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STUDY ON COMPARISON BETWEEN TRADITIONAL MARKETING V/S DIGITAL MARKETING

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Abstract: Digital marketing is a oldest form of marketing where advertising is delivered through digital channels such as search engines, websites, social media, emails and mobile apps. As long as technology is evolving, digital marketing continues to grow. Digital marketing is helping in two sided connection between consumers and companies. Due to advancement and improvement in technology consumers are aware about the products of the companies and companies can know about the behavioral information of the consumers. Traditional Marketing is the conventional mode and one of the oldest form of marketing that have been used since the beginning of the marketing and advertisements. Anything except digital way to promote company

products. When people find your business through reference or network and start buying your product is also known as traditional marketing. Traditional marketing is nothing new as it's a form of marketing that we have been exposed to at one point or another. It is a conventional mode of marketing that helps to reach out to a semi-targeted audience with various offline advertising and promotional methods.

Keywords: Digital Marketing, Traditional Marketing, Consumer attitude and consumer awareness.

INTRODUCTION

DIGITAL MARKETING:- Digital marketing is a oldest form of marketing where advertising is delivered through digital channels such as search engines, websites, social media, emails and mobile apps. The marketing which an organisation conduct through online such as paid social media ads, email marketing etc. Digital Marketing has become widely popular due to cultural, technological and societal shifts around us. As long as technology is evolving, digital marketing continues to grow. Digital marketing is helping in two sided connection between consumers and companies. Due to advancement and improvement in technology consumers are aware about the products of the companies and companies can know about the behavioral information of the consumers. There is increase in the speed of purchasing process with the help of online marketing. Digital marketing support the companies to leave their rivals behind. So the digital marketing can be considered as revolution for the marketing world.

Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time, particularly in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing but in the UK and worldwide, digital marketing has become the most common term, especially after the year 2013. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops

According to Chaffey (2011), social media marketing involves “encouraging customer communications on company’s own website or through its social presence”. Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing. Digital

marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, refer to “marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles” (Chaffey & Smith, 2008). Giese and Gote (2000) finds that customer information satisfaction (CIS) for digital marketing can be conceptualized as a sum of affective response of varying intensity that follows consumption and is stimulated by focal aspects of sales activities, information systems (websites), digital products/services, customer support, after-sales service and company culture.

TRADITIONAL MARKETING:- Traditional Marketing is the conventional mode and one of the oldest form of marketing that have been used since the beginning of the marketing and advertisements. Anything except digital way to promote company’s products. When people find your business through reference or network and start buying your product is also known as traditional marketing. Everyone getting encounters some sort of traditional marketing in their everyday lives whether it’s witnessing some outdoor advertising or reading daily newspapers etc. traditional marketing simply means the marketing which helps to reach the audience with offline mode of advertising. Methods of conventional marketing can include print advertisements, broadcasting advertisements, telemarketing, outdoor advertisements etc



OBJECTIVES:-

1. To understand the theoretical background of traditional and digital market
2. To study the comparison between traditional and digital marketing.
3. To study the knowledge of digital marketing understand by consumer.

METHODOLOGY APPLIED:

Primary Data: The research is done through observation and collection of data through questionnaires.

Secondary Data: Secondary data is collected from journals, books and magazines to develop the theory.

Sample Size: The sample size is determined as 110 respondent's opinion from the customers who presently purchasing products with a help of digital marketing.

REVIEW OF LITERATURE:-

Rajiv Kaushik (2016) in his article digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Startups who use digital marketing many times got failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales.

Pineiro-Otero & Martínez Rolán (2016) the goal of this research paper was to examine the best digital marketing strategies. This present study revealed several digital marketing strategies that are useful to companies, businesses, non-profits, educational facilities and other professional areas. The literature pointed clearly in the direction of combining technology with many aspects of traditional marketing ideology. The clear difference between traditional marketing and digital marketing as discussed by another, is the strategic shift between the focus being placed on the customer; as opposed to the product.

P.Sathya (2017) has studied the digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondents opinion are collected to get the clear picture about the present study.

Charles Gibson (2018) has explained in their article the rise in popularity of organizations integrating technology into their marketing strategy, directs attention to the need for an in-depth review of digital marketing strategies. Making a strategic shift to client-centered marketing strategies, provide businesses the opportunity to engage in a new era of innovative marketing practices, that use digital marketing to meet their primary marketing requirements. A literature review of the most effective digital marketing approaches, provide companies with valuable tools to target a larger audience, using a combination of emerging technologies and some aspects of traditional marketing. The present study provided individuals, companies, organizations, businesses and researchers, with digital marketing strategies to increase visibility to their target market

Sanjay Bhayani & Nishant V. Vachhan (2018)The current paper recognizes the differences in consumer opinions by availing distinguished services of traditional as well as internet marketing strategies. Internet is changing ways to reach consumer fast and is a more convenient way than customary means of marketing. Internet offers 24x7, 365 days a year web facility which is more convenient for consumers these days. Consumers are becoming more Information Technology (IT) savvy in their searching as well as purchasing preferences. No doubt, ecommerce is not yet considered safe in India, but cyber has a highly vibrant and potential market in coming days to win eyeballs of Indians.

Theoretical and conceptual framework

Traditional marketing is nothing new as it's a form of marketing that we have been exposed to at one point or another. It is a conventional mode of marketing that helps to reach out to a semi-targeted audience with various offline advertising and promotional methods. Traditional marketing is a type of marketing that is hard to ignore and includes the traditional ads we encounter on a daily basis. Many of the common and most tried offline marketing tactics come under the following five major categories:

1. Print (magazines, newspapers, etc.)
2. Broadcast (TV, radio, etc.)
3. Direct Mail (catalogues, postcards, etc.)
4. Telephone (telemarketing, sms marketing, etc.)
5. Outdoor (billboards, fliers, etc.)

Traditional marketing may have evolved over the past few decades, but the fundamental aspects remain the same. The selling techniques that we use today heavily rely on the infamous four P's of marketing: product, price, place, and promotion.

Figure 1 Traditional Marketing



Let's take a brief look at each of the 4 P's that power every form of marketing technique:

1. **Product:** Effective marketing starts with a good understanding of your own product. Which could be an intangible service or type of good that fulfills the demand of a target market.
2. **Price:** The overall cost of the product depends on how well you know it. Price is always the determining factor when it comes to things like supply, demand, profit margin, etc.
3. **Promotion:** How you get the word out about your product and market it to your target audience is promotion. Any method that helps you promote the product and help it gain more visibility/exposure comes under promotion whether it is advertising on a billboard or setting up an ad campaign on Facebook.
- 4 **Place:** Traditional marketing heavily relies on getting your product in front of your target audience at the right time and place. Which also means pricing it right. In the marketing world, placement plays a crucial role.

Digital Marketing:- Digital marketing or online marketing refers to the marketed related work that a business does through the Internet or an electronic device such as a mobile phone.

Figure 2 Digital Marketing:

Traditional marketing is the most recognizable form of marketing. Traditional marketing is non-digital way used to promote the product or services of business entity. On the other hand, digital marketing is the marketing of products or services using digital channels to reach consumers. Some comparisons are presented below:

TABLE 1- Traditional Marketing versus Digital Marketing

Traditional Marketing	Digital Marketing
Traditional marketing includes print, broadcast, direct mail, and telephone	Digital marketing includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click
No interaction with the audience	Interaction with the audience
Results are easy to measure	Results are to a great extent easy to measure
Advertising campaigns are planned over a long period of time	Advertising campaigns are planned over short period of time
Expensive and time-consuming process	Reasonably cheap and rapid way to promote the products or services
Success of traditional marketing strategies can be celebrated if the firm can reach large local audience	Success of digital marketing strategies can be celebrated if the firm can reach some specific number of local audience
One campaign prevails for a long time	Campaigns can be easily changed with ease

	and innovations can be introduced within any campaign
Limited reach to the customer due to limited number of customer technology	Wider reach to the customer because of the use of various customers technology
24/7 year-round exposure is not possible	24/7 year-round exposure is not possible
No ability to go viral	Ability to go viral
One way conversation	Two ways conversation
Responses can only occur during work hours	Response or feedback can occur anytime

Table 2: Profile of the Online Buyers

	Category	Number of Respondents	Percentage of Respondents
Gender	Male	65	65
	Female	35	35
	Total	110	110
Age	Below 18 Years	15	15
	19-30 Years	26	26
	31-40 Years	34	34
	41 to 50 Years	15	15
	Above 50 Years	10	10
	Total	110	110
Profession	House Wife	11	11
	Employee	50	50
	Business	14	14
	Students	25	25
	Any other	10	10
	Total	110	110
Monthly Family Income in Rs.	Below 10,000	20	20
	11,000 to 20,000	30	30
	21,000 to 30,000	22	22
	Above 30,000	38	38
		110	110

Source: Primary data

The table no 2 indicates that profile of the buyers. It is based on gender, age, occupation and income of the buyers.

Table 3: Awareness of Online Shoppers

<i>Particulars</i>	<i>Number of Respondents</i>	<i>Percentage of Respondents</i>
Knowledge about online shopping	105	105
Not having knowledge about online shopping	05	05
Total	110	110

Source: Primary data

The table number 3 shows that awareness of online shopping. The study results that out of the 110 respondents 105 respondents are knowledge about online shopping. It indicates buyers are know the online shopping.

Table 4: Availability of Online Information about Product

<i>Particulars</i>	<i>Number of Respondents</i>	<i>Percentage of Respondents</i>
Excellent	62	62
Good	26	26
Average	15	15
Poor	07	07
Total	110	110

Source: Primary data

The table number 4 shows that description of the product. The availability of information are collected by respondents in different ways. The information available in market are sufficient. On the basis of study 62% of buyers are shows their opinion is excellent in availability of online information. Only 7% of people are give their poor result.

Table 5: Reasons for Choosing Online Shopping

<i>Particulars</i>	<i>Number of Respondents</i>	<i>Percentage of Respondents</i>
Wide variety of Products	31	31
Easy buying Procedures	46	46
Lower Prices	25	25
Various Modes of Payments	18	18
Total	110	110

Source: Primary data

The table number 5 shows that selection of online shopping. Out of the total respondents 46 respondents are given their opinion, it is easiest way for buying the product. The procedure and formalities are also easy compare to other. 31% of respondents shows their variety of product, 25% are shows prices are low compare to open market and 18% are satisfied in respect of mode of payment.

Table 6: Frequency of Online Purchasing

<i>Particulars</i>	<i>Number of Respondents</i>	<i>Percentage of Respondents</i>
Annually purchases	23	23
3 to 5 times purchase per year	59	59
6 to 10 times purchase per year	15	15
Above 11 times purchase per year	13	13
Total	110	110

Source: Primary data

The table number 6 shows that online purchasing. Out of the total respondents 59 respondents are make a online shopping 3 to 5 times in a year. Only 13 respondents are shows their interest in online purchasing more than 11 times per year.

Findings

- Digital marketing have a greater future in the present market.
- Consumers are attracted and satisfied through purchasing digital marketing.

- Customers are find it safe mode of online purchase.
- Percentages of male customers is very high in online shopping as compare to female that is 65%.
- Awareness about online shopping is 100% among the respondents.
- Income of respondents mainly falls in the range of Rs. 10,000 to Rs. 20,000 that is 20%.
- Employees of various departments are purchasing more than others through online shopping that is 50%.
- Many of the respondents that is 46% feels that online shopping have simple buying procedures.
- 62% of respondents feel that availability of online information about Product & Services is excellent..
- 59% of the respondents purchase the products 3 to 5 times annually

Suggestions

- 1) Improve advanced techniques use in the promotion of digital marketing.
- 2) Feedbacks are collected from consumer and implement the feedback provided by the consumer in the right way.
- 3) Provide a transparent and better service to the consumer before and after purchase of goods.
- 4) Creating awareness among the people about digital marketing through advertisement.
- 5) Complete description about product is provided to shoppers.

CONCLUSION :-Traditional marketing system which includes print, broadcasting, telemarketing and outdoor advertisements were the effective techniques of marketing until and unless the emergence of the internet. Emergence of internet brings the digital marketing in the modern world. The world is witnessing the advancement in technology, people all over the world are using tablets, smartphones, electronic devices etc. in their daily lives. People are aware of all the information about everything with the help of internet i.e. they know all the products available in the markets and can compare it with others. With the help of technology companies can know the behaviours and habits of the consumers and can make products and services accordingly to satisfy their needs and wants. So technological improvement lead business firms to enter into digital marketing to leave their competitors behind.

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