Policy Research Journal
ISSN (E): 3006-7030 ISSN (P) : 3006-7022 Volume 4, Issue 3, 2026

COMPARATIVE ANALYSIS OF SOCIAL MEDIA AND PRINT MEDIA ADVERTISING: AN ANALYSIS OF YOUTH PERCEPTION

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DOI: https://doi.org/10.5281/zenodo.22078843

Keywords
media consumption patterns, social media advertising, print media advertising, consumer engagement, brand reputation

Article History
Received: 07 January 2026
Accepted: 17 March 2026
Published: 31 March 2026

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Abstract

As the digital world has quickly become the main avenue for communicating, advertising has become highly competitive between social media and print media. This study aims to compare the effectiveness of social media advertising and print media advertising of university students theoretically through the means of Uses and Gratification Theory (UGT). The quantitative survey research design was used and 284 university students were selected as the respondents for the data collection. Questionnaire was developed using a 5-point Likert scale to collect information about their preferences and opinions about different aspects of both genres of media. The results showed that the social media advertisements are more frequently seen and interacted by students as compared to print media advertisements. While print media advertising was seen as more credible, social media was seen as more interactive, informative, personalized and influential for purchase intent, the latter being more frequently used. The statistical analysis showed that students' perceptions of the effectiveness of the two advertising media were significantly different, with social media media better in attracting attention, engaging consumers with the product, and influencing consumer purchasing. The survey also reveals that most people–52% strongly agreeing–think social media advertising is more successful, interesting, and impactful. Additionally, social media advertisements are thought to affect brand reputation and buy intentions more strongly and to reach a wider audience. On the other hand, attitudes on advertising in print media are more split, even though most people agree that it affects brand reputation and how an advertisement's design influences consumer behavior. These results highlight the pervasiveness of social media in the lives of young consumers and recommend that digital platforms be given top priority by marketers to effectively reach this market.

INTRODUCTION

In this modern era where the market is highly competitive, advertising plays a crucial role in marketing toward their consumers. In order to attain the attention of the consumers the business tycoon spent a huge budget on advertising. In this study we are going to explore the effectiveness of print and web media advertisement among the young generation. Digital advertising has revolutionized the internet world, the growing trend of internet in the new generation is promoting digital advertising while print media advertisements also maintain their readership and establish their structure even in this modern era, the marketers must check out the effectiveness between these two platforms

among young generation to reach the target audience. The main purpose of the Advertising is to create awareness, provide information, to grab the attention of the consumer to influence their buying decision towards the product, advertising also introduced the new product in the market on a huge level to grab the customers, advertising balance the average of the customers it gains new consumers while making the loyal customers not even in modern era in early 1700s businesses understand the value of advertising , when the newspaper published the first print in order to introduce readers with the company's brand Stephens, M. (2013).Television advertisements was firstly introduced in later 1940s and the favorable outcome was they were capable to establish a bond between the brand along with their customers, Those companies then understood how important advertising is for their survival and further expansion Leiss et.al (2018).

Any type of sponsored communication about a company and its goods or services is considered advertising (Belch & Belch, 2015:17). This compensated form of communication can take place via print media (newspaper, magazines, Journals, flyers and variant publications) electronic media (radio, television) web media (YouTube, LinkedIn, Facebook, Instagram) and through outdoor media (Posters, signboard, Hoardings, Sky Advertising and many more). Print media advertising considered as the most credible advertisement because it gives the detailed information about the uses and the benefits of the product, it also be considered as more credible because the print ads can be kept at offices and at homes for long period of time rather than digital media so the consumers can reach any time to that advertisement. Marketing Sherpa (2017) discovered that people trust print advertisements more than they do digital ones. Social media advertisement is the more effective way of advertisement which interact with their consumers through the visual content which grabs the attention of the customer, web media include ads via search engine, blogs, social network advertising, banner ads, interstitial ads, and e-mail marketing. Social media advertisement is the cheapest form of promotion because it does not need to print out or it does not need a lot of money to invest in it, it just spread worldwide via internet. social has become the backbone of the advertisement, because digital media consumers utilize the internet not only for leisure and social interaction but also to learn things (Cabral, 2011:6; Smith & Chaffey, 2013:218) and collect information about the companies, goods, and services Tuten, T. L., & Solomon, M. R. (2017). Social media is the only platform which gives two-way communication, and it allows the consumer to interact with the brand website and allow them to give feedback about that product. Internet has become one of the most powerful source in the world to influence the people, for instant Facebook was considered as the tool of communication in the past but now a days brands took it as an advertisement platform business brands have their own website pages on it, and they interact with the target population through their ads on a large scale.

The basic difference between print and digital advertisements is that print media offers detailed information about the product while digital media offers high-quality audio–visual content. Keller, K. L. (2003) noted that the impact of different media platforms on consumer memory varies over time. Digital ads have instant effects on the memories of the consumers, but they fade away after a time while magazines initially have a low but lasting impact on consumer memory because readers can read magazines at their own pace. But in this modern age, the young generation prefers visual content. Their consuming behavior can also be change with the feedback from other which they may receive from their family or friends' generation make their opinion toward a product on the basis of others opinion consequently, feedback is essential to the decision-making process. In this study the intended audience is the young generation which grew up in this advanced digital era. Exploring their concepts is important to understand the usefulness and resonance of advertising strategies on both social media and print.

To reach the effective target audience or to convince the millennial consumer the marketers are using different forms of the communication to promote their product, the contrast between social media and print media creates a challenge

for advertisers to reach the young demographic. Traditional print media continues to exist, offering a solid and well-established platform for message delivery, even as social media has become a dominant force, delivering targeted advertising and real-time contact. The problem is to find out how young people interact with the traditional and advanced media. To understand the youth perception about these platforms is the real challenge and once it is done advertisers may better tailor their approaches to reach this diverse group of consumers. The body of existing work provides insightful viewpoints on specific aspects of advertising in print and social media; nevertheless, a comprehensive comparative analysis that specifically considers the nuances of youth perception is noticeably absent. This study aims to bridge this significant knowledge gap by closely investigating the ways in which youngsters perceive print and social media advertising, additionally, it gives marketers practical advice on how to modify their messaging to more effectively target the younger markets to shift their interests and habits. The research explores following research questions.

RQ1. What are the patterns of exposure in context to social media advertising and print media advertising among university students?

RQ2. How do university students perceive the effectiveness of social media advertising compared to print media advertising?

RQ3. What gratifications needs do university students seek from social media advertising and print media advertising?

RQ4. Is there a significant difference in the influence of social media advertising and print media advertising on the purchase intentions of university students?

Literature Review

The advertising industry has experienced a complete revolution in the age of digital technologies and social network platforms. Media advertising has always been considered a trustworthy and credible source of information for commerce, but today, social media advertising is emerging as a very dominant approach to advertising because of its interactive nature, customizable content and its predominant reach. The students in universities are one of the most active groups of digital media users who have turned their focus from traditional media to the Internet; hence, it is meaningful to make comparisons between social media and print media advertisements. Newspapers, magazines, brochures and flyers have long been recognized as effective traditional print media for providing detailed and credible advertising messages (Belch & Belch, 2021).

Print advertising gives consumers time to read at their own speed and is more likely to be viewed as credible since it is picked over by editors. However, waning readership by younger people has lowered the impact of print advertising, especially among university students who have a high dependence on digital information and entertainment sources (Kotler & Keller, 2022). Social media advertising involves targeting ads on social media sites like Facebook, Instagram, YouTube, TikTok, and X (Twitter). Social media distinguishes itself from print ads by allowing the community to provide two-way feedback, such as comments, sharing, liking and interacting with ads in real time. According to Kaplan and Haenlein (2010), social media are defined as applications that allow users to create and share content and interact with each other online. The interactivity enables advertisers to tailor their promotional messages to match the interests and characteristics of their visitors as well as their browsing habits, making the ads more relevant and effective. Using a systematic questionnaire, Saraiva, Marcelle Fernanda (2020) investigated the impact of print and social media advertising on the younger generation. The study's conclusions show that social media ads are more interesting than those in traditional media. Print advertisements, on the other hand, are perceived by consumers as more trustworthy and less invasive than those found on social media. According to this survey, users can obtain information from both platforms. The results also imply that, although print commercials are not as informational as social media ads, consumers can still learn from both kinds of ads.

Javeria N. (2017) examines the "Impact of social media advertisements on Lahore University students." This study used a KAP survey, which

used stratified random sampling as a data collection strategy and a questionnaire as a tool for data gathering, to investigate how attitudes and behaviors of Lahore university students changed in response to social media marketing. The findings demonstrated that users in the 26–35 age range change in attitude and behavior because of being exposed to social media marketing. Furthermore, the results demonstrated that exposure to social media advertisements has a greater effect on male students than female students. Heleneze Lues, Marcelle Saraiva 2023, states how advertising in various print media formats are viewed in terms of their value, believability, amusement, and in formativeness. At two institutions in Gauteng, South Africa, 500 Generation Y students were given a self-administered questionnaire. The findings demonstrated that, in terms of value, annoyance, believability, and in formativeness, advertising found in newspapers, magazines, and flyers are comparable.

Several studies have shown that social media advertising is a more effective way of capturing the attention of young consumers than traditional advertising. Duffett (2017) discovered that university students were influenced by social media advertising regarding their brand awareness, engagement and buying intentions. Likewise, Alalwan (2018) found that attitude towards social media ads is influenced positively by entertainment, informativeness, credibility, and interactivity which eventually led to higher purchase intentions. Social media ads are more click-worthy than static print ads because of their ability to include videos, images, influencer endorsements, and personalized suggestions.

While digital ad spending is on the rise, print still has some special qualities. The findings suggest that print ads are more believable than online ads, and less intrusive (Nielsen, 2021). People are more likely to believe information given in newspapers and magazines as they are linked to a high standard of editorial quality and are perceived as professional journalism. But print ads don't have the interactive capabilities and immediate feedback that exists with social media. However, the impact on digitally connected youth has waned over time.

Comparative studies have been conducted before and invariably show that social media adverts are more successful in engaging consumers than print media advertising. As consumers are active in using the internet for information, social media advertising is an effective way to increase brand recognition and purchase intent (Dehghani and Tumer 2015). Similarly, Ashley & Tuten (2015) saw that social media interactive brand communication provides positive benefits to consumer participation and to strengthen brand relationships. However, others say that the print medium is still effective for providing detailed product information and maintaining consumer confidence, especially for high involvement products where credibility is important.

While there are significant studies that have explored social media advertising on its own, or compared with other forms of advertising, fewer studies have directly compared social media and print media advertising among university students and from a Uses and Gratifications perspective. Previous research also shows that shifting trends in the consumption of media among young adults should be continually monitored, especially in developing nations where both traditional and digital media are still present. Thus, the present study fills this gap by examining the differences in the students' perception of social media and print media advertising in terms of media exposure, advertising effectiveness, consumer engagement, credibility, and purchase intentions using the lens of UGT.

The literature indicates that the advantage of print media is the credibility and information quality, whereas the advantage of social media advertising is that it is more interactive, personal, entertaining and convenient for university students. Based on the Uses and Gratification Theory, the purpose of this study is to identify those advertising media which are more effective in satisfying the need of the university student and also more effective in influencing their advertising responses. Lin et. al, (2021) examines how advertising affects goods and services sales, concentrating on two media: Facebook and newspapers. The study employs quantitative

research methodology, analyzing secondary data with basic linear regression modeling. Statistical testing is used to quantify the effect of advertising on sales. The findings demonstrate that advertising has a substantial impact on sales, with Facebook advertising beating newspaper advertising in this regard. The future of advertising appears more promising when it comes to computer-based technology and internet media. An intriguing new statistical model with heavy-tailed features is presented, utilizing the Z family method. The study emphasizes the advertising possibilities of internet and computer-based media. In addition, Vallespin & Bodiongan (2024) investigates how advertising on television and social media affects the buying habits of ABM 12 students at a Religious based of the Virgin Mary (RVM) Cagayan de Oro City school. The paired t-test, inferential and a descriptive statistical technique, was employed by the researchers to ascertain the relative impact of each media. According to the findings, social media advertising was thought to be quite influential, whereas television advertising was thought to be slightly influential. The findings of the paired t-test showed a significant difference in the impact of the two media on the purchasing decisions of ABM 12 students. The researchers came to the conclusion that for these pupils, advertising on social media had a greater impact than advertising on television.

Due to shifting customer behavior and technical improvements, the marketing landscape has seen a tremendous transformation with the shift from print to digital advertising. Compared to traditional newspaper ads, digital advertising has several benefits, including cost effectiveness, interactive content, real-time analytics, and precise targeting. Online platforms give marketers the ability to target demographics, monitor user interaction, and make real-time campaign adjustments to optimize return on investment. This change has been accelerated by the emergence of social media, search engines, and mobile applications, which provide advertisers access to a variety of dynamic and varied mediums for audience engagement.

Newspaper advertising is still valuable, even with the rise of digital advertising. With no internet distractions, newspapers provide readers with a physical, reliable medium that keeps them focused and engaged. A mature audience that appreciates traditional media may find this physical format appealing since it conveys a feeling of permanence and authenticity. Furthermore, local newspapers are essential for community involvement since they provide a means for nearby companies to successfully connect with a committed readership. Digitalization can never fully replace the experience of reading a newspaper. The ritualistic quality of reading a newspaper and the physical experience of turning pages appeal greatly to many people. When it comes to reading, newspapers provide carefully chosen information with in-depth analysis, making them a more thoughtful and lasting reading experience than the quick-hit internet news.

In conclusion, newspaper advertising is still important because of its distinct advantages in credibility, focused local reach, and the incomparable experience of reading in print, even if digital advertising is growing due to its adaptability and reach. Newspapers are also important because, when we read them, our two senses—sight and the analytical senses—are stimulated. Undoubtedly, the trend is steadily moving in the direction of digitization, but reading is still important. The cohabitation of the two media speaks to the variety of audience tastes as well as the complexity of the advertising sector.

Theoretical Framework

For comparative analysis of print media and social media advertising regarding the perspective of youth several theories could apply. Uses and Gratifications theory is the one of them that fits in especially well. This theory is very useful for examining young preferences and perceptions of social media vs print media advertising because it looks at how and why people actively seek out particular media to suit specific requirements. The Uses and Gratification Theory (UGT) is suitable to analyze the audience preference for each advertising medium. UGT comes from the work of Katz, Blumler and Gurevitch (1974) who argued that audiences are active consumers and choose media to meet their own psychological

and social needs. The theory focuses on the gratifications audiences seek from media rather than them being passive recipients of messages. Many scholarly works have investigated the use of UGT within social media. According to Whiting and Williams (2013), there are a number of reasons to use social media, such as sharing information, communication, entertainment, relaxation, social interaction, and convenience. These are some of the reasons why students at university spend so much time on these social networking websites where the ads fit into their online lives. Social media ads meet the information and entertainment needs of users and enable instant engagement with brands via comments, sharing, and online shopping.

According to the theory, individuals use media to meet a variety of needs and desires, such as those related to social integration, information search, identity development, and entertainment. This concept can be used to compare print and social media ads, which may help explain why young people would choose one over the other.

On the other hand, print media mainly serves informational and credibility functions, with little opportunities to interact or personalize. The gratifications set forth by UGT are increasingly fulfilled by social media advertising, as more and more university students are looking for immediate access to information as well as interactive experiences. This change in media consumption is indicative of the younger generations' new communication habits, with a preference for digital platforms that bring together entertainment, ease of use and social interaction. Researchers may better understand how young people view and interact with advertising on social media and print media by utilizing the Uses and Gratifications theory. This knowledge can then be used to develop more effective advertising tactics for this target audience.

Methods and Measures

Research Design

The approach used in this study is quantitative, with a cross sectional survey design taking into account the effectiveness of social media advertising and print media advertising from the point of view of the youth. A survey is suitable for this because it allows the researcher to gather standardized data from a large sample of respondents and statistically compare the attitudes of the respondents to the effectiveness of advertisements in the two media. It is comparative study, which means it compares the awareness and perception of the youth about the social media adverts and print media adverts across the different measures of advertising effectiveness such as attention, credibility, informativeness, entertainment, attitude towards the advertisement, purchase intention and overall effectiveness. The researcher target population was the students (18-35 years) at the Government College University of Faisalabad and Punjab university of Lahore. The respondents were sampled by simple random sampling in the selected Universities. This type of sampling will eliminate sampling bias and improve the representativeness of the sample. The data was collected from 281 respondents. The sample size is considered adequate for comparison statistical tests like paired-samples t-test, independent-samples t-test, ANOVA and regression analysis. In addition, it meets the sample size requirements for Social Science survey research (Hair et al., 2022).

The respondents were predominantly women (54%), and mainly youth (44% of the respondents were 18-21 years of age, and 48% were in the age group 22 - 25 years). The respondents' media habits were as follows. 84% of the respondents said they spend most of their time on social media, with 54% using Instagram, 14% using Facebook, 20% using YouTube, and 12% using TikTok on a regular basis. In contrast, 88% of the respondents said they never read newspapers or periodicals. In addition to the survey, significant information regarding this study was given, and the privacy of the respondents' names and responses was guaranteed. Using the given questionnaire, the data required for this investigation was gathered. There were three sections in the questionnaire. The first section included information about the study, a privacy notice guaranteeing the confidentiality of respondent answers and identity, and participant consent; and the

questions about social media and print use by the respondents the second section (5 surveys) included a social media advertising survey, and the third section included a second survey regarding print media advertising. Following data collection, the researchers presented an analysis and description of the information supplied by the respondents.

Following the data collection, all the responses and their information was checked and cleaned to ensure that the respondent demonstrated their entire interest in completing the survey and providing answers to all of the items.

Results and Discussion

Table 1. Demographic Characteristics of the Respondents (N = 281)

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	129	46.0
	Female	152	54.0
	Total	**281**	**100.0**
Age (Years)	18–21	124	44.0
	22–25	135	48.0
	26–29	17	6.0
	30–33	5	2.0
	Total	**281**	**100.0**
Monthly Family Income (PKR)	Below 40,000	25	9.0
	40,000–59,999	45	16.0
	60,000–79,999	96	34.0
	80,000–99,999	73	26.0
	100,000 and above	42	15.0
	Total	**281**	**100.0**
Educational Level	Undergraduate	129	46.0
	Graduate	115	41.0
	Postgraduate	37	13.0
	Total	**281**	**100.0**

A total of 281 respondents participated in the study. Female respondents constituted the majority (n = 152, 54%), while males accounted for 129 (46%) of the sample. Regarding age, nearly half of the respondents (n = 135, 48%) were between 22 and 25 years, followed by 124 (44%) aged 18–21 years. A smaller proportion belonged to the 26–29 years age group (n = 17, 6%), whereas only 5 respondents (2%) were aged 30–33 years.

In terms of monthly family income, the largest proportion of respondents (n = 96, 34%) reported an income between PKR 60,000 and 79,999, followed by 73 (26%) with incomes ranging from PKR 80,000 to 99,999. Additionally, 45 respondents (16%) reported family incomes between PKR 40,000 and 59,999, 42 (15%) reported incomes of PKR 100,000 or above, and 25 (9%) belonged to households earning below PKR 40,000 per month.

Regarding educational level, 129 respondents (46%) were undergraduate students, 115 (41%) were graduate students, and 37 (13%) were postgraduate students. These findings indicate that the sample was predominantly composed of

young adults enrolled in undergraduate and graduate programs.

The dataset gives a thorough picture of how students feel about print and social media advertising, as well as their preferences. The outcomes for each question are explained in full below:

Men respondents are 46.0% of the sample, while women make up 53.0% of the responders. This implies that there was a somewhat greater proportion of female students in the research. Most students (54.0%) families earn between 60k to 69k, with the 50k to 59k range coming in second (32.0%). The 30k–39k (6.0%) and 40k–49k (8.0%) ranges have smaller percentages. Based on this distribution, a sizable majority of the students come from homes with higher incomes. Thirty percent of the students reside in rural regions, but most of them—seventy percent—live in metropolitan areas. Their media consumption patterns may be influenced by this urban preponderance.

Table 2 Descriptive Statistics (Attention)

Variable	Mean	SD	Minimum	Maximum
Print Advertising Attention	3.08	0.72	1.00	5.00
Social media Advertising Attention	3.95	0.76	1.00	5.00

Table 3 Descriptive Statistics (Appeal)

Variable	Mean	SD	Minimum	Maximum
Print Advertising Appeal	3.11	0.73	1.00	5.00
Social media Advertising Appeal	4.18	0.65	1.00	5.00

Table 4 One-Sample t-test for Attention

Variable	Mean	SD	t	df	p
Print Advertising Attention	3.08	0.72	27.08	308	< .001
Social media Advertising Attention	3.95	0.76	30.04	488	< .001

Table 5 One-Sample t-test for Appeal

Variable	Mean	SD	t	df	p
Print Advertising Appeal	3.11	0.73	28.52	449	< .001
Social media Advertising Appeal	4.18	0.65	29.88	431	< .001

There is variation in newspaper reading patterns; 26.0% of people never read newspapers, while another 26.0% read them sometimes. A sizeable percentage (32.0%) occasionally reads newspapers, compared to fewer who do so often (14.0%) or constantly (2.0%). This implies that students are reading fewer newspapers on a regular basis overall. Most students (88.0%) read newspapers for only 0–1 hour, a tiny minority (10.0%) read for 2-3 hours, and even fewer (2.0%) read for 4-5 hours. This highlights even more how little people interact with print media. A significant proportion of students (84.0%) use social media constantly, with smaller groups using it often (10.0%) and (6.0%) respondents use it sometimes. This demonstrates how social media has taken over their daily life. Instagram is the most popular platform (54.0%), followed by YouTube (20.0%), Facebook (14.0%), and TikTok (12.0%). This suggests a predilection for platforms that rely heavily on images and videos.

Opinions are mixed, with 14.0% strongly agreeing and 36.0% agreeing that newspaper advertisements reach a large audience. However, 30.0% disagree and 20.0% are neutral, suggesting doubt or mistrust over print media's reach. A significant number of students (44.0%) agree that print media advertising's emotional appeal impacts purchase intentions, with 8.0% strongly agreeing. However, 38.0% are neutral and 10.0% disagree or strongly disagree, indicating varied perceptions. A majority (52.0%) agree and 24.0% strongly agree that print media affects brand reputation and image. Fewer students are neutral (12.0%) or disagree (8.0%), suggesting a general belief in the influence of print advertising. Opinions are divided, with 32.0% strongly agreeing and 30.0% agreeing that ad design influences buying behavior. However, 26.0% are neutral and 12.0% disagree or strongly disagree, indicating differing views on this aspect. A mixed response with 30.0% agreeing and 24.0% strongly agreeing that print media is effective, engaging, and influential. Meanwhile, 32.0% are neutral and 14.0% disagree or strongly disagree, showing varied perceptions.

A significant majority (58.0% strongly agree, 36.0% agree) believe social media advertising reaches a large audience, reflecting high confidence in the effectiveness of digital ads. Many students (46.0%) agree and 30.0% strongly agree that the emotional appeal of social media ads impacts purchase intentions. However, 22.0% are neutral, and a small percentage (2.0%) strongly disagree, indicating general but not universal agreement. Most students (60.0%) strongly agree and 32.0% agree that social media advertising affects brand reputation, indicating a strong belief in its influence. Many students (44.0% strongly agree, 28.0% agree) believe ad design on social media influences buying behavior, though 24.0% are neutral and 4.0% disagree, suggesting general but not unanimous agreement. A majority (52.0% strongly agree, 36.0% agree) consider social media advertising to be more effective, engaging, and influential, with 12.0% neutral, indicating strong confidence in digital ads.

Overall, the findings show that students clearly prefer social media over print media, both in terms of usage and opinion of the efficacy of advertising. The vast reach, high emotional appeal, and participatory character of social media, which suit the demands and usage patterns of younger consumers, are probably the main factors influencing this decision.

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