

Influence of Digital and Traditional Advertising on Consumer Purchase Decisions for Branded Apparel

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Abstract:

This study investigates how both online and traditional advertising influence consumer purchasing behavior, specifically for branded apparel. Advertising serves as a vital tool for product promotion and plays a crucial role in sustaining market presence. Structural Equation Modeling (SEM) was used to investigate the direct and indirect effects of traditional and internet advertising on consumer purchasing decisions. The main tool used to acquire quantitative data was a structured questionnaire.

The study also explored the mediating roles of advertisement characteristics and consumer attitudes in shaping buying behavior. Findings indicate that factors such as ad quality, design, content, consumer brand loyalty, and past purchase experiences significantly shape consumer responses. These mediators amplify the influence of online and traditional ads on purchase behavior.

This research provides valuable insights for marketers, helping them understand current consumer expectations—particularly what makes an advertisement engaging—and which advertising platforms are most effective for promoting branded garments.

Keywords: Consumer purchase behavior, Digital advertising, Traditional advertising, Advertisement features, Consumer perception

1. Introduction

Pakistan, being the fourth largest cotton producer in the world, relies heavily on its textile industry, which serves as a cornerstone of its economy. The emergence of branded apparel has significantly transformed traditional clothing preferences, as firms in the fashion sector compete to gain a greater market share (Zeb et al., 2011). These branded products are promoted through various platforms such as television, radio, magazines, newspapers, billboards, and increasingly, digital channels. In today's market, advertising is indispensable for businesses, acting as a primary driver of sales. It is estimated that nearly 80% of a firm's success can be attributed to effective advertising strategies (Kanwal et al., 2013).

Traditional or conventional advertising refers to mass media approaches, including print, radio, and television. Since their emergence in the 1890s and 1920s, respectively, radio and television have revolutionized the way people receive information and entertainment. Print media—including

newspapers, magazines, and newsletters—has remained a cost-effective and widely used advertising medium, especially among readers who seek in-depth content (Kejriwal & Chakravorty, 2014).

While rooted in traditional mass communication principles, online advertising has evolved to incorporate its own set of techniques tailored for the digital environment (Bakshi & Gupta, 2013). This form of advertising includes promotional messages delivered via email, websites, and ad-supported software applications.

Elements such as visual appeal, message clarity, ad placement, and duration are central to how effective an advertisement is perceived. These factors are vital for marketers aiming to influence their target audience (Mohammed & Alkubise, 2012). With advancements in digital media, consumers now expect engaging visuals and dynamic content to capture their attention (Franch et al., 2013).

As digital platforms grow in reach and effectiveness, the dominance of traditional mass media is gradually declining. Digital media empowers consumers with more control over the content they engage with, offering a wide range of information and choices. This shift means that consumer attitudes are now shaped by multiple influences, including personal experiences, social opinion, perceived product value, and brand loyalty (Mohammed & Alkubise, 2012).

Structural Equation Modeling (SEM) was used to investigate the direct and indirect effects of traditional and internet advertising on consumer purchasing decisions. The main tool used to acquire quantitative data was a structured questionnaire.

The study also seeks to identify which specific features of each advertising method most significantly impact consumer decisions. By comparing digital and conventional advertising approaches, this research not only supports consumers in choosing the most effective way to access brand information but also assists businesses in better understanding consumer psychology. This includes how individuals think and feel, and how their behavior is shaped by factors such as culture, society, family, peer groups, and personal values. Understanding these diverse and interconnected influences is essential for marketers to interpret and respond to consumer behavior effectively (Brosekhan & Velayutham, 2008).

2. Literature Review

Advertising is a fundamental tool in product promotion, significantly influencing consumer attitudes and purchase intentions through the product-related information it provides (Usman et al., 2010). Our values, preferences, and lifestyle choices are largely shaped by mass communication channels including television, newspapers, radio, and digital platforms. These media outlets have a strong capacity to influence consumer preferences and set market trends (Kejriwal & Chakravorty, 2014).

Organizations invest heavily in advertising each year with the aim of capturing the attention of their target market. However, many of these companies often neglect thorough research into what constitutes effective advertising strategies. This lack of preparation makes it difficult to determine whether their advertisements successfully engage consumers or influence purchasing decisions (Eze & Lee, 2012).

In Pakistan, branded garments are promoted through various channels such as radio, television, newspapers, magazines, billboards, and increasingly, digital platforms. Social media platforms are now a key tool for promoting brands. Nasir et al. (2012) investigated the relative efficacy of social media and

conventional word-of-mouth advertising on Pakistani women's textile clothing buying habits. According to the survey, women are more likely to believe suggestions from friends and family than information from social media when making selections about what to buy.

Arshad et al. (2014) examined how emotional and environmental cues in advertising influence consumer perception. According to their research, television advertising is thought to be the most effective medium because it meets customers' expectations by providing them with immediate information, text, and emotional engagement.

Print media, one of the oldest advertising forms, includes newspapers, magazines, and newsletters. Newspapers, in circulation since 1605, remain a trusted source among readers, while magazines—through colorful visuals and lifestyle-oriented themes—help shape consumer preferences toward sustainable products (Kejriwal & Chakravorty, 2014). Franch et al. (2013) also emphasized that outdoor advertising, when done creatively, can deliver a campaign's core message in a compelling way. Unlike other media formats such as television or print ads, effective outdoor advertising depends on unique visuals, strong language, material presentation, and an impactful message style.

With the evolution of communication technologies, advertising research and strategies have also advanced. This has given digital media a stronger role in shaping consumers' buying decisions (Dinu & Dinu, 2012). The internet is increasingly becoming a dominant platform for promotional efforts, offering interactivity, advanced multimedia tools, and a global reach. As a result, businesses are investing more in online ads than traditional formats (Bakshi & Gupta, 2013).

Karimova (2011) notes that while interactivity is seen as a unique trait of online ads, it is also inherent in traditional media like print, radio, and TV. Due to the rapid expansion and diversity of internet advertising, companies now prefer digital platforms for product promotions. However, creating truly engaging and effective online ads that positively influence consumer behavior remains a challenge (Wei, Jerome, & Shan, 2010).

This study seeks to assess how both online and traditional advertising affect consumer purchasing behavior, specifically for branded apparel. It also aims to identify the key factors that influence buying decisions and determine which advertising medium is seen as more effective by consumers in this context.

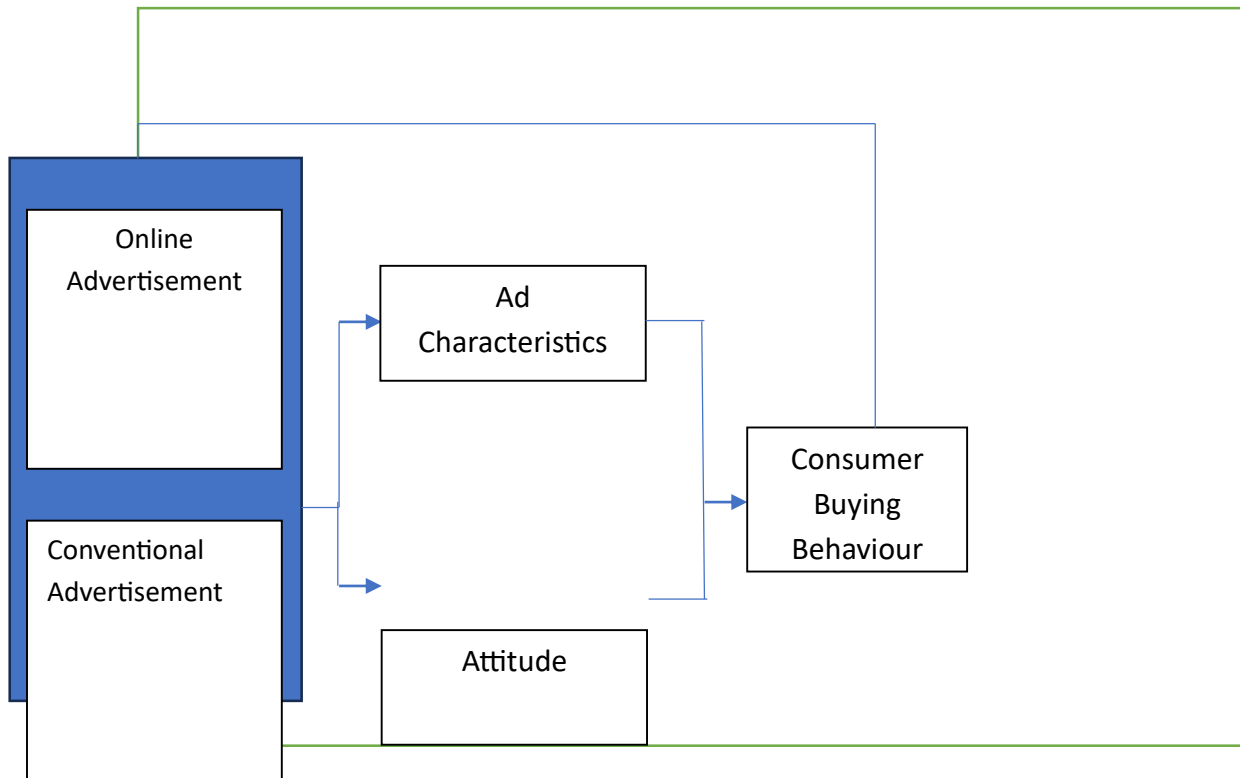
3. METHODOLOGY

Research Structure

Figure 1 shows the direct and indirect links between the variables in the conceptual model employed in this investigation. On the left side of the model are two independent variables: traditional and internet advertising. The dependent variable, consumer purchasing behavior, is directly impacted by these factors. Two mediating variables are also introduced by the model: advertising

characteristics and consumer attitude—which represent the indirect pathways through which the independent variables influence consumer purchasing decisions.

Figure 1: Research Model



Description of Variables

Table 1 outlines the various dimensions associated with each variable considered in this research. The dependent variable, consumer buying behaviour, is assessed using three key dimensions: gender, family influence, and beliefs. These dimensions reflect critical cultural, social, personal, and psychological factors that shape consumer decisions (Dr. Durmaz Yakup & Dr. Sebastian Jablonsk, 2012).

The first independent variable, online advertisement, is evaluated based on its two core elements: visual imagery (pictures) and multimedia content. These elements are known to present product-related messages realistically and persuasively, thus positively influencing consumers' purchase intentions (Wei et al., 2010).

The second independent variable, conventional advertisement, is measured through its common media channels such as television, magazines, newspapers, and billboards. These traditional platforms play a vital role in building brand and product awareness among consumers (Zain-ul-Abideen & Salman Saleem, 2011).

Table 1. Dimensions of selected Variable

Independent Variables	Dimensions/ Parameters
Online Advertising	Pictures Multimedia
Conventional Advertising	TV AD Magazines News Paper Billboards
Dependent variable	Dimensions/ Parameters
Consumer Buying Behaviour	Gender Famliy Influence Belief
Mediating variable	Dimensions/ Parameters
Ad Characteristics	Design Duration/Location Quality Content
Attitude	Loyalty Previous Buying Experience Word of Mouth

Table 2. Characteristic Data

Items related to Demographics	Items	No. of Respondents	Percentage
Gender	Male	73	24.3
	Female	227	75.7

Age	15-20	115	38.3
	20-25	166	35.3
	25-30	13	4.3
	30-35	3	1.0
	35-40	3	1.0
Qualification	Undergraduate	176	58.7
	Graduate	78	26.0
	Post Graduate	46	15.3
More Influencing Advertising Medium	Internet	96	32.0
	TV	158	52.7
	Magazines	20	6.7
	News paper	9	3.0
	Billboards	17	5.7

Hypothesis Development and Data Description

Organizations invest a significant portion of their annual budgets in advertising to effectively reach and engage their target audiences, particularly focusing on understanding the attitudes of young adults toward various advertising mediums (Uchenna Cyril Eze & Chai Har Lee, 2012). Consumer attitudes are influenced by several factors including perceived usefulness, opinions of others, previous purchase experiences, and brand loyalty (Ashraf Bany Mohammed & Mohammed Alkubise, 2012).

The construct of advertising characteristics in this study includes design, content, quality, and the time or place of display. These components are crucial for marketers, as they significantly affect how advertisements are perceived and how effectively they influence purchasing decisions (Ashraf Bany Mohammed & Mohammed Alkubise, 2012).

Hypotheses

Based on the literature and variables identified, the following hypotheses were proposed:

H1: Consumer purchasing behavior toward branded clothing is positively impacted by advertising features.

H2: Consumer attitudes about branded clothing positively influence their purchasing decisions.

H3: Consumer purchasing decisions for branded clothing are positively impacted by online advertising.

H4: Traditional advertising influences consumers' purchasing decisions for branded clothing in a favorable way.

H5: The relationship between internet advertising and consumer purchasing behavior is mediated by advertising attributes and customer attitude.

H6: The relationship between traditional advertising and consumer purchasing behavior is mediated by advertising attributes and customer attitude.

Data Collection and Sample

Using a structured questionnaire with five primary elements drawn from earlier research, this study used a quantitative research approach. Both nominal and interval scales were used in the survey, including a 5-point Likert scale with 1 denoting "strongly agree" and 5 denoting "strongly disagree."

A total of 385 surveys were dispersed around Lahore's universities, including Lahore College for Women University, King Edward Medical College, and UET. Both professional and non-professional responders were included in the sample. Three hundred legitimate responses were received from the disseminated questionnaires; the remaining ones were either not returned or were not complete.

A pilot study was carried out to guarantee the instrument's accuracy and dependability. According to Ashraf Bany Mohammed & Mohammed Alkubise (2012), the acceptable criterion of 0.7 is exceeded by the Cronbach's Alpha value of 0.716.

The demographic profile of the respondents showed that a majority were university students, with 58.7% undergraduates and the rest being graduates or postgraduates. Age distribution revealed that 38.3% were aged 15–20, and 35.3% were 20–25 years old, aligning with advertisers' focus on younger demographics (Uchenna Cyril Eze & Chai Har Lee, 2012). In terms of gender, 75.7% were female, while 24.3% were male.

When asked about the most influential advertising platforms, television emerged as the most effective medium (52.7%), followed by the internet (32.0%), highlighting the relevance of both conventional and online platforms in reaching young consumers.

Data Analysis and Findings

Cronbach's Alpha was used in a reliability analysis to evaluate the research instrument's internal consistency, and the result was 0.871. A high degree of dependability for the scale employed in the study is indicated by this score, which surpasses the generally recognized cutoff of 0.7 (Wei et al., 2010).

The study used Structural Equation Modeling (SEM) to investigate the link between the advertisement variables and consumer purchasing behavior. AMOS, a statistical program included in the SPSS Analysis of Moment Structures suite, was used to do the analysis.

Referring to the research model depicted in Figure 2, the study identifies online advertisement and conventional advertisement as exogenous variables. These serve as predictors for the endogenous variables, namely consumer buying behaviour, advertising characteristics, and consumer attitude.

Importantly, advertising characteristics and consumer attitude act as both mediators and outcome variables, meaning they serve a dual role—being influenced by the advertising mediums while simultaneously exerting influence on consumer buying behaviour. This structure enables the analysis to examine both direct and indirect effects of online and conventional advertisements through mediating factors (Wei et al., 2010).

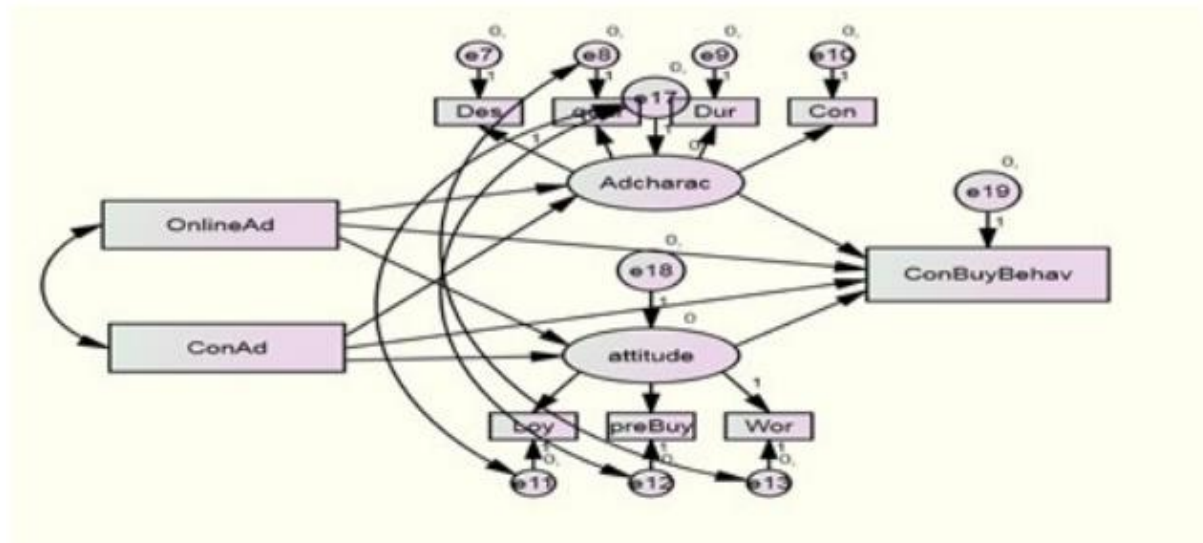


Figure : Structural Equation Model depicting the influence of online and traditional advertising on consumer purchasing behaviour

Table 3 indicates a significant positive correlation of 0.279 between conventional advertising and consumer buying behaviour, while a correlation of 0.316 is observed between online advertising and consumer buying behaviour. Furthermore, dimensions such as advertisement characteristics, consumer attitude, loyalty, and quality also demonstrate a positive relationship with consumer buying behaviour.

Table 3: Correlation

Pearson Correlation	ConAd	Online Ad	ConBuy Behav	Loy	preBuy	Wor	Con	Dur	qual	Des
ConAd	1.000									
Online Ad	.289	1.000								
ConBuy Behav	.279	.316	1.000							
Loy	.462	.338	.460	1.000						
preBuy	.329	.337	.358	.489	1.000					
Wor	.280	.197	.207	.266	.277	1.000				
Con	.219	.208	.277	.326	.365	.190	1.000			
Dur	.112	.164	.219	.388	.314	.239	.388	1.000		
qual	.350	.397	.412	.486	.504	.340	.436	.403	1.000	
Des	.312	.326	.284	.411	.439	.255	.437	.323	.462	1.000

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

Table 4: Direct Effect

Hypothesis	Direct Effect	Estimates	P	Results
H1	The ConBuyBehav-AdCharac	.383***	***	Accepted
H2	The ConBuyBehav-AdCharac	.272***	***	Accepted
H3	The ConBuyBehav-AdCharac	.019	.551	Rejected
H4	The Con Buy Behav-Ad Charac	-.052	.385	Rejected

*** denotes that tests are significant at $\alpha = 0.01$

Table 5. Mediation Effect

			BCCI	
Hypothesis	Description	Estimates	Lower	Upper
H5	Online ads' overall indirect impact on Con purchase Act	.235***	.112	.392
	Online ads' total direct impact on Con buy	.019	-.140	.163
	Online advertisement's overall impact on Con Buy Act	.254	.137	.357
	Con Ad's overall indirect impact on Con Buy	.266***	.137	.440
	Con Ad's overall direct impact on Con Buy	-.052	-.211	.09
H6	Con Ad's overall impact on Con Buy Behavior	.214	.087	.330

*** denotes that tests are significant at $\alpha = 0.01$

Model Fit Evaluation

Assessing the model fit is a crucial aspect of Structural Equation Modeling (SEM). The table below presents the R-square values, which indicate the extent to which the independent variables (IVs) influence the dependent variable (DV) through the mediating variables.

Model	R-Square	Significance
1	.944	.000

Through the mediating effects of advertising characteristics and consumer attitude, the combined influence of online and traditional advertisements (independent variables) accounts for 94% of the variation in consumer buying behavior (dependent variable), according to the R-square value of 0.944 displayed in the above table. Other outside variables not covered by this model are responsible for the remaining 6%.

According to Hooper et al. (2008), fit indices are used to evaluate how well a proposed model fits the observed data. A set of standard fit indices is typically recommended for interpretation and should be reported when presenting results from SEM analysis.

Chi-Square:

Usually included in all structural equation modeling (SEM) assessments, the model chi-square is one of the basic fit statistics utilized in SEM. The difference between the expected and observed covariance matrices is evaluated. A better match between the model and the data is shown by a lower chi-square score.

To improve interpretability, many researchers suggest dividing the chi-square value by its degrees of freedom to obtain the normed chi-square (also known as the CMIN/DF). This adjusted measure accounts for model complexity and provides a more balanced assessment of model fit.

A normed chi-square value (CMIN/DF) between 1 and 3 is generally considered acceptable, indicating a good model fit. Values above 5 may suggest poor fit, while values close to 1 indicate an excellent fit.

$$NC = \chi^2_M / df_M$$

Model	Chi-Square	Degrees of freedom	Normed chi-Square=chisquare/df
1	63.106	26	63.106/26=2.427

Normed Chi-Square:

Hooper et al. (2008) state that a moderate degree of model fit is typically indicated by normed chi-square values between 2.0 and 5.0. The normed chi-square score of 2.427 that was found for this investigation indicates a reasonably excellent model fit.

One of the most used fit indices in SEM is the Root Mean Square Error of Approximation (RMSEA), which was introduced by Steiger and Lind. It assesses the model's fit to the population covariance matrix using ideally selected but unknown parameter estimations.

Hooper et al. (2008) state that: a close fit is indicated by an RMSEA value of 0.05 or less; a decent fit is indicated by values between 0.05 and 0.08; a mediocre fit is suggested by values between 0.08 and 0.10; and a poor fit is indicated by values more than 0.10.

Therefore, a lower RMSEA value in your model would confirm that the model adequately approximates the real data structure.

Model	RMSEA
Default model	.069

The RMSEA (Root Mean Square Error of Approximation) index accounts for sampling error in structural equation modeling. As stated by Hooper et al. (2008), an RMSEA value of 0.05 or below suggests a close model fit, while values between 0.05 and 0.10 reflect a reasonable approximation error. In this study, the RMSEA value of 0.069 falls within this acceptable range, indicating that the model maintains a reasonable level of fit with the observed data.

CFI (Comparative fit index):

Model	CFI
Default model	.951

The Comparative Fit Index (CFI) is among the most frequently applied fit indices in structural equation modeling. According to Hooper et al. (2008), a CFI value above 0.90 is indicative of a well-fitting model. In this research, the obtained CFI score of 0.951 suggests that the model demonstrates a strong and acceptable level of fit with the observed data.

Model	NFI
Default model	.922

The Normed Fit Index (NFI) value of 0.922 suggests that the model fits the data well, as Hooper et al. (2008) state that NFI values above 0.90 reflect good model fit.

Direct Effect

The direct impacts of the independent variables (online and traditional advertisements) and mediating variables (advertising traits and consumer attitude) on the dependent variable (consumer purchasing behavior) are shown by the standardized regression weights in Table 4.

The results support Hypotheses H1 and H2, indicating a significant positive direct impact of advertising characteristics and consumer attitude on consumer buying behaviour, with coefficients of 0.383 and 0.272, respectively, at $\alpha = 0.01$.

However, Hypotheses H3 and H4 are rejected, as the direct influence of online and conventional advertisements on consumer buying behaviour was found to be statistically insignificant.

These findings imply that consumer perception of ad features and their attitude towards advertisements play a crucial role in influencing their purchasing decisions for branded garments, more so than the advertisements themselves.

Mediation Effect

The link between the independent variables (online and traditional advertisements) and the dependent variable (consumer purchasing behavior) is mediated by advertising attributes and consumer attitude, as shown in Table 5.

Since online advertising has a statistically significant indirect impact on customer purchasing behavior (effect size of 0.235), hypothesis H5 is accepted. Since the estimated value (0.235) is within the range of the Biased Corrected Confidence Interval (BCCI), which is 0.112 to 0.392, and the interval excludes zero, the mediation effect is deemed significant (MacKinnon et al., 2002). But as the BCCI lies between -0.140 and 0.163, meaning that zero falls within the range, the direct impact of internet advertising is not significant.

With an effect value of 0.266 and a confidence interval between 0.137 to 0.440—again, zero is absent from this range—the indirect impact of traditional advertising on consumer purchasing behavior is similarly considerable, supporting Hypothesis H6. But since zero falls within the interval, the direct effect is negligible.

The acceptance of H5 and H6 clearly demonstrates that the impact of both online and conventional advertisements on consumer buying behaviour is only significant when mediated by advertising characteristics and consumer attitude, and not through a direct pathway.

4. Conclusion

The findings of this study indicate that online and conventional advertisements do not have a direct impact on consumer buying behaviour for branded garments. However, both advertising mediums exhibit a significant indirect influence on consumer purchasing decisions, mediated through advertising characteristics and consumer attitudes.

The study reveals that advertising characteristics and consumer attitude are critical mediators, each showing a strong direct relationship with consumer buying behaviour. Within consumer attitude, loyalty and previous purchasing experience emerged as key influencing factors. These results align with the findings of Ashraf Bany Mohammed and Mohammed Alkubise (2012), who emphasized that advertisers benefit most when they understand consumers' past purchasing behaviour and brand loyalty. This highlights the need for marketers to carefully cultivate consumer trust and consistently deliver satisfactory brand experiences.

Regarding advertising characteristics, quality, design, and content were identified as the most impactful elements. While prior research has also suggested duration/location as relevant, the present study underscores the importance of designing advertisements that are visually appealing, informative, and of high quality in order to influence consumer behaviour effectively.

In conclusion, while both online and conventional advertisements can shape consumer behaviour indirectly, the study found that conventional advertising has a greater impact when mediated through ad characteristics and consumer attitudes. The limited effectiveness of online advertisements may be attributed to consumers' lack of trust in digital platforms and the insufficient involvement of established

industry players in managing online media. Although numerous advertising agencies exist, only a handful are actively engaged in ensuring quality and credibility in online channels.

These insights provide valuable direction for advertisers in the branded garments sector, enabling them to focus on the factors that genuinely influence consumer perception and decision-making, and to make more informed investments in the most effective advertising platforms.

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