlation values between variables.

Table 4.15: Correlation Analysis

Variables		Consumer attitudes	Consumer awareness	Consumer behavior	Integrated Digital and Traditional Marketing Media
Consumer Attitudes	Correlation	1	0.827 ^{**}	0.784 ^{**}	0.368 ^{**}
Consumer Awareness	Correlation	0.827 ^{**}	1	0.823 ^{**}	0.355 ^{**}
Consumer Behavior	Correlation	0.784 ^{**}	0.823 ^{**}	1	0.427 ^{**}
Integrated Digital And Traditional Marketing Media	Correlation	0.368 ^{**}	0.355 ^{**}	0.427 ^{**}	1
	N	200	200	200	200

******. Correlation is significant at the 0.01 level (2-tailed).

Correlation values between all variables were calculated and compiled in the table above. When the correlation values between variables are examined, it is seen that cronbach's alpha value between consumer attitudes and Integrated Digital and Traditional Marketing Media is 0.368^{**} it is statistically significant. There is a positive and significant relationship between consumer awareness and Integrated Digital and Traditional Marketing Media with a power of 0.355^{**}. In addition, an important and critical relationship between consumer behavior and Integrated Traditional and Digital Marketing Media with power 0.427^{**} is found. And also a major and critical relationship between consumer attitude and consumer awareness with power 0.827^{**} is found. Consumer awareness it has been found that there is a positive relationship of 0.823^{**} with consumer behavior. So that means there is strength relationship between consumer behavior and other variables of the study

4.6 Regression Analysis

The close relation between one isolated variable and numerous other self-sufficient variables is determined using regression. When some of the independent variables change, regression analysis can help you understand how the dependent variable changes. This approach is used to discover and estimate cause-and-effect connections between variables. Below are the test findings for the factors and hypotheses that influence Integrated Traditional and Digital Marketing-Media.

Table 4.16: Linear Regression Model of Integrated Digital and Traditional Marketing Media and Consumer Attitudes

Dependent Variable: Integrated Digital and Traditional Marketing Media		Unstandardized Coefficient		Standardized Coefficient	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	33.483	4.013		8.343	.000
	Consumer attitudes	0.848	0.152	0.368	5.563	.000
F: 30.952 Sig. 0.000						
R: 0.368						
R Square: 0.135						

The F value of the model is 30.952 and the corresponding sig. the value of 0.000 < 0.01 means that the model parameters are statistically significant. The explanation ratio of the model is 0.135. The coefficient of the independent variable is 0.368 And its corresponding sign. Since the value is 0.000 < 0.01, the effect of this coefficient on the dependent variable resulted to be statistically important. In this case, the H1 hypotheses are accepted.

Table 4.17: Linear Regression Model Of Integrated Digital and Traditional Marketing Media and Consumer Awareness

Dependent Variable: Integrated Digital and Traditional Marketing Media		Unstandardized Coefficient		Standardized Coefficient	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	32.929	4.272		7.707	.000
	Consumer awareness	0.817	0.153	0.355	5.352	.000
F: 28.641 Sig. 0.000						
R: 0.355						
R Square: 0.126						

The F value of the model is 28.641 and the corresponding sig. the value of 0.000 < 0.05 means that the model parameters are statistically significant. The explanation ratio of the model is 0.126. The coefficient of the independent variable is 0.355 And its corresponding sign. Since the value is 0.000 < 0.05, the effect of this coefficient on the dependent variable was found to be statistically insignificant. In this case, the H2 hypothesis is accepted.

Table 4.18: Linear Regression Model of Integrated Digital and Traditional Marketing Media and Consumer Behavior

Dependent Variable: Integrated Digital and Traditional Marketing Media		Unstandardized Coefficient		Standardized Coefficient	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	28.923	4.053		7.136	.000
	Consumer attitudes	0.590	0.089	0.427	6.639	.000
F: 44.078 Sig. 0.000						
R: 0.427						
R Square: 0.182						

The F value of the model is 44.078 and the corresponding sig. the value of 0.000 < 0.01 means that the model parameters are statistically significant. The explanation ratio of the model is 0.182 The coefficient of the independent variable is 0.427 And its corresponding sign. Since the value is 0.000 < 0.01, the effect of this coefficient on the dependent variable resulted to be statistically important. In this case, the H3 hypotheses are accepted.

Table 4.19: Hypothesis Analysis

HYPOTHESIS	RESULTS
H1: Consumer attitudes has an impact on Integrated Digital and Traditional Marketing	ACCEPTED
H2: Consumer awareness has an impact on Integrated Digital and Traditional Marketing	ACCEPTED
H3: Consumer behavior has an impact on Integrated Digital and Traditional Marketing	ACCEPTED

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The initial aim of the study is to determine the effect of customers' awareness, attitude, and behavior toward integrated digital and traditional marketing media on their purchasing decisions. Marketing communication is critical to the growth of any organization or business. Trust in the brand, product, or company is critical for a good consumer–supplier relationship to develop. Marketing, as a critical communication instrument, attracts a great deal of attention and emotion and has an important role in the process of developing trust. The study found that customers share positive and important relationship between consumer attitudes and Integrated Digital and Traditional Marketing. The correlation was found this relationship between consumer attitudes and integrated digital and traditional marketing media by the power 0.368***. This result also was found as positive and significant by calculating regression analysis. There are other scholars who found similar result was found Chadwick, S. (2006). Consumer perception and integrated media have a very practical and major relationship. It was found out that all the study participants had been using digital marketing and traditional marketing media as a way of communicating to their consumers/stakeholders.

The second hypothesis of the study was found that consumer awareness and integrated digital and traditional marketing all show explicit, clear and substantial relationship. The correlation was found this relationship between consumer awareness and integrated digital and traditional marketing media. This result also was found as positive and significant by calculating regression analysis. What is important is consumer awareness so in order for the buyer to decide correct decision and makes the suitable choice. Consumers have the right to information, the right to choose, and the right to security. So this could increase the volume of the market. The other scholar found similar result According to Cizmeci, F. (2015). There is a significant between awareness and traditional marketing. 0.427**.

The third hypothesis of study was found that the consumer's behavior integrated digital and traditional marketing media and reflect major positive relation. The correlation was found this relationship between consumer behavior and integrated traditional digital marketing media by the power 0.427**. This result also was found as positive and significant by calculating regression analysis.

In order to create competition among companies/organizations, they need to make the decision to select a combination of communicative marketing activities for purposes of promoting their products and attract more consumers. Competition is there and it is existed strongly in all areas of sale, which clarifies that everything relays on how the consumers have been attracted to a particular product. The more the consumers are aware and more informed about the product the greater the chances of making sales of that particular product. It is very important to make the stakeholder aware of the product anywhere and anytime in other words they need a 24/7 customer support.

Most organizations/ companies use digital marketing and traditional marketing media as a main advertising strategy. One advantage of digital marketing media is their backing for new consumer behavior patterns based on advertisements Companies are always able to survive in the market. People's typical behavior patterns are shifting as a result of digital marketing medium. Consumers are turning to this medium for information rather than traditional sources such as television, periodicals, and radio. (Traditional marketing channels.) In a nutshell, the findings indicate that businesses must develop efficient internet marketing strategies since it is currently the finest platform for reaching out to customers.

Having clear idea of the awareness, attitude and behavior of customers into various forms of marketing, we decided to tackle both traditional and digital marketing media. According to the results of the study traditional marketing media is also used by companies. These include televisions, magazines, newspapers, radios, bill boards, fliers, brochures to mention but a few. The study found out that digital marketing media has a approximately huge impact on respondents in comparison with traditional marketing media. Digital marketing media also involves proportionately fewer cost in comparison with other items of marketing. It helps to engage the consumers/stakeholders 24/7 throughout the year. Through digital marketing

consumers can easily be aware of any update in a particular company, new products on the market etc.

Integrated marketing channels were identified as the most advantageous to businesses since they reach a larger public and ensure that different customer groups are reached. Once again, traditional media received the least preference, with the majority of respondents saying that it is critical to monitor technology advancements and change various activities accordingly.

Once again, it is obvious that digital-marketing media is one of the very important and major factors in adolescents' and young people's choices, as practically all replies in support of digital media came from this age group. However, many respondents in this age bracket indicated that their first choice for marketing information is integrated media. This suggests that organizations should prioritize integrated marketing media when advertising to teenagers and young adults. Interest in digital media declines as we age.

When respondents were asked about the future deployment of integrated marketing media, they said that it is absolutely necessary. Almost all respondents agreed that a range of marketing platforms should be used to communicate a unified advertisement. This is a significant discovery because it demonstrates the importance of large firms implementing and developing sophisticated technology, particularly marketing, in order to stay current. Consumers expect smaller businesses who begin their company and marketing activities through digital marketing media to expand into traditional marketing media as they grow and flourish. Integrated marketing, on the other hand, appears to be more fun and engaging for consumers/stakeholders.

It was found out that companies/organizations to a big extent regard digital marketing media as a very important form of marketing. Furthermore, respondents are found to employ major media websites (more than 1) and the frequently used ones are Facebook, Youtube and Twitter.

It was noted that digital marketing media can enhance development if internet connections is good. So, the result is for organizations/companies which update their media profiles on a regular basis, digital marketing media has contributed to organizational effectiveness.

Digital and traditional media were compared and contrasted within the respondents' group to acquire a better understanding of consumers' opinions toward traditional and digital media on their own, as well as to distinguish resource allocation when establishing an integrated marketing media plan. The overall trend suggested that the most popular media type was television. It was evident that digital marketing platforms are much more extensively used and wanted by clients, especially younger respondents. In conclusion, the overwhelming majority of respondents agreed on the proclivity of the digital-marketing media across many dimensions. On the other hand, it was discovered that respondents consume traditional media less frequently, which has an effect on their attitude, awareness, and behavior toward this sort of media.

The most significant problems for respondents using digital marketing media continue to be limited internet connection, a lack of technical proficiency for effective media use, and issues regulating material on media. It is critical for businesses/organization to conduct critical analyses at the time of determining where to reach via digital marketing-media and which to reach via different communication-channels as in traditional marketing-media, in order to develop competency for communications staffs in order to maximize media utilization.

In a nut shell, the study generally shows how respondents are so much into digital marketing media than traditional media. They think that digital marketing media is more enlightening, entertaining, technological and up-to-date compared to traditional media which helps to promote brand awareness. Traditional marketing media are not regarded as a dependable source of information about a certain service or product. There was a favorable response to media integration. It was obvious that marketing-resource need to be distributed in accord with target-market segmentation, as various generations exhibit varying attitudes toward marketing medium. Businesses/organization should consider digital media advertising as part of their marketing plan targeting millennials/consumers. On contrast, brand with an extra customary bent need to integrated for digital-media into the traditional-media operations organically. In terms of future advancements, respondents indicated that every organization must develop and put into action very integrated marketing-media plan for the purpose of boosting performance.

Advertising strategies can have a range of effects on individuals, whether positive or negative. It should be highlighted that our findings do not imply that we must fully abandon traditional methods of marketing/advertising information to consumers/stakeholders; for example, radio adverts trusted by customers and pamphlets have a significant influence on customers.

5.2 Recommendations

The following recommendations pertain to the results and conclusions.

The government, in partnership with the business sector, should ensure that individuals in rural and urban regions have reliable access to the internet. This should be done in conjunction with lowering internet charges to ensure affordability. Additionally, energy supply should be prioritized because it is required for the usage of ICT equipment such as televisions, radios, computers, printers, and mobile phones, among others. Additionally, they should impose modest taxes on traditional marketing media such as billboards, televisions, and so forth.

Businesses should invest in technical competency development for their communication staffs to ensure successful use of all media kinds. Assure that both software and technical knowledge are available.

5.3 Suggestions for Further Research

It is considered that as a result of technical advancements, current trends, and client preferences, the company's marketing strategy in terms of the usage of marketing media is rapidly evolving. As a result, it is vital to perform ongoing research on marketing media in order to better understand and allocate resources to consumers. While each marketing channel maintains annual consumer preference information, researchers should analyze a broader range of marketing media types. This involves a more in-depth examination of which factors in marketing media have the most impact on customers, what makes diverse marketing media the most appealing, and how customer awareness, attitude, and behavior change as a result of exposure to different marketing media. Additional research on customers of various generations, income levels, geographical regions, and occupations can be conducted to elucidate various perspectives and aspects of the theme and to assist various target customer

companies in determining the most appropriate marketing media for their target audience.

Additionally, it is critical to broaden the research and increase the number of participants, as well as to ascertain which social networks are used by businesses in greater detail and if they serve as information channels or also as a means of contact. We evaluated consumers'/stakeholders' awareness, attitudes, and behaviors toward marketing media in this study. Because just customer opinions were analyzed, the true influence of various marketing channels may not have been captured, which could be the focus of future research.

Additionally, media integration is a new topic included in the evaluation. There is a great deal of research space available in the area of media integration, including determining the most effective step-by-step integration process in various industries, allocating marketing resources within an integrated marketing media, and integrating the tools and methods necessary for successful marketing media management. You can learn how to streamline the media integration process in a variety of company situations. Additionally, it can assess the content creation process in order to develop comprehensive media strategy.

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APPENDIX

Appendix-A: Questionnaire

QUESTIONNAIRE

I am (*YAO N dri kan wilfried*) a student at (*Istanbul Gedik University*). I am currently undertaking a study on “**The Role of Consumer attitude, awareness, and behavior towards Integrated Digital and Traditional Marketing Media.**” As part of the requirement of this study, I need to collect data from willing participants. You are hereby invited to participate in this study by filling the questionnaire. There is not identifiable personal information that will be required for your participation. All the responses provide will be treated with utmost confidentiality and no unauthorized individuals will have access to the data collected. There will be no benefits or risks involved when you agree to participate in the study. Approximately, the questionnaire will take 15-20 minutes to complete. However, the researcher seeks your consent first before starting to fill in the questionnaire.

According to the information above, do you consent to participate in the survey?

Yes

No (If *No*, please exit the survey)

Demographic Details

1. What is your gender?

Male Female

2. What is your age (in years)? _____

3. What is your education level?

High School and below

College

University Undergraduate

University Graduate

Other

4. How long have been work?

Less than 1 year's

1-3 year

4-6 year

More than 6 years

Study Variables Items

No.	Statement	Strongly disagree	disagree	Neutral	Agree	Strongly Agree
Consumer Awareness						
1	I always follow TV advertising up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I try to do best deal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I always compare the prices between two stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Choosing "Generic brands" is a good way for catching benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Social media advertising can effect on my purchase decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I always share my information about products to my close friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I always compare some products before making my purchase decision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consumer Attitudes						
8	Most advertising provides consumers with essential information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Most advertising is very annoying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Most advertising makes false claims	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	If most advertising was eliminated, consumers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	would be better off					
12	I enjoy most ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Advertising should be more closely regulated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	Most advertising is intended to deceive rather than to inform consumers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consumer Behavior						
15	Advertising is essential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	Advertising is valuable source of information about local sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	In general advertising is truthful and ethical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	Quite often advertising is amusing and entertaining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	From advertising I learn about fashion and products to impress others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	Advertising helps us to raise our standard of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	Advertising results in better product for public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	Advertising tells which brands have the feature I am looking for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	Advertising promotes good values in the society	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	In general advertising results in lower price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	Vulgarity in advertising today is essential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integrated Digital and Traditional Marketing Media Perception						
26	E-commerce's social media allows me to share and update the existing content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	This e-commerce brand interacts regularly with its followers and fans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

28	E-commerce's social media facilitates two way interaction with family and friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	E-commerce's social media offers accurate information on products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30	E-commerce's social media offers useful information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31	The information provided by e-commerce's social media is comprehensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32	E-commerce's social media makes purchase recommendations as per my requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33	I feel my needs are met by using e-commerce's social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34	E-commerce's social media facilitates personalized information search	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35	Contents visible on e-commerce's social media is the latest trend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36	Using e-commerce's social media is really trendy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37	Anything trendy is available on e-commerce's social media	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38	I would recommend my friends to visit e-commerce's social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39	I would encourage my friends and acquaintances to use e-commerce's social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40	I would like to share my purchase experiences with friends and acquaintances on e-commerce's social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RESUME

Objective

To work for a growing company that will provide me the possibility of growing within it and will allow the development of my abilities and skills in favour of the company's mission and my environment.

Education

- Istanbul Gedik University- 2019-2021: Master in business administration
- Indian School of Business Management And Administration- 2013-2016: bachelors program in management studies

Work experience

- 08/2020-present: representative of colis-transit in turkey, import-export company that send colis from Turkey to ivory coast
- 08/ 2019 - 1/ 2020: assistant manager at tulpar
- 07/2018 - 03/2019: communications manager at inter business world