

## A Comparative Study On Digital Marketing Over Traditional Marketing

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### Abstract—

This aims to find the effectiveness and efficiency of digital marketing over traditional marketing. There is no specifically any geographical area is taken. This project aims to help companies to make investment decision in digital marketing. The project explains how digital marketing is helps the company to reach the customers. Both primary and secondary data has been used to support the research. The Project finds there is a huge potential in the market. The study finds there is huge response from the customer to digital marketing. It has been found out that there will be high return on investment if we use digital marketing compare to traditional marketing.

**Keywords:** Digital Marketing, Traditional Marketing, Companies.

### INTRODUCTION

This paper deals about the marketing methods used by the companies and to find which one is effective and efficiency for the firm point of view. Also, deals about the customers thoughts, approaches and behaviours towards the digital and traditional marketing system. By knowing the views from both customer as well as from firms we can have a conclusive result using SPSS tools.

**Traditional marketing** mainly focuses on the corporate and therefore the product, as where online marketing centres on the customer and their interests. So basically, you'd use traditional marketing to expand your business and strive to distribute your product through the three main geographical levels (local, regional, national) and ultimately worldwide. There would apparently be less specialise in the particular customer and their needs although some might afflict this logic.

Communication is unidirectional. Means, a business communicates about its products or services with a gaggle of individuals.

- Medium of communication is usually phone calls, letters, and Emails.
- Campaigning takes longer for designing, preparing, and launching.
- It is administered for a selected audience throughout from generating campaign ideas up to selling a product or a service.
- It is conventional way of marketing; best for reaching local audience.
- It is difficult to live the effectiveness of a campaign.

**Digital Marketing** is nothing but targeted, measurable, and interactive marketing of products or services using digital technologies to increase viewers, turn them into customers, and retain them.

The traditional manner of selling involved businesses to advertise their products or services on medium, bill boards, radio and tv commercials, business cards, flyers, and in many other similar ways where Internet or social media websites weren't employed for advertising. Traditional marketing policies had limited customer reachability and scope of driving customers' buying behaviour.

- Communication is bidirectional. The customer can also ask queries or make suggestions about the business products and services.

- Medium of communication is usually through social media websites, chat, and Email.
- there's always a quick thanks to develop a web campaign and perform changes along its development. With digital tools, campaigning is easier.
- The content is available for general public. It is then made to succeed in the precise audience by employing program techniques.
- It is best for reaching global audience.
- It's easier to live the effectiveness of a campaign through analytics.

#### **PROBLEM STATEMENT**

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Now a days the trend of digital marketing gets hiked after this pandemic and that will be the future of marketing sector when compare to the traditional marketing. Still, many of the people are not aware of this. You may be spending the majority of your digital marketing in the poorly performing channels targeting the wrong audience. Your website design and copy may not be right for the audience that is being driven to your site, or they might be an audience not in the position to make a purchase.

Traditional marketing can be more expensive than digital marketing. This is especially true when you add in the total costs of production and the media buy. Con: Traditional marketing is often not as measurable as digital marketing.

The awareness among the general people as well as the large firms toward this future is still in doubtable state so to find that the below statement will be helpful

- Comparative analysis of Digital and Traditional Marketing.
- Effectiveness and Efficiency of Digital Marketing.
- Consumer preference on Digital and Traditional Marketing.

#### **NEEDS FOR THE STUDY**

- To identify the efficiency of digital marketing in upcoming digital world.
- To understand the consumer preference on digital and traditional marketing.
- To make comparative study and give appropriate solution for the organization to improve their firm among competitors.

#### **SCOPE OF STUDY**

- This study will give the clear view of costumer interest towards digital marketing sector.
- It helps analyse the strategy of competitors and suggests the best appropriate strategy to the organisation.

#### **OBJECTIVES OF THE STUDY**

- **Primary Objectives:**
  - ✓ To compare digital marketing and traditional marketing.
- **Secondary Objectives:**
  - ✓ To find efficiency and effectiveness of digital marketing.
  - ✓ To find the customer preference on digital and traditional marketing.
  - ✓ To find out the usage of social media platforms.
  - ✓ To find in which platform customer prefer to watch ads.
  - ✓ To find which platform is more effective for the companies.

#### **RESEARCH METHODOLOGY**

Research methodology importance lies in the resolution of various planning and operational problems. It helps to make decisions. It includes the analysis of cause-and-effect relationships between various variables and helps to recognise behaviour / patterns / trends in other variables. The research methodology will show how the knowledge is properly interpreted and give a diverse outcome of the research.

- Research type: Descriptive research

- Sampling Design: Convenience sampling
- Research Instrument: Questionnaire
- Data sources: Primary and Secondary data
- Statistical tool: SPSS

#### **REVIEW OF LITERATURE**

#### **Internet Marketing vs Traditional Marketing: A Comparative Analysis by Sanjay Bhayani & Nishant V. Vachhani - September 2018.**

Marketing goods may be a basic phenomenon of each society. The target of selling is to form products available to consumers as per the present demand. Marketing is not any more an easy exercise. It's undergone changes to succeed in consumers. Marketing has been done physically. Consumers are too smarter in terms of buying. This shows needs innovation in marketing industry. The paper helps us to find preferences of the people. Focus is to know the difference between conventional way of selling products and technological way of selling products in India.

This paper found the differences in consumer opinions by distinguished services of traditional and online marketing strategies. Internet is changing ways to succeed in consumer fast and may be a more convenient way than customary means of selling. Internet offers 24/7, three hundred and sixty-five days a year web facility which is more convenient for consumers. Consumers are getting more information in their searching also as purchasing preferences. No doubt, e-com isn't yet considered safe in our country, but cyber features a highly safer and secure platform is coming in future and Indians have an eye on it.

#### **COMPARING DIGITAL MARKETING WITH TRADITIONAL MARKETING AND CONSUMER PREFERENCE, OVER WHICH MEDIUM BY TAKING CONCEPT OF ADS,**

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Digital Marketing uses social media platforms like FB, YouTube, Instagram, Twitter for promotions where ad campaign can be set by targeting

the customer of various age groups, supported budget and also locations to be reached whereas it's impossible with Traditional Marketing methods. This study was administered in one of the leading Media Channel in Tamil Nadu. The need of this research is to form a decision the impact of Digital Marketing in producing the business development by contrasting it and therefore the Traditional strategies and to make sense of the medium which is most compelling in buyer buying choice. During this research they connected with various clients crosswise over India through Telephonic and thanks to entryway in Chennai locale. Tests are during this way gathered. Finally, they found the digital marketing plays a major role in the industry.

#### **ONLINE VS TRADITIONAL; MARKETING CHALLENGE IN THE TELECOM MARKET IN BOSNIA AND HERZEGOVINA ECONOMIC REVIEW: JOURNAL OF ECONOMICS AND BUSINESS**

Understanding consumer behaviour in media advertising enables companies to effectively marketing activities toward the target market. Today, companies are expected to repeatedly communicate with current and potential customers. Although online ads methods are a comparatively new concept compared to the traditional ways of ads, integrated marketing communication consists of messages sent to consumers employing a set of varied marketing instruments. The results of this research shown that the users of telecom in Bosnia and Herzegovina (BiH) shows attention to the marketing messages on web media. Social marketing communication medium preferred by most of the telecom users in BiH, followed by TV, billboards, SMS, company website, web ads, newspapers, e-mail, and therefore the radio. The results presented during this paper consider consumers' behaviour in one among the foremost dynamic BiH sectors, and supply an insight within the specific media channel of selling communication.

**A COMPARATIVE STUDY OF DIGITAL MARKETING VS TRADITIONAL MARKETING Ms. Sudha Lawrence, Ms. Snehal Deshmukh, Ms. Elavarasi Navajivan, Assistant Professors Smt. K. G. Shah Dept. of Computer**

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With the arrival of Internet age, some old marketing methods are eliminated, and replaced with new methods for product promotion and marketing. "Desk research" has become "online research". This paper makes a comparative study of traditional marketing and digital marketing, also referred to as online marketing. It also includes the pros and cons of traditional marketing and digital marketing.

Traditional marketing is that the conservative mode of selling that has been used since the start of selling. This promotion of products and services was through: TV, Newspaper, Radio, Flyers and posters by the roads, Digital Marketing is that the marketing

mode of the fashionable times.

Digital marketing is promotion of products and services through platforms like: Social media like FB, Twitter, WhatsApp, Promotional ads via email marketing, Blogs, Mobile Apps the normal marketing methods support digital marketing. Both the marketing methods are hooked in to one another.

**Travel from Traditional Marketing to Digital Marketing By Yakup Durmaz & Ibrahim Halil Efendioglu Hasan Kalyoncu University, Turkey.**

The tech improvements and internet service, speedup the access to online shopping sites is high due to these changes, firms unavoidably entered to digital marketing. Thus, while communication rules change, field and definition of selling changes too. With the event of technologies, traditional marketing methods leave place to digital day to day. Firms which follow technology can easily communicate with customers while providing products or services. As traditional marketing, digital marketing also, building well communication with customers, to find their needs and requests are crucial. While companies using online marketing make difference with dual communication, others who don't become involved during this race, can't succeed in the competitive world. The important advantage of digital marketing is reaching the audience in right way with using SMM and SEO.

**A COMPARATIVE STUDY OF TRADITIONAL MARKETING AND ONLINE**

**MARKETING - Mr. G. Kanuka Raju<sup>1</sup> Research Scholar, Yogi Vemana University, Kadapa  
Dr. G. Haranath<sup>2</sup> Assistant Professor, Yogi Vemana University, Kadapa 2019 JETIR  
February 2019,  
Volume 6, Issue 2.**

Market is the place where buyer and seller exchange their product and services. Digital marketing is one of the fastest growing phenomenal within the business world. Now-a-days customer needs, wants, taste and preferences also change thanks to this factor online market increases. The physical marketing process has been dominating the Indian marketplace for years. Companies would advertise excessively on television, radio, billboards, fairs and exhibitions everywhere India, but things are slowly changing in India because the internet is growing and other people are becoming educated and learning about the web and its use. This study will specialise in the factors that influence and impact a consumer's perception and attitude towards the web market. This paper reveals that a number of the purchasers prefer online and a few of the purchasers that specialize in traditional market, but which is counting on their attitudes, habits, time, knowledge regarding technology.

**INFERENCE ANALYSIS**

## Correlations

### Correlations

		Preference	Hours Spent
Preference	Pearson Correlation	1	.106
	Sig. (1-tailed)		.207
	N	61	61
Hours Spent	Pearson Correlation	.106	1
	Sig. (1-tailed)	.207	
	N	61	61

### Inference

**H0 = Hours spent is not directly correlated to purchase preference**

**H1 = Hours spent is directly correlated to purchase preference**

The value of Pearson Correlation is 1 so which positively correlated. The hours spent is directly depends on preference and also preference is directly depending on hours spent. Which shows that both the factors depend on each other. So, it is clear that no of hours spend in the digital platform increases which will increase the chances of purchasing the goods and products through digital platform.

**P > 0, So H1 is accepted.**

### Oneway

#### Warnings

Post hoc tests are not performed for Business Tech because there are fewer than three groups.

#### Descriptives

Business Tech

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Yes	9	2.22	1.093	.364	1.38	3.06
No	3	2.33	1.155	.667	-.54	5.20
Total	12	2.25	1.055	.305	1.58	2.92

#### Descriptives

Business Tech

	Minimum	Maximum
Yes	1	4
No	1	3
Total	1	4

#### ANOVA

Business Tech

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.028	1	.028	.023	.883
Within Groups	12.222	10	1.222		
Total	12.250	11			

### Inference

**H0 = Business growth depends on business techniques**

**H1 = Business growth not depends on business techniques**

The significant value is more than 0.05 which show that the factors depend on each other. The factor taken is growth of the business and digital marketing business techniques. Where business growth is an independent variable and which depends on digital marketing business techniques. So, it is clear that the growth of the business can be achieved by digital marketing techniques.

**P > 0.05., H0 is accepted.**

## Chi-Square Test

### Frequencies

**1= Ofcourse yes, 2= Not at all, 3= Maybe**

	Observed N	Expected N	Residual
Ofcourse yes	25	20.3	4.7
Not at all	12	20.3	-8.3
Maybe	24	20.3	3.7
Total	61		

### Regression

#### Descriptive Statistics

	Mean	Std. Deviation	N
Platforms	1.33	.492	12
Effectiveness and Efficiency	2.25	1.055	12

#### Correlations

		Platforms	Effectiveness and Efficiency
Pearson Correlation	Platforms	1.000	-.175
	Effectiveness and Efficiency	-.175	1.000
Sig. (1-tailed)	Platforms	.	.293
	Effectiveness and Efficiency	.293	.
N	Platforms	12	12
	Effectiveness and Efficiency	12	12

### Test Statistics

1= Ofcourse  
yes, 2= Not at  
all, 3= Maybe

Chi-Square	5.148 <sup>a</sup>
df	2
Asymp. Sig.	.076

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.3.

**H0 = Efficiency and effectiveness of business not depends on platforms**

**H1 = Efficiency and effectiveness of business depends on platforms**

In this method we find out that the digital marketing platforms defines the effectiveness and efficiency of their business. The significant value of both the factors is in positive. The depends on the digital marketing platforms (like FB, Insta, Twitter and etc.,) efficiency and effectiveness, the firm business also will rise and fall. So, both the factors depend on each other and which shows that the firm should be careful in their digital marketing platforms.

**P > 0.05., H1 is accepted.**

### **Inference**

**H0 = Age not affects the Platform of preferences**

**H1 = Age affects the Platform of preferences**

The result shows that the significant value is greater than 0.05 which show that the factor of age and preference to the digital and traditional platforms are depended to each other. Which show that the youngsters are more attracted to digital than traditional and whereas old people preferred traditional compare to digital platform. So, companies should attract more aged people to increase their stands in digital platforms.

**P > 0.05., H1 is accepted.**

## **RESULTS AND DISCUSSION**

Most of the respondent (50.8%) prefer online platform to purchase their products and goods and where 49.2% of the respondent prefer to go for the retail shop for purchasing.

Most of the respondent (68.9%) where said that digital medium is good for introducing a new item in the market. 21.3% of respondent said TV will be the perfect platform and only 9.8% of them said newspaper will be the perfect platform and none of the respondent prefer Radio platform.

Most of the respondent (73.8%) said social media is preferred medium to watch ads, 13.1% said TV and Radio is preferred medium to watch ads, 8.2% of them said newspaper id the preferred medium and only 4.9% said that flyers or poster is the preferred medium to watch the ads.

Maximum of 91.8% respondent agrees to the statement that branding ads through Digital Media has more reach than Television. Only 8.2% were disagree with this statement.

Most of the respondent (36.7%) said that digital media marketing is eye-catching, 29.4% of people said that it has reachability, 20.3% of people said that it has Influential power and 15.4% of people said that it is diverting.

Most of the respondent (77%) agrees with that the future era will be completely digital and 18% of them said maybe it will be an digital era and only 4.9% of people said there won't be any changes.

Let's see the respondent social media usage, 68.9% of people have account on Instagram and 63.9% people have Facebook account, 57.4% of using YouTube, 47.5% using Twitter, 34.4% people using Linked In and even 21.3% of people using Pinterest.

41% of people said that they click on the online ads to read more when you feel interest on it and 24.6% people agree with that and 6.6% strongly agree with that statement which means nearly 72% of people will goes through ads if they are interesting and only 28% of people refuses that.

When comes to use mobile phone for shopping from online markets, nearly 78.7% people uses their mobile for shopping only 21.3% people refuses to go with it.

- Maximum of 83.6% of people feels that digital market has far more freedom of choice than a traditional market and only 16.4% people refuses that statement.
- Mostly 54.1% of respondent use social media for 3-4hours in a day and 23% of them use more than 4hours in a day and another 23% of them use it for 1-2hours in a day.
- Mostly 42.6% of respondent says that they prefer digital marketing over traditional marketing and 39.32% said maybe they will prefer and 18% of people disagrees.

#### **From Firm point of view,**

- Mostly 41.7% using Social Media Marketing for their promotion. 33.3% of the company uses website and 16.7% of them using Search Engine Optimization (kind of digital marketing) and only 8.3% uses the E-mail or WhatsApp marketing.
- Where 100% of the firm going with Money saving and More effectiveness compared to traditional marketing. 80% of the firm chooses for Time saving and Reachability to the customer over traditional marketing.
- Where 80% going with digital marketing over traditional marketing in terms of growth rate.
- When comes to problem where 100% of firm says that they withstand against the competitors is difficult and 80% of them says that making customer friendly interface is difficult which means they says about the websites and apps. Only 20% of firms faces problem with data sharing and privacy.
- When comes to effectiveness as well as efficiency, here we can see 60% firms goes with digital marketing over traditional which is the contrast of the question related to people attraction.

#### **SUGGESTIONS**

- The firms should target the younger audience to promote their product.
- The firms should be clear with which kind of platform will be useful for their business.
- To with stand in this competitive they can approach to the traditional marketing to attract the old age people.
- The Mixed kind of marketing approaches will help them to attract all age customers.
- The company should research with their digital marketing platform where they are gonna implement to avoid the wastage of money.
- All the firm should have digital marketing team since the many people purchases and using digital media in day-to-day life.
- At initial stages it is better to leave the digital marketing work to external firms work for that to increase the effectiveness if they don't have digital marketer in their team.
- The firms should target the perfect niche to increase their business.
- The firms should consider digital marketing as a long-term process, they should not stop at the initial failures because digital marketing will take much time to implement in correct path but after that the effectiveness and efficiency will be high.

#### **CONCLUSION**

The project has been started with the only objective of finding is digital marketing is more effective and efficiency than traditional marketing. Existing marketing process in the industry has been studied. The study also observes the people's perception towards the digital and traditional marketing. The above research clearly indicates the digital marketing is ahead of traditional in reachability, flexibility, efficiency and in effectiveness. The study also finds entering digital marketing is highly risky and it should be avoided initially by maintain traditional marketing side by side. The project is profitable only if it follows the suggested model or the number of customers should be high and constant over the periods. The investors who are interested to earn high rate of return can invest in the project but the risk comes when there is no sound technical knowledge. Hiring a technical skilled digital marketer will solve the issue. There is no doubt that this project will interest the firms in the upcoming years.



The study concludes by stating that the opening of digital marketing will have high impact on their business in future.

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