

The impact of the synergistic effect of traditional and modern direct marketing media on consumers' purchase intentions for branded products

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Abstract: In the contemporary marketing environment, companies increasingly combine traditional and digital communication channels in order to achieve a greater impact on consumer behavior. In this context, the concept of media synergy is of particular importance, implying that the combined use of multiple media can produce a stronger effect than the individual use of each medium. Based on this concept, this paper examines the synergistic effect of traditional and modern direct marketing media on consumers' purchase intentions for branded products. The aim of this paper is to determine whether the combination of traditional media (television, radio and print media) and modern digital direct marketing channels (websites, email marketing, mobile marketing and social media) has a statistically significant impact on consumers' purchase intentions. Multiple regression analysis was used to examine the synergistic effect through the interaction between individual media. The research results indicate the existence of a statistically significant synergistic effect in several combinations of traditional and modern media. The results show that the integration of traditional and digital communication channels can strengthen consumers' purchase intentions. The scientific contribution of this paper lies in the empirical verification of the synergistic effect of direct marketing media and in highlighting the importance of an integrated approach to marketing communication planning. The practical significance of the results lies in providing guidelines for marketing managers on how to combine traditional and digital communication channels more effectively in order to achieve better marketing results.

Keywords: *direct marketing, media synergy, traditional media, digital media, purchase intentions, integrated marketing communications*

JEL classification: M31, M37

Rad dostavljen: 13.03.2026.

Rad prihvaćen za objavljivanje: 30.04.2026.

1. INTRODUCTION

The contemporary market environment is characterized by increasingly intense competition and an ever-growing number of communication channels through which companies can reach consumers. The development of information and communication technologies and the widespread use of the internet have led to significant changes in the way consumers gather information, form attitudes toward brands, and make purchasing decisions. Under such conditions, companies increasingly rely on integrated marketing communications, which involve the coordinated use of various communication channels with the aim of achieving clear, consistent, and effective communication with the target audience.

One of the important concepts within integrated marketing communications is the synergistic effect of media. Synergy refers to a situation in which the combined use of multiple media leads to a stronger impact on consumers compared to the individual use of each medium. In other words, the combined effect of different media activities exceeds the sum of their individual effects. It is especially important to examine the synergy between traditional media, such as television, radio, and print media, and modern digital communication channels (websites, social media, email, and mobile marketing), as their integration can lead to more significant marketing outcomes.

In the context of direct marketing, the joint use of different media can significantly influence consumer behavior, especially in forming purchase intentions. Traditional media often play a role in attracting attention and creating brand awareness, while digital channels provide additional information, interaction, and more direct communication with consumers. For this reason, examining the synergistic effect between traditional and modern direct marketing media represents an important step in understanding their combined role in the purchase decision-making process. Starting from the above, this paper analyzes whether the combined use of traditional and contemporary direct marketing media leads to a sta-

tistically significant synergistic effect on the purchase intentions of branded products.

The paper begins with a review of the relevant literature on integrated marketing communications, media synergy, and the role of traditional and modern direct marketing media in shaping consumer behavior. It then presents the research methodology, including the research subject, objectives, and hypothesis, as well as the sample characteristics, measurement instruments, and statistical methods employed. This is followed by an analysis and interpretation of the empirical findings, with particular emphasis on examining the synergistic effects arising from the combined use of different direct marketing media on consumers' purchase intentions for branded products. The paper concludes by outlining the main findings, the scientific and practical contributions of the study, its limitations, and recommendations for future research.

2. LITERATURE REVIEW

The development of integrated marketing communications has led to an increasing interest in the concept of media synergy. The basic idea of this concept is that the combined use of multiple communication channels can have a stronger impact on consumers than when each channel is used individually. Media synergy is defined as a situation in which the combined effect of multiple media activities exceeds the sum of their individual effects (Naik & Raman, 2003). These authors emphasize that synergy is achieved when communication channels are well-coordinated, that is, when there is alignment in terms of message content, timing of message delivery, and target audience.

Within integrated marketing communications, media do not function independently; instead, they complement one another and strengthen the overall effects of marketing communication. For this reason, the planning of communication activities increasingly depends on a coordinated and multichannel approach. Recent studies further confirm that the integration of social media has become an essential component of the IMC framework, given its influence on brand identity, brand image, and the overall market performance of the company (Rehman et al., 2022). Similarly, Harizi and Trebicka (2023) argue that the inclusion of social media in integrated marketing communications enhances communication efficiency, increases consumer engagement, and supports brand promotion, largely owing to the opportunity for two-way interaction between companies and consumers.

With the development of the internet and digital platforms, research on media synergy has increasingly focused on the analysis of the joint use of traditional and digital communication channels. Traditional media, such as television, radio, and print media, play a significant role in attracting attention and creating brand awareness, while digital channels enable interaction, additional information, and more direct communication with consumers. Earlier studies have shown that the combination of television and internet advertising can produce more favorable outcomes than the use of a single medium alone (Chang & Thorson, 2004), while social media may further strengthen the effects of traditional advertising on consumers' attitudes and purchase intentions (Naik & Peters, 2009). In more recent literature, this relationship is increasingly examined through the lens of the omnichannel approach. Butkouskaya et al. (2023) argue that, from the consumer's perspective, the key dimensions of modern integrated communications are consistency, interactivity, and channel connectivity, as these dimensions contribute to a more positive evaluation of both the product and the retail service. These findings suggest that modern integrated communications should not be understood merely as the coordination of multiple channels, but rather as the creation of a coherent and interconnected communication experience for the consumer.

Modern digital marketing has further increased the importance of integrated communications by enabling companies to achieve more precise targeting, greater interactivity, message personalization, and faster measurement of campaign effects. Jadhav et al. (2023) note that digital marketing has become a significant factor in the competitiveness and development of enterprises, particularly in the context of accelerated technological transformation and the growing need for more efficient connections with consumers. In this context, digital channels are no longer regarded merely as a supplement to traditional forms of communication, but rather as an integral component of a modern communication strategy. Rehman et al. (2022) further emphasize that the growing importance of social media has reshaped the understanding of the IMC concept, as these platforms have become a key vehicle for managing consumer relationships and enhancing overall brand visibility. Accordingly, digital marketing further reinforces the need to integrate all communication activities into a unified system of market relationship management.

When examining the synergistic effects of traditional media and social online media on consumer be-

havior, it can be argued that their combined influence has a greater impact on consumers than the effects of each medium considered separately (Tarabieh, 2017; Voorveld, 2011). Previous research also indicates that activity on social media can significantly enhance the effects of traditional advertising, particularly television advertising (Kumar et al., 2017). When consumers notice a higher number of interactions on social media (shares, comments, „likes“), they are more likely to pay attention to advertisements in traditional media and form more positive attitudes toward the brand. For this reason, social media should not be seen as a replacement for traditional advertising but as a complementary channel that can enhance its effectiveness (Chang & Thorson, 2004).

Consumer behavior in the purchase decision-making process increasingly involves a combination of online and offline information sources. Consumers often use digital channels, such as reviews, blogs, and social media, but at the same time also rely on traditional information sources, such as recommendations from family and friends, salespeople, or print media. It is particularly emphasized that online information exchange between consumers is significant in services, because services cannot be fully assessed before consumption (Bigne et al., 2018). Therefore, the combination of different information sources plays an important role in forming attitudes and purchase intentions (Zhu & Zhang, 2010). Companies should design and coordinate their traditional and digital communication activities so that they jointly influence the formation of positive consumer attitudes and strengthen brand loyalty. In this regard, the quality and credibility of the communication message represent an important factor that can influence purchasing intentions after consumers have been exposed to marketing messages (Schivinski & Dabrowski, 2016).

Based on the foregoing, it may be concluded that modern digital channels, especially social media, should not be regarded as a substitute for traditional media, but rather as their complementary extension within an integrated communication strategy. The joint use of traditional and modern media enables a stronger communication effect, higher consumer engagement, and a more substantial influence on the formation of purchase intention.

3. RESEARCH METHODOLOGY

The aim of the empirical research in this paper is to examine the synergistic effect of the combined use of

traditional and modern direct marketing media on the intention to purchase branded products. The research is focused on determining whether the combination of different communication channels leads to a stronger impact on consumers' purchase intentions compared to the individual use of media.

Drawing on the theoretical foundations and the findings of previous empirical research, the paper formulates the main research hypothesis as follows: *The combined use of traditional and modern direct marketing media generates a statistically significant synergistic effect on consumers' intention to purchase branded products.*

The study applied a quantitative research approach, with data collected using a survey method. The survey was conducted through a structured questionnaire that contained questions about the perception of the influence of different direct marketing media on consumers' purchase intentions. Respondents assessed the impact of individual media on the intention to purchase branded products using a Likert scale, rating the degree of agreement with the provided statements on a scale from 1 to 5. Primary data were collected electronically and through face-to-face surveys, ensuring representativeness and an optimal sample size.

The research was conducted on a sample of 405 respondents who use various communication media and are exposed to marketing messages through traditional and digital channels. When it comes to traditional direct marketing activities, three independent variables were formed. Television, as the first variable, was measured using six items adopted from studies by Salelaw and Singh (2015), Haque et al. (2012), and Tong and Hawley (2009). Radio, as the second variable, was also measured through six items from the study carried out by Salelaw and Singh (2015). Regarding print media, the basis for forming this variable consists of four items from studies conducted by Perčić (2018) and Haque et al. (2012). On the other hand, for modern direct marketing activities, four independent variables were formed based on items taken from several foreign studies. The website as a modern direct marketing medium is measured based on items from research conducted by Onana (2021), Momen et al. (2020), and Haque et al. (2012). Email marketing as a variable is formed based on items from studies conducted by Onana (2021) and Mahmoud (2015), while mobile marketing as a variable is based on studies conducted by Onana (2021) and Martins et al. (2019). The final modern medium included in the study is social media, observed through items used in the works of Shah et al. (2019), Hanaysha (2016),

and Ahmed and Zahid (2014). Purchase intention is considered the dependent variable and is measured through three items taken from studies conducted by Majeed et al. (2021), Martins et al. (2019), and Schivinski and Dabrowski (2013).

The statistical program SPSS was used for data processing and analysis. Multiple regression analysis was applied in the study, which allows examining the impact of several independent variables on a single dependent variable. In total, 12 regression models were formed, representing different combinations of the analyzed traditional and modern media. By comparing the values of the coefficient of determination in models with and without an interaction variable, the importance of the synergistic effect between direct marketing media was assessed.

The basic characteristics of the sample were analyzed through sociodemographic characteristics such as gender, age, education, and frequency of use of different media. Regarding gender, two-thirds of the sample are women (268 respondents), while men make up the remaining 33.8% (137 respondents). In the age structure of the sample, it is observed that the largest number of respondents belongs to the respondents aged 30 to 39 years (37.3%), while there is a smaller share of respondents of the younger generation aged 20 to 29 years (26.4%) and the older generation aged 40 to 49 years (25.9%). The youngest and oldest respondents account for only 10% of the total number of respondents. When it comes to educational structure, the largest number of respondents have higher education (39.8%), followed by secondary education (33.8%) and the highest level of education (26.4%). The majority of respondents live in urban (70.9%) and suburban areas (18%), while only 11% of respondents live in villages. Regarding the way of getting information about a brand, respondents most frequently use traditional sources of information (in-store), in 36.8% of cases. An important channel for obtaining information about a fashion brand is also modern channels, such as social media (31.4%) and websites (24%), while traditional channels (radio, television, newspapers) account for only 7.8%.

4. ANALYSIS AND RESULTS

Based on the results of previous research, it can be observed that media synergy represents an important concept within integrated marketing communications. The combined use of different communication channels allows companies to achieve a stronger im-

pact on consumers, as different media affect different stages of the decision-making process and complement each other. The contemporary media environment is characterized by an increasing interconnectedness of traditional and digital communication platforms, which further emphasizes the importance of their integrated application. Research shows that coordinated use of multiple media can lead to a stronger impact on consumer attitudes, brand perception, and purchase intentions, compared to the isolated use of individual communication channels. For this reason, modern marketing strategies are increasingly based on an integrated approach to consumer communication.

Based on the aforementioned theoretical and empirical findings, it can be concluded that examining the synergistic effect of different media is significant for understanding contemporary consumer behavior. Therefore, this paper will examine the synergistic effect of the combined use of traditional and modern direct marketing media on the purchase intentions of branded products. In other words, it will be determined whether the combined use of two direct marketing media (one traditional and one modern medium) can produce a statistically significant interaction effect on purchase intentions. For this purpose, 12 research models were developed, based on different combinations of the analyzed media.

For the purposes of this analysis, multiple regression is used as one of the most commonly applied techniques for examining the relationship between a dependent variable and several independent variables. The synergistic effect between selected traditional and modern direct marketing media is tested through several multiple regression models, while the interaction effect in the regression model is represented as the product of two independent variables. Accordingly, the analysis is based on the following regression model:

$$\hat{y} = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_1 x_2$$

where:

$\hat{y}$ – value of the dependent variable (purchase intention);

β_0 – intercept (constant term);

β_1 – regression coefficient of the first independent variable (traditional medium);

β_2 – regression coefficient of the second independent variable (modern medium);

β_3 – regression coefficient of the interaction term between the independent variables;

x_1 – value of the first independent variable (traditional medium);

x_2 – value of the second independent variable (modern medium);

x_1x_2 – interaction term (product of the two independent variables).

The following tables present regression models derived from different combinations of the analyzed media, with the aim of determining the synergistic effect that these media have on consumers' purchase intentions for branded products. In order to provide a clear answer regarding the existence and strength of the synergistic effect, it is necessary to assess the statistical significance of the interaction term. Additionally, for all models, the coefficient of determination without the interaction term will also be presented. By comparing the two coefficients of determination, conclusions can be drawn about the importance of the synergistic effect of different direct marketing media on purchase intentions.

Table 1 presents the results of four regression models examining the joint use of television as a traditional medium and one modern direct marketing medium (website, email marketing, mobile marketing, and social media) in each model. Based on the obtained results, it can be concluded that all proposed models are

statistically significant ($p < 0.001$). Higher values of the coefficient of determination were observed when the synergistic effect was included compared with models without the interaction effect.

Further analysis shows that the statistical significance of the synergistic effect between the two media is confirmed in Model 1 and Model 4. Specifically, the combined use of television and a website produce a positive and statistically significant synergistic effect on consumers' purchase intentions for branded products ($\beta = 0.138$, $p < 0.01$). A similar effect is observed with the combined use of television and social media ($\beta = 0.174$, $p < 0.01$). Additionally, it should be noted that in both models the coefficient of determination is higher when the synergistic effect is included ($R^2 = 0.383$ and $R^2 = 0.356$) than when it is not ($R^2 = 0.349$ and $R^2 = 0.309$), which further confirms the validity of the model and the obtained results. In the remaining two regression models (Model 2 and Model 3), the synergistic effect on purchase intentions is present but not statistically significant.

Table 2 presents the results of four regression models examining the joint use of radio as a traditional medium and one modern direct marketing medium (website, email marketing, mobile marketing, and social media) in each model. Based on the obtained

Table 1: The synergistic effect of television and modern direct marketing media on consumers' purchase intentions for branded products

Variables	Model 1		Model 2		Model 3		Model 4	
	β	T stat.	β	T stat.	β	T stat.	β	T stat.
Intercept (const.)	3,790	10,675	4,681	17,095	4,325	15,664	4,287	12,749
Television	-0,717	-5,946	-0,490	-4,258	-0,281	-2,384	-0,916	-7,318
Website	0,148	1,740						
Email marketing			-0,011	-0,118				
Mobile marketing					0,117	1,111		
Social media							0,081	0,918
Television*Website	0,138 (0,000)*	4,698						
Television*Email marketing			0,059 (0,081)	1,747				
Television*Mobile marketing					-0,008 (0,827)	-0,219		
Television*Socia media							0,174 (0,000)*	5,378
R² (without interaction)	0,349		0,084		0,073		0,309	
R² (with interaction)	0,383		0,091		0,073		0,356	
F-value	82,835		13,444		10,493		73,804	
Sig.	0,000		0,000		0,000		0,000	

* The interaction between the variables is statistically significant at the 0.01 level ($p < 0.01$)

Source: Author's calculation based on SPSS 25.

Table 2: The synergistic effect of radio and modern direct marketing media on consumers' purchase intentions for branded products

Variables	Model 5		Model 6		Model 7		Model 8	
	β	T stat.	β	T stat.	β	T stat.	β	T stat.
Intercept (const.)	3,321	11,554	4,604	22,559	4,672	21,880	3,913	14,697
Radio	-0,521	-5,436	-0,648	-5,930	-0,698	-5,892	-0,799	-7,550
Website	0,271	3,904						
Email marketing			0,071	1,068				
Mobile marketing					0,078	1,030		
Social media							0,170	2,442
Radio*Website	0,073 (0,004)*	2,874						
Radio*Email marketing			0,052 (0,090)	1,698				
Radio*Mobile marketing					0,057 (0,084)	1,732		
Radio*Socia media							0,130 (0,000)*	4,440
R² (without interaction)	0,387		0,232		0,231		0,371	
R² (with interaction)	0,399		0,238		0,237		0,400	
F-value	88,804		41,704		41,563		89,286	
Sig.	0,000		0,000		0,000		0,000	

* The interaction between the variables is statistically significant at the 0.01 level ($p < 0.01$)

Source: Author's calculation based on SPSS 25.

results, it can be concluded that all models are statistically significant ($p < 0.001$). Higher values of the coefficient of determination are observed when the synergistic effect is included compared with models without the interaction effect.

Further analysis indicates that the statistical significance of the synergistic effect between the two media is confirmed in Model 5 and Model 8. The joint use of radio and a website produce a positive and statistically significant synergistic effect on consumers' purchase intentions for branded products ($\beta = 0.073$, $p < 0.01$). A similar effect is observed with the joint use of radio and social media ($\beta = 0.130$, $p < 0.01$). Additionally, in both models the coefficient of determination is higher when the synergistic effect is included ($R^2 = 0.399$ and $R^2 = 0.400$) than when it is not ($R^2 = 0.387$ and $R^2 = 0.371$), which further confirms the validity of the models and the obtained results. In the remaining two regression models (Model 6 and Model 7), the synergistic effect on purchase intentions is present but not statistically significant.

Table 3 presents the results of four regression models examining the joint use of print media as a traditional medium and one modern direct marketing medium (website, email marketing, mobile mar-

keting, and social media) in each model. Based on the obtained results, it can be concluded that only Model 9 and Model 12 are statistically significant ($p < 0.001$). On the other hand, in all four presented models higher or equal values of the coefficient of determination are observed when the synergistic effect is included compared with models without the interaction effect.

The statistical significance of the synergistic effect between the two media was confirmed in Model 9 and Model 12. In other words, the combined use of print media and a website produce a positive and statistically significant synergistic effect on consumers' purchase intentions for branded products ($\beta = 0.087$, $p < 0.01$). A much stronger and statistically more significant effect is observed in Model 12, which examines the combined influence of print and social media ($\beta = 0.131$, $p < 0.01$). It should also be noted that in both models the coefficient of determination is higher when the synergistic effect is included ($R^2 = 0.331$ and $R^2 = 0.274$, respectively) than when it is not ($R^2 = 0.316$ and $R^2 = 0.247$, respectively). In the remaining two regression models (Model 10 and Model 11), the synergistic effect on purchase intentions is present but not statistically significant.

Table 3: The synergistic effect of print media and modern direct marketing media on consumers' purchase intentions for branded products

Variables	Model 9		Model 10		Model 11		Model 12	
	β	T stat.	β	T stat.	β	T stat.	β	T stat.
Intercept (const.)	2,810	7,779	3,753	13,232	3,870	13,579	3,479	10,060
Print media	-0,368	-2,961	0,011	0,096	0,055	0,498	-0,616	-4,585
Website	0,301	3,436						
Email marketing			0,066	0,655				
Mobile marketing					-0,018	-0,160		
Social media							0,205	2,207
Print media*Website	0,087 (0,004)**	2,934						
Print media*Email marketing			-0,011 (0,743)	-0,329				
Print media*Mobile marketing					-0,013 (0,719)	-0,360		
Print media*Socia media							0,131 (0,000)*	3,861
R2 (without interaction)	0,316		0,002		0,003		0,247	
R2 (with interaction)	0,331		0,002		0,003		0,274	
F-value	66,030		0,243		0,406		50,384	
Sig.	0,000		0,866		0,749		0,000	

* The interaction between the variables is statistically significant at the 0.01 level ($p < 0.01$)

Source: Author's calculation based on SPSS 25.

5. DISCUSSION

The obtained results support the main assumption of the study that the combined use of traditional and modern direct marketing media can generate a synergistic effect on consumers' intention to purchase branded products. The findings suggest that this synergistic effect is not equally pronounced across all media combinations, but is statistically significant primarily in cases where television, radio, and print media are combined with websites and social media. Of particular importance is the fact that these combinations resulted in an increase in the coefficient of determination in the interaction models, indicating that the joint effect of the observed media explains purchase intentions more effectively than the effects of each medium considered separately.

Such results are largely consistent with previous research on media synergy within integrated marketing communications. Above all, the finding that the combination of television and website achieves a statistically significant positive effect confirms earlier insights of authors who pointed out that the joint use of television and internet advertising can be more effective than the individual use of just one medium (Chang & Thorson, 2004). At the same time, the re-

sults of this study also support the findings of Naik and Raman (2003) that the greatest communication effects are achieved when different media are not used in isolation, but in a coordinated and mutually consistent manner. In this sense, the research results further confirm that communication effects cannot be fully understood by observing individual channels alone, but only through their interaction.

An important contribution of this study lies in confirming that social media, when combined with all observed traditional media, generates a statistically significant synergistic effect on purchase intention. This finding is consistent with previous studies by Tarabieh (2017), Kumar et al. (2017), and Voorveld (2011), which indicate that social media does not function merely as an independent promotional channel, but can also amplify the effects of traditional advertising on consumer attitudes, loyalty, and purchasing decisions. The obtained results are further aligned with more recent interpretations of the IMC concept, according to which social media plays a central role in linking different communication touchpoints and strengthening overall brand visibility and relevance. Accordingly, the findings of this study confirm that social media should not be regarded as a substitute for

traditional media, but rather as their complementary extension within an integrated communication strategy.

By contrast, the results related to email marketing and mobile marketing indicate that their interaction with traditional media was not statistically significant in this study. This finding does not suggest that these channels lack marketing relevance; rather, it implies that, within the observed sample and the applied models, they did not exhibit a sufficiently strong combined effect with the traditional media examined. One possible interpretation is that the effects of email and mobile marketing often depend on a greater degree of personalization, an established relationship with the consumer, the timing of the message, and the individual relevance of the content. As a result, their synergy with mass traditional media may be less pronounced than that observed for websites and social media. Accordingly, the findings of this study partially support previous research by confirming the general importance of media integration, while also demonstrating that not all digital channels generate the same level of synergistic effect.

The findings of this study may also be interpreted in light of the contemporary omnichannel approach. Butkouskaya et al. (2023) emphasize that, from the consumer's perspective, the key dimensions of modern integrated communications are consistency, interactivity, and channel connectivity. The media combinations that demonstrated statistical significance in this study can be linked to these dimensions, as they enable broad reach, access to additional information, interaction, and continuity in the communication experience. In this regard, the findings contribute to the understanding that synergy is not achieved through the mere combination of media, but through the strategic integration of channels that create a unified and coherent brand experience for the consumer.

Overall, the findings of this study confirm the relevance of the theoretical assumptions underlying media synergy and provide empirical support for the view that the integrated use of traditional and modern media can exert a stronger influence on purchase intention than their separate use. At the same time, the results indicate that the synergistic effect depends on the specific combination of media, with the most effective combinations being those that bring together the mass reach of traditional media and the informativeness, interactivity, and accessibility of websites and social media. Accordingly, this paper not only confirms the findings of previous studies, but also extends them by precisely identifying the media combinations

that, within the given research framework, contribute most significantly to explaining consumers' purchase intentions.

6. CONCLUSION

Based on the results of this research, it can be concluded that the combination of different media channels within direct marketing has a significant impact on the formation of consumers' purchase intentions. The obtained results indicate that the integrated use of traditional and modern media can lead to a stronger communication effect, that is, to the emergence of a synergistic effect between different advertising channels. In this context, the importance of the coordinated use of multiple media is particularly emphasized, as it allows the promotional message to be delivered through multiple communication touchpoints and thereby achieve a stronger impact on consumers.

A review of the existing literature indicates that modern media play an increasingly important role in contemporary advertising strategies. The development of the internet, digital platforms, and social media has enabled companies to develop new ways of communicating with consumers, as well as greater interactivity, personalization, and faster distribution of promotional messages. However, despite the growing importance of digital channels, managers should not neglect traditional forms of advertising. On the contrary, in line with the objectives of the marketing strategy, it is necessary to carefully select a combination of media that will achieve the greatest communication impact and contribute to a more effective influence on consumers.

In other words, traditional and modern media should not be viewed as competing alternatives but as complementary elements of integrated marketing communications. Abandoning traditional media may lead to the loss of potential synergistic effects that occur when different media are used simultaneously. The combination of multiple media channels can lead to a stronger effect of promotional messages, as consumers receive the same message through different communication channels, which contributes to better message recall, greater persuasive impact, and a higher likelihood of forming a positive attitude toward the product or brand.

Due to the significant role that different direct marketing media play in shaping consumer behavior, it is important to consider the synergistic effect that can be achieved through their joint application. The

results of the empirical research conducted within this study confirm the importance of the synergistic effect. The analysis showed that all traditional media, when combined with websites and social media, have a positive and statistically significant impact on purchase intention. It is particularly noteworthy that in all three research models examining the combination of a website with one of the traditional media (radio, television, and print media), a positive and statistically significant synergistic effect on consumers' purchase intention was identified. The most pronounced synergistic effect was observed in the case of the combination of websites and television as direct marketing channels.

In addition to the combination of a website and traditional media, the research results indicate that social media in combination with traditional media also produce a positive and statistically significant synergistic effect on consumers' purchase intentions. In all three analyzed models (social media in combination with radio, television, and print media), the presence of a synergistic effect was confirmed, with the most pronounced effect observed in the combination of social media and television as direct marketing media. Based on the obtained results, it can be concluded that modern digital media, such as websites and social media, should not be used as a replacement for traditional forms of advertising. On the contrary, they should be viewed as an important element of an integrated marketing communications strategy, which in combination with traditional media can generate a

significant synergistic effect and contribute to greater effectiveness of companies' marketing activities.

The scientific contribution of this paper lies in the empirical examination of the synergistic effect of the joint use of traditional and modern direct marketing media on consumers' purchase intentions for branded products. The research contributes to the existing body of knowledge on media synergy within integrated marketing communications by highlighting the importance of interaction between different communication channels. The practical contribution of the paper lies in providing guidelines for marketing managers on how to more effectively plan and combine traditional and digital media within a marketing communication strategy in order to achieve a stronger impact on consumer behavior and increase the effectiveness of marketing activities.

This research has several limitations that should be taken into account when interpreting the results. The study included a limited number of direct marketing communication channels, and therefore the results do not encompass all forms of modern digital communication. Future research could expand the analysis by including other digital channels, such as influencer marketing, video platforms, and search engine advertising. It is also recommended to apply different methodological approaches and expand the sample size in order to obtain more reliable and comprehensive results. This would enable a deeper understanding of the synergistic effects between media within integrated marketing communications.

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Apstrakt

Uticaj sinergije tradicionalnih i savremenih medija direktnog marketinga na nameru kupovine brendiranih proizvoda

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U savremenom marketinškom okruženju kompanije sve češće kombinuju tradicionalne i digitalne komunikacione kanale kako bi ostvarile veći uticaj na ponašanje potrošača. U tom kontekstu poseban značaj ima koncept medijske sinergije, koji podrazumeva da zajednička primena više medija može proizvesti snažniji efekat u odnosu na pojedinačnu upotrebu svakog od njih. Polazeći od ovog koncepta, predmet istraživanja u radu jeste ispitivanje sinergetskog efekta tradicionalnih i savremenih medija direktnog marketinga na namere kupovine brendiranih proizvoda. Cilj rada je da se utvrdi da li kombinacija tradicionalnih medija (televizija, radio i štampani mediji) i savremenih digitalnih kanala direktnog marketinga (veb-sajt, imejl marketing, mobilni marketing i društvene mreže) dovodi do statistički značajnog uticaja na nameru kupovine potrošača. Za potrebe analize primenjena je metoda višestruke regresione analize, pri čemu je sinergetski efekat ispitivan kroz inte-

rakciju između pojedinačnih medija. Rezultati istraživanja ukazuju na postojanje statistički značajnog sinergetskog efekta u više kombinacija tradicionalnih i savremenih medija. Dobijeni rezultati pokazuju da integracija tradicionalnih i digitalnih komunikacionih kanala može doprineti jačanju namere kupovine kod potrošača. Naučni doprinos rada ogleda se u empirijskoj verifikaciji sinergetskog efekta medija direktnog marketinga i u ukazivanju na značaj integrisanog pristupa u planiranju marketinških komunikacija. Praktični značaj rezultata ogleda se u pružanju smernica marketing menadžerima za efikasnije kombinovanje tradicionalnih i digitalnih kanala komunikacije u cilju postizanja boljih marketinških rezultata.

Ključne reči: *direktni marketing, medijska sinergija, tradicionalni mediji, digitalni mediji, namere kupovine, integrisane marketing komunikacije*

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