

# Digital Marketing Vs. Traditional Marketing- General View Comparative

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## Abstract

A market is the aggregate of all individuals or entities who engage in buying and selling activities within a specific area or region. The area might refer to the entire planet, specific countries, regions, states, or cities. A market is a gathering of two parties for the purpose of facilitating the exchange of products and services. Buyers and sellers are the entities involved in the act of exchanging goods or services. The primary objective of marketing is to facilitate the accessibility of products and services to customers based on their specific requirements and desires. Marketing has been an ongoing process for a long time and has transitioned from traditional marketing to digital marketing. Companies that have embraced new technological advancements in the market may easily maintain continuous communication with their customers while delivering goods and services. This article has recognized the distinction between traditional marketing and digital marketing by analyzing consumer opinions based on their experiences with both types of marketing. Consumers are increasingly technologically literate when it comes to their purchase choices.

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

## 1. Introduction

### 1.1 Marketing

Marketing is the strategic process of targeting and delivering the appropriate goods, services, or ideas to the intended audience, at the optimal location, time, and price. It also involves employing effective promotional strategies to enhance consumer satisfaction and engagement with the offered products or services. Marketing is included among the more recent ideas of marketing management. This is a newly developed notion that strongly emphasizes the idea that "the customer is king". The decisions are influenced, either directly or indirectly, by the customer's wants. From manufacture to design to shipping, every step of the process is focused on ensuring client pleasure.

- The history of marketing can be divided into several significant stages, which are outlined below
- The Trade Era refers to a period of time when trade was the primary focus of businesses.
- The Production Orientation Era is characterized by a strong emphasis on production and efficiency.
- The Sales Orientation Era is marked by a focus on aggressive sales techniques and persuasion.
- The Marketing Orientation Era is characterized by a shift towards understanding and meeting customer needs and wants.
- The Relationship Marketing Era emphasizes building long-term relationships with customers and creating customer loyalty.

- The Social/Marketing Era refers to the current era where social media and technology play a significant role in marketing strategies.

## 1.2 Traditional Marketing

In conventional marketing, our objective was to inform the public about the availability of our product or service for purchase. Traditional marketing is a method used to facilitate the exchange of goods and services in the market. It is a traditional technique of marketing that predates modern methods. The term encompasses several forms of media such as print media, broadcast media, outdoor advertising, and more. While playing a crucial role in reaching local audiences, organizations face increasing challenges in surviving competition in the modern world. Organizations are endeavoring to embrace innovative technology in order to fulfill client requirements and desires and enhance their competitiveness. Since the onset of the 21st century, there has been a significant advancement in information technology that has had a profound impact on every aspect of our life. These changes have had an impact on companies, prompting them to adopt new technology in order to stay competitive.

### 1.2.1 Techniques of Traditional Marketing

#### Print advertising

- includes newspaper
- magazine advertisements.

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Types of Advertising:

- 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

Companies have the ability to reach a specific demographic of consumers who may not be active internet users. If the intended audience consists of local consumers, the company can utilize radio advertisements and local newspaper advertisements to effectively reach that specific geographical area. Radio commercials are an expedient method for conveying your message, since they often require minimal preparation time before being broadcasted on the local radio station.

**Direct interpersonal interaction:**

Personalized marketing is a highly effective practice that achieves recognition for its goods and services. There are certain situations and circumstances where this particular method of selling is highly beneficial for promoting a product or service.

**Simple to comprehend:**

The conventional approach may be the sole means of connecting with your previous generation. Given their prior exposure to these advertisements, they possess sufficient familiarity with the purpose and nature of these promotional materials, thereby obviating the need for a comprehensive explanation.

**Efficiency Rate:**

In the era of digitalization, one may question the persistence of conventional marketing techniques. The rationale behind this is straightforward: it has been thoroughly tested and proven to have a high percentage of effectiveness.

**1.2.3 Disadvantages of Traditional Marketing**

**Costly:** Traditional marketing is more expensive when compared to digital marketing. In order to advertise through newspapers, radio, television, or by distributing flyers or pamphlets, it is necessary to make a payment for each campaign that is run. **Inefficiency:** Unlike online marketing, conventional marketing poses challenges in accurately measuring the conversion rate of advertisements. This lack of measurement hinders the ability to assess the effectiveness of ads and the outcomes they yield. **Coercive Strategy:** These marketing methods are seen as a coercive approach to selling a product, as the consumer may not actively be seeking your product initially. **Lack of Familiarity with Conventional Approaches:** A significant number of individuals have a tendency to disregard or overlook advertisements more readily, such as by not reading billboard or banner ads, switching channels on television while commercials are aired, and so on. **Lack of measurability:** The success of traditional marketing cannot be easily quantified due to the absence of precise audience data.

**1.3 Digital Marketing**

Digital Marketing refers to the focused, quantifiable, and interactive promotion of products or services through the use of available digital technology worldwide. Utilizing digital technology in marketing facilitates the augmentation of viewership, conversion of viewers into customers, and the retention of consumers.

**1.3.1 Techniques of Digital Marketing**

- Social Media Marketing,
- Search Engine Optimization,
- Email Marketing,
- Content Marketing,
- Web Advertising are all different methods of promoting products or services online.

**1.3.2 Advantage of Digital Marketing**

**Cost Reduction & Substantial Returns:** An online marketing strategy can be devised at a significantly lower cost and has the potential to replace expensive advertising channels. **Lead generation and brand development:**

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A website that offers high-quality content tailored to meet the needs of clients and adds value to the target audience can create numerous prospects for lead creation. A firm that utilizes digital marketing can easily

reach new target groups and conduct business worldwide with minimal expense.

### 1.3.3 Disadvantages of Digital Marketing

One significant vulnerability of digital marketing is its susceptibility to replication by competitors or challengers, posing a substantial danger to its effectiveness. Intense Competition: Digital marketers face significant challenges in securing prime positions for optimal exposure of their promotional activities, as the abundance of competition makes it increasingly difficult to accurately gauge the interest of their target audience. Reliability of Technology: The internet is prone to errors. Occasionally, hyperlinks may fail to function, landing pages may fail to load, and page buttons may not perform their intended tasks. These are some reasons why clients of an organization may switch from its brand to another brand. Drawbacks and Critiques: It stands as a prominent drawback of digital marketing. Customers' concerns and feedback are publicly viewable on the company's social media platform. A solitary adverse comment, tweet, critique, or post regarding an organization's services and products has the potential to significantly damage its online reputation for an extended period.

## II. Research Methodology

### 2.1 Objectives of the Study

- To examine and assess the disparity between Traditional and Digital Marketing.
- To analyze the several factors that influence marketing strategies.
- To evaluate and contrast the conventional and digital marketing strategies
- To examine the different applications of internet marketing in comparison to traditional marketing.
- Research type: The research conducted is exploratory in nature, aiming to gather preliminary information and insights on a particular topic.
- Sampling Design: Convenience sampling method was used, where participants were selected based on their availability and willingness to participate.
- Sample Size: The study included a total of 100 respondents who were chosen to provide their input and opinions. Example population: Customers
- Research Instrument: Questionnaire
- Data sources: for this project include both primary and secondary data.
- The statistical tool used for analysis is MS Excel.

## III. Data Analysis & Interpretation

All participants have demonstrated complete awareness of the marketing concept. 5% of the participants have access to the Internet once a week, 8% use it 2 to 3 days a week, 42% use it for 1 to 2 hours a day, and 45% use it for more than 3 hours. 44.2% of individuals think that Google is the most prevalent source of information. 28.8% of individuals claim that YouTube is the foremost and well recognized medium for accessing information. All participants have complete awareness of online shopping. 78% of the participants focus on Digital Marketing, while the remaining 22% focus on Traditional Marketing. 36.5% of the respondents make online purchases in order to receive cash back. 36.5% of individuals report making online purchases in order to obtain discounts. 25% of individuals reported making purchases on the internet for sales, whereas only 2% of respondents made purchases on the internet for all purposes. 2.9% of individuals claim that both activities are time-consuming. 14% of the respondents reported allocating their marketing budget equally between conventional and digital channels, while 16% indicated a

preference for a 70:30 split in favor of traditional marketing. Approximately 86% of the surveyed customers had confidence in the future potential of digital marketing.

#### IV. Conclusion

This study focused on comparing traditional marketing with digital marketing. The purpose was to identify and analyze the differences between these two approaches and to examine the many aspects that influence both marketing techniques. Recent data indicates a steady increase in the number of internet users in our country. As a result, firms are allocating a significant portion of their money towards digital marketing. Furthermore, there is a growing trend of companies transitioning from traditional marketing methods to digital marketing. Traditional marketing encompasses several forms of advertising, including print ads in newspapers, magazines, billboards, direct mail, business cards, posters, TV and radio commercials, and printed materials like brochures or pamphlets. These mediums were effective until the internet was introduced, and they may still have some relevance today, albeit as a small component of a brand's marketing strategy. Research has revealed that digital marketing enables us to more effectively target specific markets compared to traditional marketing methods. The survey has also found that organizations need to create a well-designed platform in order to effectively leverage digital marketing. The shift of newspapers from print to online highlights the present trend of digitalization.

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