

# Analysis On the Digital Marketing Vs Traditional Marketing 7P's Of Marketing Mix: The Core Elements for Service Market Place

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## ABSTRACT

Marketplace consists of two kinds of sectors i.e. Product market and service market. The success of any market depends on marketing mix. Both product and service markets have respectively 4P's and 7 P's in their marketing mix. The marketing mix of service market is also known as the extended marketing mix. In this research paper, we are discussing the 7 P's of marketing mix belongs to service market to be sustainable in such competitive era. Traditionally, we sell our products and services to the general population. The typical response rate for outbound communications in conventional marketing is usually between 0.5 percent and 2 percent, depending on the medium used. The Internet are revolutionising the way businesses communicate with their customers, making it easier and more efficient than traditional marketing methods. Internet access is available 24 hours a day, seven days a week, 365 days a year, making it more convenient for today's users.

**Keywords:** Internet Marketing, Traditional Marketing, Purchase, e-Commerce E-Commerce, Open Network for Digital Commerce (ONDC), Online, Marketplace, Platform.

## Introduction

### Marketing

Marketing is a social process that begins by identifying the requirements of consumers and then developing a product or service to suit those needs in an attempt to persuade them to purchase the products or services being offered. Marketing is, without a doubt, critical to the success of any organisation. Marketers are entrusted with the responsibility of bringing products and services to the general public's attention. Long-term success is unlikely for a firm that ignores the needs and desires of its consumers, the demographics and ambitions of its customers, and the nature of its products and services the purpose of any corporation is to create money by offering products and services that people want and are willing to pay a reasonable price for. Marketing is all about achieving this goal. Thus, effective marketing must be able to build for end users a "proposition," or a set of benefits that adds value in the form of products or services, in order for them to be successful.

This research will make no distinction between marketing, advertising and the word ad in general. The terms are intended to be interchangeable, and as a result, they will be used frequently. In light of the fact that viral marketing was born as a consequence of the advent of the Internet, it is necessary to clarify the term. Viral marketing is a more sophisticated kind of word-of-mouth marketing

that has grown from its original form. For a number of reasons, users communicate with one another via the use of brief words, photos, and even videos. The topic of viral marketing will be covered in more detail later on.

### **Internet Marketing**

Direct marketing is a method of communication that makes use of the internet. Those who have asked how the internet has altered the world of marketing are not alone in their curiosity. However, the definition and use of the term have changed throughout time. As soon as it was introduced, its primary function was the exchange of e-mail messages with customers and the solicitation of their comments. Companies may now target their potential customers more precisely and learn more about them, allowing them to better understand how to approach each particular client.

The concept of Internet marketing has grown in recent years, providing organisations with more possibilities for selling their products and services. Thus, the company's website has evolved into a common platform for disseminating information about the company's goods, services, and image. If you compare the Internet to conventional marketing tactics, it has evolved into a strong marketing tool in and of itself. When looking at it from a technology standpoint, it is possible to detect its increase as well as the simplicity with which customers may get access. In today's environment, a large number of people have access to the Internet. The Internet is used on a daily basis by 65 % of Sweden's male population and 53 % of its female population, according to statistics. Because of the large number of prospective customers, the companies are able to reach a bigger audience of people.

### **Research Objectives**

- Highlight the Marketing Mix of Service Marketplace.
- The Significance of each P of Marketing Mix for Service
- To measure the market penetration of internet marketing with compare to traditional marketing.
- To know an awareness of internet marketing to purchase online with compare to traditional marketing

### **Proposed Methodology**

#### **Research Problem**

For a long time, marketers depended on a range of traditional marketing strategies to achieve their goals. Face-to-face contact, television, radio, and periodicals are all examples of traditional channels that marketers have used to engage with their customers in the past. With the advent of the Internet to the mix of traditional communication channels, marketers now have a plethora of new routes to investigate and exploit. Due to the introduction of possibilities that were previously unavailable, the Internet has had an influence on the marketing process overall. The Internet is a communication medium that has grown and is continually changing, and it has piqued the curiosity of the general public due to its wide range of applications. When a marketer knows the differences between traditional marketing and Internet marketing, it is much simpler for him or her to make the best marketing plan decision.

### **Qualitative Research**

Qualitative research, which is based on personal observations, in-depth interviews, and the

examination of documents and other materials, aims to get a more comprehensive understanding of the research issue. Instead of a large random sample, the researcher requires a more targeted small group of participants to analyse. Qualitative studies are often utilised to address difficulties surrounding how complicated events could be defined and understood from the viewpoint of participants, according to this

description. Qualitative research is often exploratory and unstructured, with an emphasis on understanding and generating insights. It was decided to use a qualitative research approach for this study since the goal of it is to compare the use of traditional marketing and Internet marketing by a chosen group of fashion companies. Since this strategy will enable them to cover all parts of the issue at hand and give a thorough study and understanding, the authors have chosen to employ this approach.

## Data Collection

### Primary Data

It is a compilation of first-hand knowledge from a source that is as exact as feasible that is referred to as primary data set. It is possible to get this information via a number of means including tests and observations, surveys, phone calls, emails, and personal interviews.

### Secondary Data

In other words, secondary datasets are data that has previously been gathered by someone else. Books, journals, and internet data sources such as company websites are all examples of these resources. The Internet (web pages and publications) and books were used to obtain this information. ABI/Inform and other databases given by Mälardalens University were utilised to locate the papers. In order to get quantitative data, one must visit the Statistiska Centralbyrån (SCB) website.

## Internet Buying Preference Vs. Personal Purchasing Preference

The McNemer Test, which is a non-parametric (distribution-free) test, was used by the researcher to test this hypothesis. This test may be useful if the same number of respondents participates. According to whether they like or detest a certain choice, respondents are divided into two equal groups. Result: After getting a treatment, respondents are asked if they approve or disapprove of a particular therapy. The researcher used Internet buy preference and personal purchasing preference criteria to establish whether or not there was a difference between traditional and modern shopping among the 500 participants. Table 4 contains descriptive data, which includes the sample sizes, the mean, the standard deviation, and the percentiles (percentiles are not included).

5.6 summarises respondents' personal preferences for online shopping and internet purchases, which contains the McNemer data table for 500 respondents and the McNemer data table for 500 respondents. 211 respondents in this Table claimed that they prefer both online and in-person shopping options, 116 respondents stated that they prefer an online but not a personal purchasing option, and 111 respondents stated that they prefer a personal purchasing option but not an online purchasing option.

**Table 1: Descriptive Statistics**

	Percentile
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	N	Mean	SD	Min	Max	25th	50th(Median)	75th
INTERNETBUYING_PREF	500	1.35	.476	1	2	1.00	1.00	2.00
PERSONAL_BUYING_PREF	500	1.36	.479	1	2	1.00	1.00	2.00

**Table 2: Personal Buying Preferences and Internet Shopping**

	INTERNETBUYING_PREF	PERSONAL_BUYING_PREF
	1	2
1	211	116
2	111	62

Using the McNemer test, the null hypothesis is accepted with a probability of 0.05 and the alternative hypothesis is rejected with a probability of less than 0.5. In other words, there seems to be no difference between online and personal purchasing preferences.

**Table 3: Mc Nemer Test Statistics**

N	500
Chi-Square	.070
Asymp.Sig.	.791
ExactSig.(2-tailed)	.791
ExactSig.(1-tailed)	.395
PointProbability	.050

### Hypothesis Testing: Catalog Preference Vs. E-Catalog Preference

A non-parametric test known as the McNemer Assess was used by the researcher to test his hypotheses in this study (distribution free). This test may be useful if the same number of respondents participates. The criteria for Ecatalog preference and catalogue preference were used to see whether there were any differences between old and new purchasing methods among 500 survey participants. Prior to then, respondents were divided into equal groups depending on their liking for and opposition to certain ideologies. Following that, the same number of respondents was polled and questioned about their preferences in a follow-up survey.

**Table 4: Descriptive Statistics**

	N	Mean	SD	Min	Max	Percentile		
						25th	50th(Median)	75th
CATALOG_PREF	500	1.28	.448	1	2	1.00	1.00	2.00
CATALOG_PREF	500	1.26	.441	1	2	1.00	1.00	2.00

Descriptive data, such as sample sizes, mean and standard deviation, and percentiles, may be found in Table 4

**Table 5: Catalog Preference and E-Catalog Preference**

CATALOG_PREF	ECATALOG_PREF	
	1	2
1	244	117
2	124	15

Table 5 contains the McNemer data table for the ecatalog and catalogue preferences of 500 respondents, which was compiled by McNemer. 244 respondents answered that they prefer both a printed catalogue and an electronic catalogue, 117 respondents claimed that they prefer electronic catalogues over printed catalogues, and 124 respondents stated that they prefer catalogues over electronic catalogues, as shown in the following Table.

**Table 6: Mc Nemer Test Statistics**

N	500
Chi-Square	.149
ExactSig.(2-tailed)	.699
ExactSig.(1-tailed)	.350
PointProbability	.046

Its probability of 0.046 and its less than 0.5 mean null hypotheses are accepted while its alternative hypotheses are rejected in Table 6 of the McNemer Test. As a result, there seems to be no difference between the preferences of e-catalog and print-on-demand catalogues.

**Hypothesis Testing: Traditional Purchasing Weightage Vs. E-Purchasing Weightage**

For the purpose of testing this hypothesis, the Wilcoxon Signed Ranks test as well as the two-sample sign test was used. It is necessary to employ nonparametric testing in both circumstances. According to the findings of this study, both traditional and online purchases had a substantial influence on the amount of weight that was assigned to each option. Based on a survey size of 500 respondents, the mean score for traditional shopping is 54.25, which is lower than the mean score of 57.04 for online purchasing. Thus, clients are more inclined to make electronic transactions than traditional ones, according to this data. However, the standard deviation of traditional purchases is much larger than the standard deviation of e-purchases. In light of this research, we may infer that consumer are changing their buying habits more often in traditional purchasing than in E-purchasing, as shown by the data.

**Table 7: Descriptive Statistics**

	N	Mean	SD	Min	Max	Percentile		
						25th	50th(Median)	75th
TRADITIONAL_PUR_SCORE	500	54.25	21.699	10	90	40.00	55.00	75.00
E_PUR_SCORE	500	57.04	20.874	10	90	40.00	60.00	75.00

Table 7 contains descriptive statistics that include information on numerous significant statistics such as the size of the universe (N), the mean of the data, the standard deviation (S.D.) of the data, and the percentiles values.

**Table 8: Wilcoxon Signed Ranks**

		N	Mean Rank	Sum of Rank
E_PUR_SCORE TRADITIONAL_PUR_SCORE	Negative Ranks	187	237.20	44357.00
	Positive Ranks	261	215.40	56219.00
	Ties	52		
	Total	500		

Table 8 contains the results of Wilcoxon signed rankings for a population of 500 people, with 187 negative ranks and 261 positive ranks, for a population of 500 people. In this census, there are a total of 52 connections among the people in the population. The mean rank value for a negative rank value is 237.20, whereas the mean rank value for a positive rank value is 215.40. Overall, there are 44357.00 negative rank value rankings and 56219.00 positive rank value rankings (see table below).

**Table 9: Wilcoxon Signed Rank Test Statistics**

	E_PUR_SCORE - TRADITIONAL_PUR_SCORE
Z	-2.166
p-value	.030

Using Table 9 the p-value is .030, which means the null hypothesis, is accepted and the alternative hypothesis is rejected, despite the fact that the value of Z is -2.166. As a result, e-purchases and conventional purchases aren't mutually exclusive options.

**Table 10: Two Sample Sign Test Frequencies**

		N
E_PUR_SCORE- TRADITIONAL_ PUR_SCORE	Negative Differences	187
	Positive Differences	261
	Ties	52
	Total	500

Two instances of sign frequency statistics are shown in the following table. In this test, which comprises a total of 500 participants, there are 187 negative and 261 positive variances between the two groups of individuals. There are two methods of purchasing an item: via e-commerce and through traditional channels.

**Table 11: Two Sample Sign Test Statistics**

	E_PUR_SCORE - TRADITIONAL_PUR_SCORE
Z	-3.449
ExactSig.(2-tailed)	.001
ExactSig.(1-tailed)	.000

PointProbability	.000
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Table 11 shows that a p-value of 0 indicates that the null hypothesis is accepted, indicating that online marketing is distinct from conventional marketing and hence has a higher preference value.

**Marketing Mix**

The marketing mix is an important aspect in order to make strategies for marketing activities of both product & service markets. The product marketing mix consists of 4 P’s whereas service marketing mix consists of 7 P’s. The extended elements of marketing mix are treated as separate elements because these are within the control of organization. These extended elements have the power to influence the customer’s initial buying decision; their repurchase decision as well as their level of satisfaction.

The extended marketing mix lead to enhance skills with regard to services provided to the target segments. The overall benefit of the providers, users, & employees depends on how these service providers use this tool of mix.

Marketing mix is different for both products and services marketing as both have 4 P’s and 7 P’s



respectively. The graphical presentation of product & service marketing mix is as follows:

**Image 1: Service Marketing Mix**

(Source of Image: expertprogrammanagement.com )

**Product**

Product in the marketing context is anything which is offered to the market for exchange for or consumption. Goods product implies a high degree of tangible component and some intangible like style, after sales services etc. whereas service product implies a high degree of intangible component and negligible tangible components. A service is basically a collection of features and benefits. These features are created for a specific target market.



## Pricing

### Image 2: Product

Source of image: Article on Service Marketing Mix written by Anjali J in The investors book retrieved from <http://theinvestorsbook.com/service-marketing-mix.html> )

Pricing is one of the key elements of service marketing as this decides the acceptance rate of



service in the market. It is treated as decision variable. For price determination, various factors of marketing strategy of firm should be considered. The nature of service tend to influence the pricing of service. It is required to identify that how much a customer is willing to pay for the services they rendered, profit margin as well as payment methods. For example: if the price of a firm services is lower than the other competitors service prices than it is seem that the customers are willing to click on one of the ads and tend to buy service which attracts them as reasonable price.

### Image 3: Pricing

(Source of image: Article on how the 7 P's of marketing fit into your marketing mix written by angela bick ford in business to community retrieved from <http://www.business2community.com/marketing/how-the-7-P's-of-marketing-fit-into-your-marketing-mix-02382306> )

## Place

Place is another element of marketing mix in which the location of the product/ service has been identify where the product/service has been sold. Under this element, it is recommended to the firm to build a habit to identify and review the exact location where the customer meet to the salesperson in order to buy product/service because on the identification of exact location, necessary modification can be take place by the company such as change in location of sales which can result in boost in sales value.

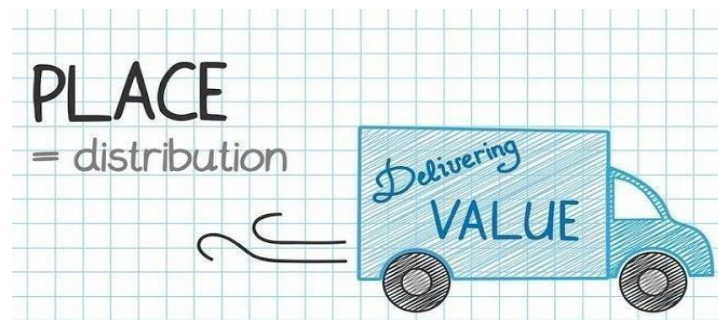




**Image 4: Place**

(Source of image: Article on Service Marketing Mix written by Anjali J in The investors book retrieved from <https://theinvestorsbook.com/service-marketing-mix.html> )

The company has various ways to sale their product /service such as through telemarketing, online marketing, by distribution channels like agents, salespersons etc. It is depends upon the company's strategy where they can use one or more ways to sale their product /service. The organization



has to know right location from where a customer can collect important information in order to make purchase decision.

**Image 5: Delivering Value**

(Source of image: Article on How the 7 P's of Marketing Fit into Your Marketing Mix written by Angela Bickford in business to community retrieved from <http://www.business2community.com/marketing/how-the-7-P's-of-marketing-fit-into-your-marketing-mix-02382306>)

**Promotion**

The main aim of marketing is to be noticed. Good marketing tends to keep attracting customers towards the product/service to aware about the existence of product/ service in market. Promotion is a crucial activity which has different methods to spread awareness of the products/services in order to generate sales. Advertising, free sample of product/free service, e- mail marketing are the tools in promotion elements. The firm may choose of one or more tools for promote their product/service.

The correct promotional mix leads to have high volume of satisfied customers, reach higher



number of potential customers.

**Image 6: Promotion**

(Source of image: Article on How the 7 P's of Marketing Fit Into Your Marketing Mix written by Angela Bickford in business to community retrieved from <http://www.business2community.com/marketing/how-the-7-P's-of-marketing-fit-into-your-marketing-mix-02382306>)

## People

In service industry the manpower leads to differentiate a company from another one on the basis of the volume of manpower, skilled, semi skilled, non-skilled manpower. As in such competitive era, the manpower is the most important element of marketing mix because other all activities are depends upon the manpower and their qualities of handle any situation. The requirement of this mix is to handle customer's complain with maintaining calmness while dealing with them. In order to motivate



the manpower in the workplace, the company has a strategy like incentive for performing better and dealing with customers with ease and positive outlook.

### Image 7: People

(Source of image: Article on Service Marketing Mix written by Anjali J in The investors book retrieved from [http's://theinvestorsbook.com/service-marketing-mix.html](http://theinvestorsbook.com/service-marketing-mix.html))

## Physical Evidence

The physical evidence in marketing mix refers to the physical environment experienced by the buyer. It includes the layout of organization's website, design and layout of organization premises. it is required that physical evidence should reflect how company want to seen by the customer. For example,

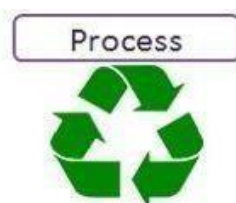


an expensive hotel needs to ensure that the furniture, tableware, lighting are reflecting image of high quality.

### Image 8: Physical Evidence

(Source of Image: hotel services and facilities in slides member retrieved from [http's://www.slidemembers.com/en\\_US/view/PPT-Templates/hotel-services-facilities-proposal-powerpoint-example-16986#](http's://www.slidemembers.com/en_US/view/PPT-Templates/hotel-services-facilities-proposal-powerpoint-example-16986#) )

## Process



Process can be defines to the processes include in delivery the products/services to the customers. It is about to do business with ease. Having good process poses a characteristic like organization provides the same quality of services and product repeatedly. It tends to save money and time of

customers.

### **Image 9: Process**

(Source of Image: Article on Service Marketing Mix written by Anjali J in The investor's book retrieved from <http://theinvestorsbook.com/service-marketing-mix.html>)

### **Nature of Extended 3 Variable of Marketing Mix**

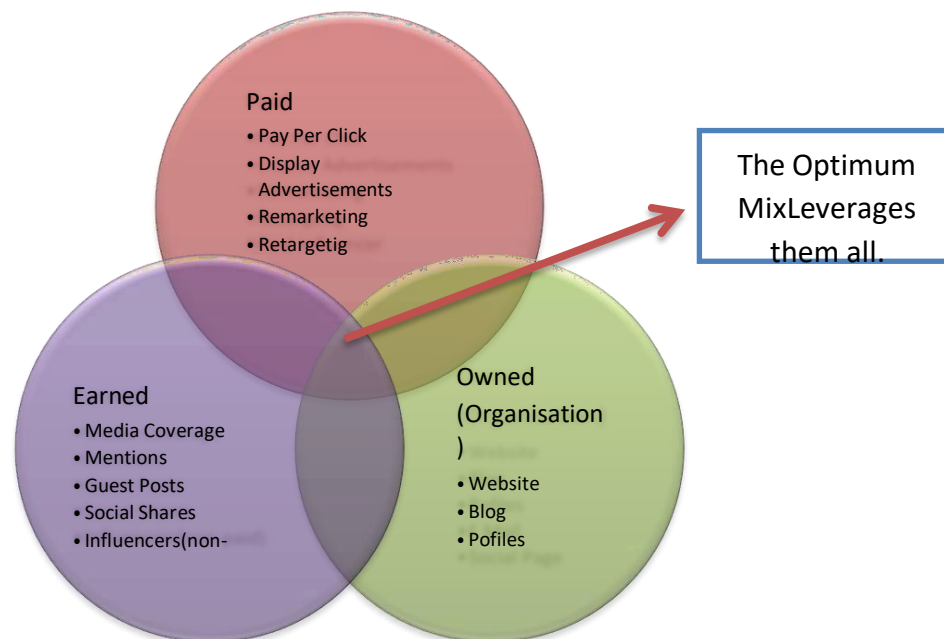
As describe above, the 4P's of Marketing Mix are Product, pricing, promotion and place whereas 3P's added in service marketing mix along with 4P's i.e. People, Process and Physical Evidence.

- **People:** It represents the inside working of an organization. Each employee who interacts with company's customer makes an impression upon customer which could be positive or negative. This impression leads to have Customer Satisfaction or Customer Dissatisfaction.
- **Process:** it is the analysis of the efficiency of processes that unfold the effective delivery of products or services to the end customer. In order to have effective and smooth process several areas should be analyze:
  - Do you have proper technique to smoothly follow the process of sales?
  - Does your process customer centric or product centric?
  - Do you have efficient sales process? Etc.

**Physical Evidence:** it enables the reassurance with product/service provided. This includes testimonials, making available evidence and reviews from third parties who have previously interacted with the company in positive manner.

### **The Difference between 4 P's and 7 P's of Marketing Mix**

The difference between 4P's and 7P's lies in the motive organization wants to achieve. The Extended Marketing Mix or Service Marketing Mix guides businesses with a deeper understanding of how to meet the requirements and expectations of their customers. The 4P's model is an important tool, which is useful for small businesses who sell a "standard" product. On the other hand, when business is specialized in providing a highly differentiated product or a service, then organization should choose the 7P's model of Marketing Mix. In this case, the customer experience and the degree of after sales service build customer satisfaction.



It is also significant to highlight notice that the 7P's enables companies to review and define important issues that affect the online marketing mix for all kinds of businesses. New aspects have introduced the Digital Transformation and the rise of E-Commerce related to the routes customers find and buy products.

### Image 10: The Digital Marketing Mix o Achieving Business Goals

(Source: Author)

The consumer is more selective and demanding rather than passive in their choices of product and services, but In this sense the 7P's model strengthen the right framework, moving the perspective from a company-centric to a consumer-centric.it all possible due to the three additional variables i.e. People, Process and Physical Evidence.

### Conclusion

Marketing mix plays an important role as each element has its own contribution to evolve any organization. Without any of them, no entity can bloom properly. Now a day due to the tremendous development of digital technologies, the digital marketing mix also plays a vital role to grow the business. With the time passes, different p's involves in service marketing mix like productivity, partners, presentation, and passion. The internet has had a significant impact on the consumer sector in India. When we look at the data, we find that the general trend toward online buying is a bit shaky, to say the least. Because customers prefer traditional means and are more comfortable with their purchases, their purchasing choices on the internet have little impact on their thinking. According to the results of a study of catalogue users, buyers who use the internet to make purchases prefer the information included in catalogues. On the internet, consumers may compare their choices, and traditional marketing practises have nothing in common with this. One of the most distinguishing characteristics of internet marketing is that it is fully self-sufficient. According to the results of the statistical study, more individuals in various cities in Gujarat prefer to purchase online than in other cities in the state. An very significant association exists between online and in-store purchasing decisions. Customer demand for electronic catalogues is growing in contrast to conventional paper catalogues, which are becoming more popular

with consumers seeking product and service information. The internet has surpassed traditional brick and mortar stores as the most preferred means of purchasing goods and services. Because of this, internet-based businesses are poised for significant growth in the foreseeable future

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9. Source of Image hotel services and facilities in slides member retrieved from [http's://www.slidemembers.com/en\\_US/view/PPT-Templates/hotel-services-facilities-proposal-powerpoint-example-16986#](http://www.slidemembers.com/en_US/view/PPT-Templates/hotel-services-facilities-proposal-powerpoint-example-16986#).