

Impact Assessment of Digital and Traditional Marketing on Consumer Buying Behavior

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Abstract: *This essay focuses on how changes over the last 20 years have opened up new channels for communication. Marketing success is now hidden, and marketers are operating in a very different environment than they did ten years ago. With businesses investing more time and money in marketing than ever before, choosing the best advertising channel is essential to a campaign's success. Businesses that use technology can easily engage with consumers while offering goods and services. Understanding the effectiveness of communication channels and determining the best strategy for connecting with the target audience are the goals of this study. Thus, "A Comparative Analysis of Digital Marketing and Traditional Marketing" is the title of the paper being done.*

Keywords: Digital marketing, traditional marketing, online advertising, consumer behavior, brand engagement, marketing trends

I. INTRODUCTION

"The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" is how the American Marketing Association defines marketing.

The Marketing Mix 7Ps:

Product The product should be functional, meet customer expectations, and fulfill the purpose for which customers desire it. **Location** The goods should be accessible from the store that your target customer prefers to purchase at. High Street, mail order, or the more modern alternative via e-commerce or an internet store might be used for this.

Cost The item should always be seen as offering excellent value for the money. One of the fundamental principles of the marketing notion is that consumers are often willing to spend a little bit more for something that really works for them, therefore this does not always imply it should be the cheapest option.

Promotion An organization's primary communication techniques include PR, sales promotion, advertising, personal selling, and, more recently, social media. These techniques should be utilized to communicate the organization's message to the appropriate audiences in a way that appeals to their emotions or is instructive, depending on what they would want to hear.

People From front-line salespeople to the managing director, all businesses depend on their employees. Because they are just as much a part of your company offering as the goods or services you provide, having the proper people is crucial. **Processes:** Since your service is often provided in person, the manner in which it is provided is also a factor in the price that the client pays.

Physical Evidence Even though the majority of the services that customers pay for are intangible, almost all of them have some tangible components. For instance, an insurance firm would provide its clients written materials, while a hair shop would give its clients a finished hairstyle. According to this definition, users are still getting a "physical product" even if the content is not printed off (as PDFs are). Despite being in use since the 1980s, the Ps are still taught extensively because of their sound foundation in the marketing environment and marketers' ability to modify the

Marketing Mix to take into account shifting consumer expectations in a dynamic business environment, updates in the venues where products and services can be sold, and changes in communications channels like social media.

Traditional Marketing

When most people think of marketing or advertising, they think of traditional advertising. This comprises the standard media placement locations, such outdoor billboards, radio, broadcast television, cable television, and newspapers. Typical commercial collateral, such as brochures, business cards, or stationery, would also be considered traditional advertising. These are the goods that consumers often anticipate from a well-known company and may help you construct your company's identity, image, and brand.

Radio Advertisement: Some marketers decide to concentrate their marketing budgets on radio advertising, just as they do on the advertisements you see during your favorite television program. That is, purchasing advertisements to advertise their goods or services, which are often referred to as spots in the radio business.

Radio Advertising Types You will probably choose one of these well-liked radio advertising options based on your business and the message you want to get out.

Live read

One excellent example of a format where you may listen to ads read in real-time online by a radio announcer is the ESPN Radio program Mike & Mike. This kind of commercial is also referred to as a live read. Because marketers anticipate that the host's voice will have greater weight with the show's viewers, this kind of advertising works better when the presenter is a well-known on-air personality.

Sponsorship

During halftime of a major game, several radio stations use sponsorships for specific broadcast segments, such traffic, weather, or sports scores. Typically, it will sound like this: "Beach Rentals brings you this hour's weather update." For all of your vacation requirements, give Beach Rentals a call.

Generated a place

A created advertisement may just read your advertising message or it may include sound effects, a jingle, or many voices. A jingle is a brief, memorable song about your business. These might be humorous, serious, or educational and usually direct listeners to your company or goods.

Outdoor Advertisements

Advertising that reaches customers while they are not at home is known as out-of-home media advertising. The goal of out-of-home media advertising is to reach customers when they are "on the go"—in public spaces, while traveling, while waiting (like at a doctor's office), or in particular business settings (like a store).

There are six primary types of OOH advertising formats: billboards, streets, highways, transportation, and alternative. Although digital OOH (digital billboards and place-based networks) has grown significantly in recent years, billboard advertising is still a classic OOH advertising style. For instance, in China and the US, there are now roughly 4,900 digital billboard displays. With 66% of total yearly income, traditional roadside billboards continue to be the most common kind of OOH advertising in the US. Currently, local advertisements account for 73% of billboard income, followed by national advertisements at 18% and public service announcements at 9%. In addition to permanent static and electronic advertising at train and bus stations and platforms, transit advertising is often shown on moving objects including buses, subway advertising, truck sides, food trucks, and taxis.

This category also includes airport advertising, which enables companies to reach a customer while they are on the road. This kind of advertising is often accepted by municipalities as it brings in money for port and local officials.

All online marketing initiatives are collectively referred to as digital marketing. To engage with their present and potential clients, businesses use digital platforms including websites, social media, email, and Google search. In actuality, individuals are using the internet twice as often as they were twelve years ago. Even though we repeat it a lot, offline marketing isn't as successful as it once was because of the actual changes in consumer behavior.

Digital marketing encompasses a wide range of strategies and resources, from a website to online branding materials including digital ads, email marketing, online brochures, and more. Additionally, the most successful digital marketers can clearly see how each tool or strategy advances their main objectives.

Here is a brief summary of some of the most often used resources and strategies:

Resources

Your webpage

· Blog entries

· Interactive tools, infographics, and e-books and whitepapers

· Social media platforms (such as Instagram, Twitter, LinkedIn, Facebook, etc.)

· Attracted online publicity (PR, social media, and reviews); · Online lookbooks and brochures; · Branding materials (fonts, logos, etc.)

· SEO, or search engine optimization

enhancing your website to "rank" better in search engine results pages, which will increase the quantity of free or organic traffic it gets.

· Content Promotion the production and marketing of content assets with the aim of increasing traffic, brand recognition, lead generation, or consumer base.

The use of inbound marketing The "full-funnel" strategy of using internet content to draw in, convert, close, and satisfy clients is known as inbound marketing.

Social Media Promotion the process of using social media platforms to promote your brand and content in order to raise brand recognition, improve traffic, and create leads for your company.

· Pay-Per-Click (PPC): This strategy involves paying a publisher each time an ad is clicked, which increases website traffic. Google AdWords is among the most popular forms of PPC.

· Affiliate Promotion a sort of performance-based advertising in which you are paid to advertise another person's goods or services on your website.

Native Advertising Ads that are mostly content-led and shown on a platform next to other unpaid content are referred to as native advertising. Although BuzzFeed sponsored articles are a fantastic example, many people also believe that social media advertising, such as that on Facebook and Instagram, is "native."

· Automation of Marketing Software designed to automate marketing activities is referred to as marketing automation. Automating repeated processes like emails, social networking, and other website actions is a must for many marketing organizations. · Email Promotion Businesses communicate with their audiences via email marketing. Email is often used to send customers to a company's website and to advertise events, deals, and content.

Online PR

Securing earned online publicity via blogs, digital periodicals, and other content-based websites is known as online public relations. It is comparable to conventional public relations, except it takes place online. Modeling Attribution All of your sales may be linked to a customer's first digital interaction with your company if you have a successful digital marketing plan and the appropriate tools and technology. This technique, known as attribution modeling, enables you to see patterns in how customers investigate and purchase your goods, which can help you decide which aspects of your marketing plan need more focus and which stages of your sales cycle need improvement. We would advise using the following choices at every point of the buyer's journey: Stage of Awareness blog entries. Excellent for boosting your organic traffic when combined with a solid keyword and SEO plan. infographics. Extremely shareable, which means that when people share your material on social media, your chances of getting discovered are increased. (To get you started, look at these free infographic templates.) brief vids. Once again, videos are very viral, and by posting them on websites like YouTube, you may help new audiences discover your business. E-books at the consideration stage. Excellent for generating leads since they are often more thorough than blog posts or infographics, increasing the likelihood that someone would provide their contact details in return. reports about research. Once again, this is a valuable piece of content that is excellent for generating leads. However, as the media or industry press often picks them up, research studies and fresh data for your business may also be useful for the awareness stage. webinars. Webinars are an excellent consideration stage content format because they are a more engaging, thorough kind of video content than a blog post or short film. Consider testimonials a little more liberally for B2C businesses.

Return on Investments Because digital marketing is simpler to assess return on investment (ROI), it may sometimes seem like you can see benefits more sooner than you can with traditional marketing. But in the end, everything hinges on how big and successful your digital marketing plan is. **Mobile Promotion** Mobile marketing is another essential element of digital marketing. Actually, 60% of the time spent viewing digital media is spent on mobile devices, with the remaining 40% being spent on desktop computers. This implies that making your digital advertisements, websites, social media posts, and other digital assets mobile-friendly is crucial. Your business's mobile app is also included in the category of digital marketing if it allows customers to interact with your brand or purchase your goods. Customers using mobile devices to interact with your business should have the same satisfying experience as those using desktop computers. This entails creating a responsive or mobile-friendly website design to make surfing easier for those using mobile devices. The rise of digital marketing in the 1990s and 2000s has altered how companies and brands utilize technology for marketing.

II. REVIEW OF LITERATURE

Marketing is "the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit," according to Dr. Philip Kotler. Marketing pinpoints unmet wants and needs. The size of the recognized market and the potential for profit are defined, measured, and quantified. It determines which market niches the business can best serve and creates and markets the relevant goods and services. Marketing is the process of continuously communicating with consumers in order to inform, educate, and develop a connection over time.

In his work, "Marketing Events in a Digital Era: A Comparative Analysis of New and Traditional Events in terms of Branding Effectiveness," Malgorzata Karpinska-Krakowiak It is becoming more and more difficult in modern marketing to clearly distinguish between new and pre-existing promotional tools or to see them as completely distinct entities. As a result, as the more recent event formats develop, they both bring some novel elements to the business and share certain traits with their more established counterparts.

In his essay "Challenges and solutions for marketing in a digital era," Peter S.H. Leeftang discussed how Internet use is still on the rise globally and how digital is becoming a more significant source of competitive advantage in both B2C and B2B marketing. The enormous benefits that digital marketing offers have received a lot of attention, but the actual difficulties that businesses face when they go digital have received less attention. Based on the findings of a survey conducted among 777 marketing professionals worldwide, we discuss these problems in this report. The findings show that the largest areas for development for businesses in all industries include closing skill shortages, modifying organizational architecture, and putting actionable KPIs in place.

III. RESEARCH METHODOLOGY

SAMPLING METHOD :

Simple random sampling is the process of choosing a sample at random from a larger sample or population, ensuring that each person in the sample has an equal probability of being picked. To avoid prejudice that might compromise the validity of the experiment's findings, participants in a simple random sample are selected at random and only once.

Some of the important questions projected bellow from the questionnaire

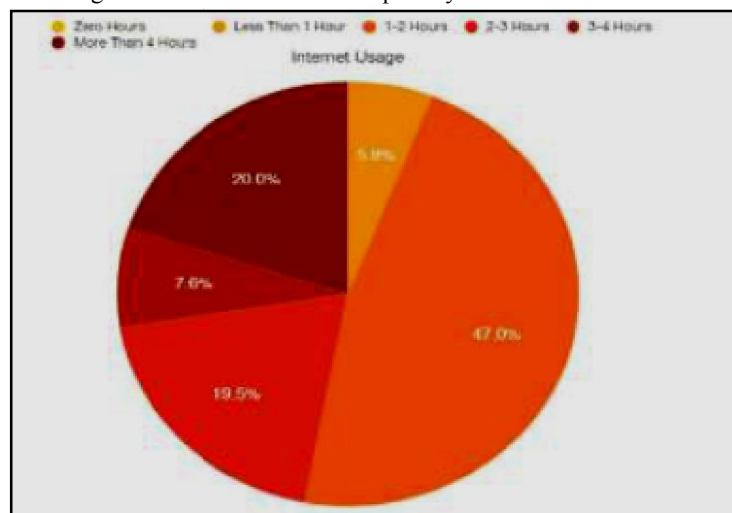
1 Table showing the average hours respondents spent browsing the internet

| Sl No. | Time Spent | No. Of Respondent | Percentage |
|--------|------------------|-------------------|------------|
| 1 | Zero Hours | 0 | 0% |
| 2 | Less Than 1 hour | 11 | 5.91% |
| 3 | 1-2 Hours | 87 | 46.77% |
| 4 | 2-3 Hours | 36 | 19.35% |

| | | | |
|---|-------------------|----|--------|
| 5 | 3-4 Hours | 14 | 7.52% |
| 6 | More than 4 Hours | 37 | 19.89% |

ANALYSIS :

According to the above table, all respondents use the internet, with 5.91% using it for less than an hour per day, 46.77% using it for one to two hours per day, 19.35% using it for two to three hours per day, 7.52% using it for three to four hours per day, and 19.89% using it for more than four hours per day.

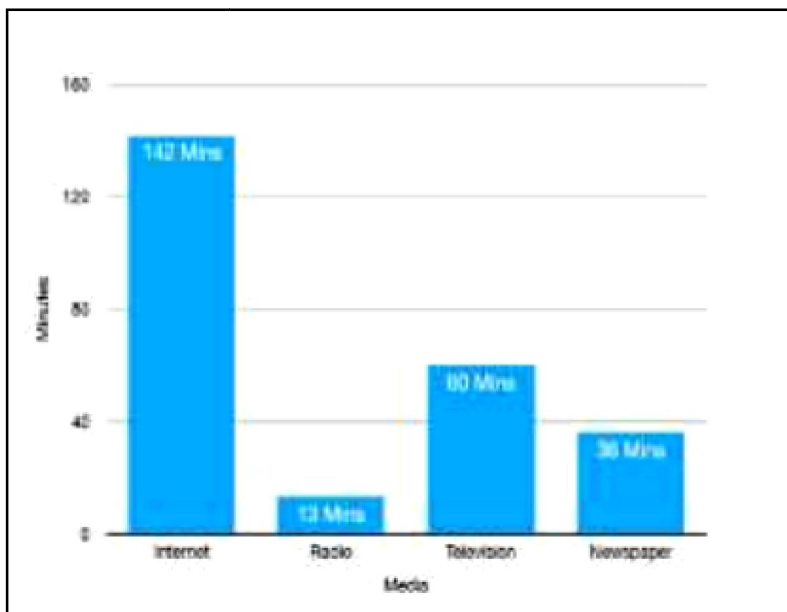


2. Table showing the average usage of the various mediums.

| Sl No. | Communication Channels | Average time |
|--------|------------------------|--------------|
| 1 | Internet | 142 Minutes |
| 2 | Radio | 13 Minutes |
| 3 | Television | 60 Minutes |
| 4 | Newspaper | 36 Minutes |

ANALYSIS :

We may deduce the average use duration of the different communication channels from the given data. 142 minutes are spent on the Internet on average, 13 minutes are spent listening to the radio, 60 minutes are spent watching television, and 36 minutes are spent reading the newspaper.

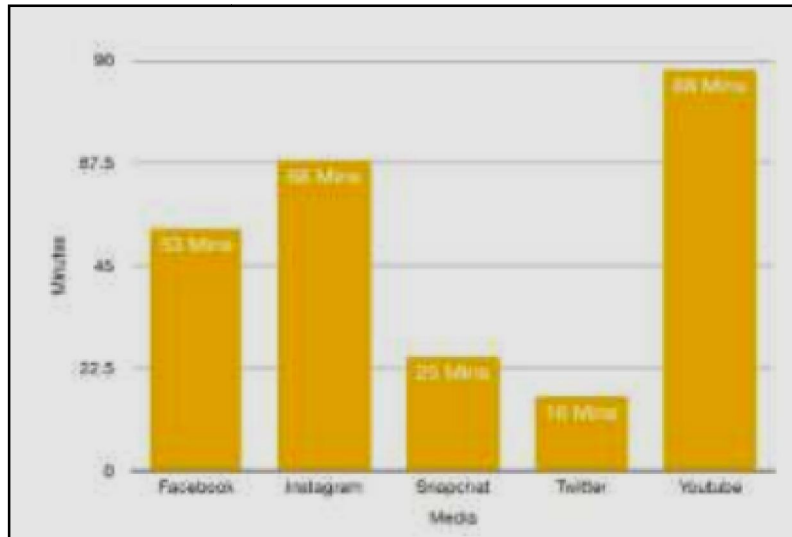


3. Table showing the average time spent on Social Media.

| Sl No. | Social Media | Average time |
|--------|--------------|--------------|
| 1 | Facebook | 53 minutes |
| 2 | Instagram | 68 Minutes |
| 3 | Youtube | 88 Minutes |
| 4 | Snapchat | 25 Minutes |
| 5 | Twitter | 16 Minutes |

ANALYSIS:

The average amount of time respondents spend on different social media sites may be deduced from the above table. On average, they spend 53 minutes a day on Instagram, 68 minutes on YouTube, 88 minutes on Instagram, 25 minutes on Snapchat, and 16 minutes on Twitter.



4. Table showing the number of respondents who do not use the Communication Channels (Internet, Radio, Television ,Newspaper)

| Sl No. | Communication Channels | Respondents/ 186 | Percentage |
|--------|------------------------|------------------|------------|
| 1 | Internet | 0 | 100% |
| 2 | Radio | 129 | 69.35% |
| 3 | Television | 50 | 26.88% |
| 4 | Newspaper | 57 | 30.64% |

ANALYSIS :

All respondents utilize the internet, according to the above data, but 69.35% of people do not watch television, 26.88% do not listen to the radio, and 30.64% do not read newspapers.

5. Table Showing the Main source of News :

| Sl No. | Source | No. Of Respondents | Percentage |
|--------|----------------|--------------------|------------|
| 1 | Social Media | 80 | 43% |
| 2 | Newspaper | 33 | 17.7% |
| 3 | News App | 42 | 22.6% |
| 4 | News Websites | 28 | 15.1% |
| 5 | Not Applicable | 3 | 1.6% |

ANALYSIS :

Based on the preceding data, we can deduce that 43% of respondents primarily get their news from social media, 17.7% from newspapers, and 15.1% from news websites. The remaining 1.6% believe that the information is irrelevant to them.

From the above chart we can summarise that Internet advertisement lead to discovery of new products, which can be converted into sales.

6. Table showing if or not Online advertisements are Intrusive in nature

| Sl No. | Answers | No. Of Respondents | Percentage |
|--------|---------|--------------------|------------|
| 1 | Yes | 125 | 67.2% |
| 2 | No | 61 | 32.8% |

ANALYSIS :

As can be seen from the above table, 67.2% of respondents believe that internet ads are intrusive. Nonetheless, 32.8% of those surveyed do not believe that internet ads are intrusive.

7. Which one of the following do you think is the most effective form of advertising?

| Sl No. | Answers | No. of Respondent | Percentage |
|--------|------------------------|-------------------|------------|
| 1 | Tv Advertisement | 44 | 23.66 |
| 2 | Newspaper And Magazine | 18 | 9.68 |
| 3 | Outdoor Advertisements | 16 | 8.60 |
| 4 | Online Advertisements | 29 | 15.59 |
| 5 | Youtube Advertisements | 8 | 4.30 |
| 6 | Social Media ads | 70 | 37.63 |

ANALYSIS :

The table above indicates that 23.66% of respondents believe that television advertisements are the most effective form of advertising, 9.68% believe that newspapers and magazines are the most effective form of advertising, 8.60% believe that outdoor advertising is the most effective form of advertising, and 15.59% believe that online advertising is the most effective form of advertising. However, only 4.30 percent of those surveyed believe that YouTube is the most successful medium for advertising. According to the majority of respondents, social media advertisements are the most successful kind of advertising.

IV. FINDINGS & ANALYSIS

- Most of the people who responded watch less than an hour of television. Additionally, it reveals that over 25% of the participants don't watch any television. People watch 60 minutes of television on average.
- Most of the people who responded don't even listen to radio. Additionally, the majority of respondents who do listen to the radio did so for less than an hour. People listen to the radio for 13 minutes on average.
- Most responders spend more than an hour a day on the Internet. Every responder uses the Internet every day. People use the Internet for 142 minutes on average.
- The great majority of respondents do not read the newspaper at all, and the majority read it for less than an hour. People read newspapers for 36 minutes on average.
- 88 minutes was the highest amount of time that most respondents spent on YouTube. With an average of only 16 minutes, Twitter is where people spend the least amount of time. The average person uses Facebook and Instagram for around an hour every day. However, Snapchat's use rate is declining.
- Most of those surveyed use the internet. The least popular medium is radio, which is followed by newspapers and television, in that order.
- The majority of respondents cite social media, news apps, and news websites as their primary news sources. Newspaper readers are a small minority.
- The majority of respondents said that their regular journey included an hour or two spent driving. The journey takes 88 minutes on average each day.
- Most people who use the Internet follow at least one brand.
- Most social media users do follow influencers on social media.
- New product discoveries brought about by internet advertising have the potential to become profitable. The vast majority of those surveyed believe that internet ads are invasive.
- According to the majority of respondents, websites that utilize browser activity tracking to provide relevant ads violate users' privacy.
- It is quite improbable that most responders will read or reply to an email ad.
- It is very improbable that most respondents would read or reply to a booklet that was distributed to them on the street.
- It's quite probable that most YouTube users will ignore YouTube ads.
- Most respondents believe that they are very unlikely to click on web ads.
- The majority of respondents believe that their internet surfing experience is improved by the online advertising.
- The overwhelming majority of respondents said that they had seen a significant decrease in the amount of time they spend watching television in recent years.
- The majority of individuals believe that a television advertising has persuaded them to purchase a new product.
- According to the respondents, social media advertising is the most successful kind of advertising. Additionally, the respondent said that YouTube advertisements are the least successful kind of advertising.

V. CONCLUSION

Marketing is an ever-evolving field that adjusts to shifting market circumstances. With the quick changes in technology, society, and lifestyle, marketing is a facet of company that is always evolving. Without a doubt, technology will continue to influence advertising in the future. Customers now have the capacity to get what they want, when they want it, thanks to the forces of digital disruption. And more and more, it indicates that people don't want to be distracted by irrelevant or subpar advertisements. Advertisers were under pressure to come up with innovative and relevant methods to reach customers.

It's simple for marketers to deceive themselves into believing that customers are interested in what they have to say. We overlook the fact that we must earn their time and interest. Therefore, we must provide advertising content that is really enjoyable. Additionally, we must ensure that it reaches the appropriate individuals in the appropriate setting. In addition to enabling marketers to push the limits of the brand-consumer interaction, technology will change the engagement model in the next years to make it much more curated and personalized. Returning to the subject at hand,

we may compare digital and traditional marketing. It has no definitive solutions. Every kind of advertising has merits of its own. Even if digital marketing is the way of the future, out-of-home and television ads are still quite important in today's marketing environment. The secret to effective marketing is striking the right mix between conventional and digital marketing.

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