

Digital Marketing Vs. Traditional Marketing- A Comparative View

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Abstract

A market is defined as the sum total of all the buyers and sellers in the area or region under consideration. The area may be the earth, or countries, regions, states, or cities. Market is nothing but when two parties gather to facilitate exchange of goods & services. Buyers & sellers are the bodies engaged in the exchange process. The prime intent behind the marketing is to make products & services easily available to customers according to their needs & wants. Marketing is ongoing process since long & shifted from traditional marketing to digital marketing. Those companies which has adopted new technological changes in the market environment, it is easy for them to keep in continues touch with their customers while providing the goods & services to them. This paper has acknowledged the difference between traditional marketing & digital marketing with the help of consumer's opinion after availing the different service experience of traditional as well as digital marketing. Consumers are becoming more techno savvy at the time of their purchasing preferences.

Keywords: Traditional Marketing, Digital Marketing, Consumers, E-commerce, etc.

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I. Introduction

1.1 Marketing

Marketing is the process of acquiring the right goods or services or even the ideas to the right people at the right place, right time, and price, also using the right promotion techniques to provide the customer services that are associated with the goods, services, or the ideas. Marketing is added as one of the newer marketing management philosophies. It is a very recent concept which truly believes "the customer is king". All the decisions are directly or indirectly influenced by the needs of the customer. Right from the production to designing of the goods till its transportation, each process has customer satisfaction in mind.

There have been major stages in the history of marketing, which are as follows:-

- The Trade Era
- The Production Orientation Era
- The Sales Orientation Era
- The Marketing Orientation Era
- The Relationship Marketing Era
- The Social/Marketing Era

1.2 Traditional Marketing

In Traditional Marketing, we used to make the public aware that we have a product or service for sale. Traditional Marketing is one of the way to support buying and selling in the market. It is one of the oldest form of marketing which is not online. It includes print media, broadcast media, outdoor advertising etc. It plays an important role to reach local audience but in the modern world it has become more difficult for organization to survive in the competition. So organizations are trying to adopt new technologies to meet and satisfy customer needs and wants and make them competent. Since the beginning of 21st century there has been drastic improvement in information technology which affects every part of our lives. Companies have been affected by these changes and are adopting this technology to remain in the competition.

1.2.1 Techniques of Traditional Marketing

➤ Print Advertising

- Newspaper
- Magazines

- Journals
- **Broadcasting Advertising**
- Radio Advertising
- Theatre Advertising
- TV Advertising
- **Telemarketing**
- Inbound Telemarketing
- Outbound Telemarketing
- B2B Telemarketing
- B2C Telemarketing
- **Outdoor Advertising**
- Billboard Advertising
- Signage/Lamp Post
- Bridge Banners
- Point of Sale Displays

1.2.2 Advantages of Traditional Marketing

Local Audience

Company can reach a group of specific consumers that do not necessarily use internet. When its target groups are the local consumers then it can employ radio ads, local newspapers ads to cover that specific area. It is one of the quickest ways to get your message across, as radio ads generally don't take too long to be ready for airing over the local radio station.

Face to Face Contact:

Personalized marketing is one of the best techniques and effective method attains recognition of its goods and services. Sometimes it is definitely a time and place when this type of selling is most effective to market a good or service.

Easy to Understand:

Traditional method may be the only way to reach your old generation. Since they have already used these types of ads so they don't need detailed explanation as to what these promotional materials are for.

Success Rate:

With everything going digital these days, it's easy to wonder why traditional methods of marketing are still around. The explanation for that is simple: it's tried and tested, and has a high success rate.

1.2.3 Disadvantages of Traditional Marketing

Expensive: Traditional marketing is expensive in comparison with digital marketing. For putting ads on newspapers, radio, television, or distributing any flyer or pamphlet, you need to pay for it every time you plan for running a campaign. **Inefficiency:** Unlike Online Marketing, it is quite difficult to measure the conversion rate of your ads through traditional marketing, which makes it difficult to have a good understanding of the efficiency of your ads and the results they offer. **Forced Strategy:** these type of marketing strategies are known to be a forced method of selling a product, since the consumer is not necessarily seeking your product in the first place. **Ignorance of Traditional Methods:** Most people tend to ignore or skip the advertisement more easily, such as they might not read the ad on the billboard or banner, change the channel of the television when the advertisement or commercial is shown, etc. **Difficulty in Measurability:** Results cannot be easily measured because we don't have exact viewership number to measure the effectiveness of traditional marketing.

1.3 Digital Marketing

Digital Marketing is targeted, measurable & interactive marketing of products or services by using digital technologies available in the globe. The use of digital technologies in marketing helps in increasing the number of viewers, turning them into customers, & also retaining them.

1.3.1 Techniques of Digital Marketing

- Social Media Marketing
- Search Engine Optimization
- Email Marketing
- Content Marketing
- Web Advertising

1.3.2 Advantage of Digital Marketing

Cost Reduction & Substantial Returns: Online Marketing strategy can be developed with a very less cost & this can also potentially replace the costly advertising channel. **Lead generation & Brand Development:** A

website with a quality content targeting towards the need of the customers & adding value to target audience can provide a wide lead generation opportunities. **Global Reach:** Digital Marketing enabled firm can find new target groups & trade all over the globe with a very less investment.

1.3.3 Disadvantages of Digital Marketing

Replication of Promotional Strategy: One of the most important threats to digital marketing is that this promotional strategy can be easily copied by competitors or challengers. **Highly Competitive:** Digital promoters are not capable of getting into a more powerful place for the best possible exposure for their promotion and promotion tasks due to too much competition as it makes it more difficult to guess the interest of targeted viewers. **Trustability on Technology:** The internet is more inclined to error. Sometimes link may not work, landing page may not load and page buttons just don't simply do its job. This may be some of the reasons organization's potential customers will move from its brand to next brand. **Complaints and Feedback:** It is one of the biggest disadvantages of digital marketing. Customers' complaints and feedbacks are visible in public on its social media platform. One single negative comment, tweet, feedback or post about its services and products can destroy organization's online reputation for a long time.

II. Research Methodology

2.1 Objectives of the Study

- To study and analyze the difference between Traditional and Digital Marketing
- To study the various components that affects both the marketing technique
- To analyze and compare the traditional and digital marketing
- To explore the various utilities of internet marketing with compare to traditional marketing.
- **Research type:** Exploratory research
- **Sampling Design:** Convenience sampling
- **Sample Size:** 100 Respondents
- **Sample universe:** Customers
- **Research Instrument:** Questionnaire
- **Data sources:** Primary and Secondary data
- **Statistical tool:** MS Excel

III. Data Analysis & Interpretation

It has been observed that 100% participants are aware about the concept of marketing.5% participants have use of Internet once a week, 8% 2 to 3 days a week, 42% 1 to 2 hrs a day, 45% more than 3 hours. 44.2 % Persons says that Google is the most popular sources of information. There are 28.8 % Persons says that YouTube is the most popular sources of information. 100% participants are aware about the online shopping.78% participant concentrates on Digital Marketing and 22% concentrate on Traditional Marketing. There are 36.5 % respondent purchases on Internet for Cash back.36.5 % persons Says purchases on Internet for Discount. There are 25 % persons Says purchases on Internet for Sale & only 2 % respondent purchases on Internet for all. There are 2.9% Persons Says both is Consuming time14% respondents says that they spend 50:50 ratio on traditional and digital marketing while16 % respondents says that they will spend 70:30 ratio on traditional and digital marketing. Around 86% respondent customers believe in the growth prospect of digital marketing in the future.

IV. Conclusion

This research was concerned about the comparison between traditional marketing and digital marketing and the objective was to derive and analyze difference between traditional and digital marketing and to study the various factors which influence both the marketing strategies. It has been found that in our country internet users are mounting with each passing day. Due to this, companies are spending huge amount of their budget on digital marketing, and with each passing day, companies are shifting from traditional to digital marketing. Traditional marketing comprises of 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 today, as a miniscule part of a brands marketing strategy. It has been found out that through digital marketing we are able to focus target market in a better way than traditional marketing. The study has also revealed that in order to utilize the digital marketing in an effective way, the companies are required to design an effective platform. The transition of newspaper from the printed version to the online version exemplifies the current trends of the digitalization.

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