



## **ANALYTICAL COMPARISON OF TRADITIONAL MARKETING TO DIGITAL MARKETING**

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### **ABSTRACT**

*Marketing goods is the basic phenomenon of every society. The objective of marketing is to make products available to consumers as per the current market demand. It has undergone changes to reach the consumer. Marketing has been done physically since long back. Consumers are becoming smarter in terms of purchasing. This requires innovation in marketing. Prime focus is understanding the difference between the conventional way of marketing products and the technological way of marketing of products in India. This article recognizes the differences in consumer opinions by availing the distinguished services of traditional and internet marketing strategies. Internet is changing the ways to reach consumer fast and is a more convenient way than customary means of marketing. Consumers are becoming more Information Technology (IT) savvy in their searching as well as I their purchasing preferences. In India, ecommerce is not yet considered safe but cyber has highly vibrant and potential market in coming days to win eyeballs of Indians.*

### **INTRODUCTION**

Marketing refers to the activities of a company that undertakes to promote the buying or selling of a product or services of a company of firm. Marketing includes the activities of advertising, selling, and delivering the products to consumers or other businesses. Sometimes marketing is done by the affiliates on behalf of the company. It is basically on two types, they are: traditional marketing and digital marketing. The comparison of both of these marketing methods and giving the comparative results is the base of these studies.

Traditional marketing refers to the type of marketing that is not on online. This means print, broadcast, newspaper, direct mail, phone, and outdoor

advertising like billboards. From newspapers to radio, this method of marketing helps reach the targeted audiences. This marketing is not only one of the oldest forms of marketing, but also one of the most researched. On the other hand, traditional methods like newspapers, TV or radio or street marketing are accessible for the large majority of people.

Some traditional methods, allow companies to have a personal interaction with their customers and get direct and real-time feedback, which turns out to be extremely valuable when testing new products to be launched. Owing to Smart TV technology, consumers watching television often use Internet as well. Having online access while watching the encounters some sort of traditional marketing in their everyday lives, whether it's getting the mail or your daily newspaper.



Digital marketing, is also as called online marketing. It is the promotion of brands to

connect with the potential customers using internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. This marketing is the components of marketing that utilizes the internet and online based digital technologies to promote products and services. As digital platforms becomes increasingly incorporated into the marketing plans and everyday life and as people increasingly use digital devices instead of visiting physical shops.

Using online media channels and other online ways, digital marketing is the method by which companies endorse goods, services, and brands. Consumers heavily rely on the digital means to research the products. For example, Google marketing insights found, 48% of consumers start their inquiries on the search engines, while 33% look into brand websites and 26% search within mobile applications.

## OBJECTIVES

- To derive and analyze differences between traditional marketing and digital marketing.
- To study the various factors which influence both the marketing strategies.
- To know briefly about the concept of traditional and digital marketing.
- To know the need to consider traditional marketing in the current Marketing strategy.
- To find out why digital marketing has overcome traditional marketing.

## STATEMENT OF THE PROBLEM

Defining the problem statement of a Digital Marketing campaign not only helps in determination of rights for direction of efforts, but it also helps to synchronize all the Digital marketing efforts with the overall business model. Present study focused on both the traditional marketing and digital marketing. The basic force of the study is to compare and analyze traditional marketing and digital marketing.

## RESEARCH OF METHODOLOGY

### Research Method

The Research Method used for the project is a Descriptive method. Descriptive

research, also known as statistical research. Different tables, pie charts and bar graphs are used to show the responses given by respondents.

### Data Collection

Primary and secondary data collection methods are used.

### Sources of data

Survey Method is employed to collect the data from the respondents through a structured questionnaire designed on the basis of objectives of the study. Secondary Data have been collected through various Journals, books & internet which are restricted to the conceptual framework of the paper only.

### Sampling Design

The population consists of Students and Youth at the collegiate level & Employment level. A convenient sampling size of 150 respondents has been randomly selected.

### Data Analysis

The collected data is then edited, consolidated and subjected to suitable statistical tests & the data is presented in form of tables.

## STATISTICAL TOOLS USED

The following statistical tools have been used in the study for the purpose of analysis:

- Simple Percentage Analysis
- Chi - Square test
- Ranking analysis
- Weighted average analysis

## REVIEW OF LITERATURE

According to Finne & Grönroos (2017), customer-Integrated marketing communication– the CIMC model – requires marketing managers to more understand consumer behavior, their ecosystem, and logics. In the past, companies used to send mass-media marketing messages Over traditional media (magazines, billboards, Television, etc.), whereas today they have An option to send individualized marketing Messages particularly targeting one group of users or even an individual customer. The development of technology and the Internet is a Factor with the highest impact on consumer Behavior in the 21<sup>st</sup> century.

According to Stuart E. J. (2014) day by day there is upward growth of online services in regular usages by consumers. However, traditional marketers somehow do not want to admit that the world changed. They are slow in taking advantage of new opportunities presented to them. B2B-enhanced supply chain processes need to pay much attention to real-world



business processes, adapt automated systems to business behavior and mingle content and technologies with crucial information systems.

European Journal of Marketing. Vol. 51 Issue: 3, pp.445-463, doi: 10.1108/ Stuart, E. J. (2014). New Media: Debunking the Myths. Journal of business Strategy, 31(1), 56-58.

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Finne & Grönroos (2017).Communication-in-use: customer-integrated marketing communication

**SIMPLE PERCENTAGE ANALYSIS**

**Table - I Demographic Factors of the Respondents**

Factors	Particulars	Frequency	Percentage
Gender	Male	56	37.3%
	Female	94	62.7%
Marital Status	Married	114	76%
	Unmarried	36	24%
Monthly Income	less than Rs.20000	46	30.7%
	Rs.20000-30000	53	35.3%
	Rs.30000-40000	22	14.7%
	More than Rs.40000	49	19.3%
Type of Family	Nuclear family	102	68%
	Joint family	32	22.7%
	Single-parent family	13	8.7%
	Others	1	0.7%

Source: Primary Data

**CHI - SQUARE ANALYSIS**

**Null hypothesis (Ho)**

There is no significant relationship between educational qualification and advertisement platform of the respondents.



Educational qualification	Advertisement platform				Total
	Newspaper	Magazine	Social media	Others	
SSLC	3	1	4	0	8
Higher Secondary	4	0	11	1	16
Undergraduate	18	15	77	4	114
Post Graduate	3	0	9	0	12
Total	28	16	101	5	150

**CHI-SQUARE TESTS**

Factors	Calculation value	DF	Table value	Remarks
Educational qualification	7.855	9	16.92	Accepted

It is clear from the above table that the calculated value of chi-square at is more than the table value. Hence the hypothesis is accepted stating there is

no significant relationship between age and preference of the product level of respondents.

**RANK ANALYSIS**

**RANKING FACTOR INFLUENCE ON PURCHASING THROUGH DIGITAL MARKETING**

FACTORS	1 (5)	2 (4)	3 (3)	4 (2)	5 (1)	TOTAL	RANK
Reachability	41 (205)	37 (138)	30 (90)	19 (38)	23 (23)	50 (504)	III
Eye-Catching	48 (240)	54 (216)	22 (66)	17 (51)	45 (90)	150 (565)	I
Diverting	22 (110)	31 (124)	17 (51)	45 (90)	35 (35)	150 (410)	V
Influential	61 (305)	24 (96)	41 (123)	15 (30)	9 (9)	150 (563)	II
Offers	31 (155)	22 (88)	56 (168)	28 (56)	13 (13)	150 (480)	IV

**INTERPRETATION**

From this ranking analysis, it is found that eye - catching (Rank 1), which comes next followed by influential (Rank 2), reachability (Rank 3), offers (Rank 4),diverting (Rank 5)

**INFERENCE**

Majority of the respondent’s behaviour is towards the Eye-catching ads as the major features in



Digital marketing. Diverting is last in ranking of influence on purchasing through digital marketing.

today, as a miniscule part of a brands marketing strategy.

### SUGGESTION

- In today's online world,digital marketing is essential, no matter about industry or company size, it is one of the best ways to grow the business.
- As marketing evolves and changes, it seems like there are constantly new platforms and strategies being touted as the next biggest thing and we have to keep our customers updated.
- It is impossible to keep up with all of them, but every one once in a while ,they comes along the way that delivers their needed results, so it is important for all to get on the board on digital marketing to keep up their business.
- Traditional marketing is used by both the educated and non- educated people, since advertisement and buying of products is not only for the educated people the uneducated people in the society get the awareness of products only through the traditional marketing such as television, direct selling and so on...
- Thus, in the current trend both the traditional and digital marketing strategies are to be used to attract their customers and to promote their brands.

### CONCLUSION

The topic of the study was “ Comparison between traditional marketing and digital marketing and the objective was to find and analyze differences between traditional and digital marketing and to study the various factors influencing both the marketing strategies. I found that in our country internet users are mounting daily. Due to this, companies are spending a huge amount of their budget on digital marketing, and with each passing day, companies are shifting from traditional to digital marketing strategies.

Traditional marketing consist print ads in newspapers, magazines, billboards, direct mail, business cards, posters, TV and radio commercials and printed paraphernalia such as brochures or leaflets. These were effective mediums until the advent of the internet and they are perhaps somewhat relevant even

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