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## A COMPARATIVE STUDY ON TRADITIONAL VS. DIGITAL MARKETING

Synopsis submitted by

**Madhu Varun Acharya ,**

**Nikhil S ,**

**Lakshman S K**

Master of Commerce (FA) Post Graduate Program

Under the guidance of

**Dr. K. Balanaga Gurunathan**

Department of Commerce- PG Studies School of Commerce

JAIN (Deemed-to-be University)

Bengaluru

### ABSTRACT

A market serves as a meeting point where two parties come together to facilitate the exchange of goods and services. These parties, known as buyers and sellers, can gather either in a physical location or on online platforms such as websites or apps. Marketing plays a crucial role in accelerating the buying and selling process within the market. Its primary objective is to ensure that goods and services are made available to customers according to their needs and desires. Traditional marketing methods have been in use for a considerable period of time. However, with the advancement of information technologies and the widespread availability of high-speed internet, marketing is transitioning from conventional approaches to non-conventional methods. Organizations that embrace these new marketing technologies can effectively communicate with their customers while delivering goods and services to them.

The present paper will do comparative study between Traditional and Digital Marketing. This study will also focus on the factors which impact the buying behaviour of customers towards traditional and digital marketing.

Keywords: Conventional, Digital Marketing, Market, Marketing, Non-Conventional, Traditional Marketing

## INTRODUCTION

Marketing has been a significant socio-economic activity throughout history. It plays a crucial role in satisfying human needs and desires while contributing to overall social welfare. At its core, marketing relies on production, but its true value lies in the effective distribution of goods to consumers through appropriate marketing mechanisms. Essentially, marketing encompasses all the efforts an organization undertakes to attract customers and establish a lasting relationship with them. Put simply, any action an organization takes to place its goods or services into the hands of customers can be considered marketing.

Traditional Marketing is a time-tested approach to facilitate buying and selling within the market. It encompasses non-online methods such as print media, broadcast media, and outdoor advertising. While it remains instrumental in reaching local audiences, it has become increasingly challenging for organizations to thrive in the modern competitive landscape. Consequently, organizations are actively embracing new technologies to meet customer needs, satisfy wants, and enhance their competitive edge.

The 21st century has witnessed remarkable advancements in information technology, which have permeated every aspect of our lives. Companies have felt the impact of these changes and are now adopting these technologies to remain competitive in their respective industries.

Companies are increasingly favoring digital marketing over traditional marketing as a means to establish and nurture customer relationships. Digital marketing provides companies with valuable behavioral information and customer feedback, enabling them to make informed decisions for their own improvement. With advancements in technology, consumers now have access to comprehensive product information and can compare offerings based on the available data. By adopting digital marketing strategies, companies can effectively target these informed consumers by understanding their behaviors and preferences.

Although Hoge (1993) offers a simplified perspective on internet marketing that overlooks the crucial aspect of customer relationships, Strauss and Ansary (2006) provide a more comprehensive definition in their recent book. They describe internet marketing as the utilization of information technology to create, communicate, and deliver value to customers, while also managing customer relationships to benefit the organization and its stakeholders. According to Stuart E. J. (2014), the usage of online services by consumers is consistently growing.

However, traditional marketers often resist acknowledging the changing landscape. They tend to be slow in seizing new opportunities that arise. Dave Chaffey (2002) defines internet marketing as the application of digital technologies, including online channels such as the web, email, databases, mobile/wireless platforms, and digital TV. The objective of internet marketing is to contribute to profitable customer acquisition and retention within a multi-channel buying process and customer lifecycle. This is achieved by enhancing customer knowledge (including profiles, behavior, value, and loyalty drivers) and delivering integrated, targeted communications and online services tailored to individual customer needs.

## OBJECTIVE OF THE STUDY

- To study and analyse the difference between Traditional and Digital Marketing
- To study the various components which affect both the marketing techniques □
- To analyse and compare the traditional and digital marketing

## TRADITIONAL MARKETING

Traditional Marketing, as a conventional and long-standing approach, has been utilized since the inception of marketing and advertising. It encompasses non-digital methods employed to promote a company's products or services. When individuals discover a business through word-of-mouth or personal connections and subsequently make purchases, it can be categorized as traditional marketing. In our daily lives, we all come across various forms of traditional marketing, whether it's encountering outdoor advertisements or reading printed newspapers. Essentially, traditional marketing refers to the strategies employed to reach audiences through offline modes of advertising. Examples of traditional marketing methods include print advertisements, broadcast commercials, telemarketing, and outdoor advertising.

## TECHNIQUES OF TRADITIONAL MARKETING

Techniques of traditional marketing are followings:

### PRINT ADVERTISING

- Newspapers
- Magazines
- Journals
- Other kinds of Print Materials

### II. BROADCASTING ADVERTISING

- Radio Advertising
- Theatre Advertising
- TV Advertising III.

### TELEMARKETING

- Inbound Telemarketing
- Outbound Telemarketing
- B2B Telemarketing
- B2C Telemarketing

### IV. OUTDOOR ADVERTISING

- Billboard Advertising
- Signage/Lamp Post
- Bridge Banners
- Point of Sale Displays
- Transit Advertising
- Retail Advertising
- Construction Advertising
- Vehicle Advertising

### PRINT ADVERTISING

Print media advertising, the oldest form of traditional marketing, involves advertising in paper format. This strategy has been utilized since ancient times, dating back to when Egyptians crafted sales messages and wall posters on papyrus. In contemporary times, print marketing typically refers to advertisements placed in newspapers, magazines, newsletters, and other printed materials intended for distribution.

Print advertising serves as both a mass advertising technique and a niche advertising technique. In the context of mass advertising, print media reaches a wide range of people across various social classes. On the other hand, it can also be employed as a niche advertising approach to specifically target a particular demographic or group of people.

## **BROADCAST ADVERTISING**

Broadcast advertising pertains to the airing of commercials on radio or television channels, reaching a wide audience. Businesses acquire advertising slots on broadcast mediums, such as television and radio, which generate revenue for the stations. This form of advertising allows for reaching a large audience in a relatively short time frame. The visual element of television advertising provides a sense of realism and authenticity to products, as viewers can witness how these products function firsthand. However, it is worth noting that broadcast advertising typically has a shorter lifespan for its messages compared to print media and tends to be more costly.

## **TELEMARKETING**

Telemarketing involves the sale, solicitation, or promotion of a product or service via telephone. It is regarded as the most cost-efficient, flexible, and measurable medium available for marketing purposes. Particularly for small businesses, telemarketing can be a valuable tool. It entails delivering sales messages to consumers over the phone with the aim of persuading them to make a purchase. However, telemarketing has become somewhat controversial in the modern era due to the use of aggressive sales tactics by certain telemarketers.

## **OUTDOOR ADVERTISING**

Outdoor advertising, commonly known as outdoor advertising, is a form of advertising that reaches consumers when they are away from their homes. It proves to be effective in promoting a company's products or services within specific geographic areas. A successful outdoor advertising campaign often begins with the company's own location signage. This outdoor sign serves as the initial point of contact for potential customers and should be bright, eye-catching, and informative, conveying what is available at the establishment. Examples of outdoor advertising include billboards, signage, transit advertising, and point-of-sale advertising, among others.

## **ADVANTAGE OF TRADITIONAL MARKETING**

### **i. EASY TO REACH LOCAL AUDIENCE**

Companies have the ability to reach specific consumer groups who may not be active internet users. When the target audience consists of local consumers, strategies such as radio ads and local newspaper ads can be employed to effectively cover the specific area. Utilizing radio ads is an expedient method to convey messages promptly, as these ads typically require minimal lead time before they can be aired on local radio stations.

### **ii. FACE TO FACE CONTACT**

Personalised marketing is one of the best techniques and effective method attain 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.

### **iii. EASY TO UNDERSTAND**

The older generation can often be effectively reached through traditional methods, as they are familiar with and accustomed to this type of advertising. Due to their prior exposure, they do not require extensive explanations about the purpose of these promotional materials. They readily embrace the conventional approach to advertising.

### **iv. TRADITIONAL ADS CAN BE KEPT**

The traditional method of promotion offers the advantage of tangible hard copies that can be conveniently carried and read at any location and time. Furthermore, these promotional materials can be preserved for future use or recycled, adding to their sustainability.

## **V. IT HAS HIGH AND PROVEN SUCCESS RATE**

In an era dominated by digital advancements, one might question the persistence of traditional marketing methods. However, the answer is straightforward: traditional methods have stood the test of time and consistently yield favorable outcomes. While online methods may offer a broader scope of promotion on a global scale, they do not guarantee reaching the entirety of your potential customer base. Traditional marketing retains its value due to its proven effectiveness and the assurance of connecting with a significant portion of your target audience.

## **DISADVANTAGE OF TRADITIONAL MARKETING**

### **i. 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. Traditional marketing companies will charge you for each delivery of fliers and mailers, whereas in online marketing your ad is open to the entire World Wide Web.

### **ii. LESS ENGAGING**

It is a more passive form of marketing where very little actual engagement happens.

### **iii. FORCED STRATEGY**

Traditional marketing is mostly forced on the consumers, as it's the part of daily life. It is known as forced selling method because consumer may not want the product at first place. This type of marketing has low response rate.

### **iv. CUSTOMISED MARKETING NOT POSSIBLE**

In traditional marketing, the specific customer cannot be targeted, the only specific market can be targeted.

### **v. LACK OF TIME TO UPDATE MESSAGE**

In traditional marketing, you will not get time to respond to the changes you wish to make in the advertisement as compared to the new modern online marketing. Company need to prepare its ad well in advance even though if it want to publish its ad in the daily newspaper.

### **vi. 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

### **vii. DIFFICULTY IN MEASURABILITY**

Results cannot be easily measured. We don't have exact viewership number to measure the effectiveness of traditional marketing.

## **DIGITAL MARKETING**

Digital marketing is an unconventional approach to marketing that utilizes digital channels, including search engines, websites, social media platforms, emails, and mobile applications, to deliver advertisements. It encompasses various online marketing techniques such as paid social media ads and email marketing, employed by organizations to reach their target audience. The widespread popularity of digital marketing can be attributed to cultural, technological, and societal shifts occurring in our surroundings. As technology continues to advance, digital marketing consistently grows and evolves.

Digital marketing facilitates a two-way connection between consumers and companies. Through advancements in technology, consumers are well-informed about the products and services offered by companies, while companies can gather valuable behavioral information about consumers. The speed of the purchasing process has significantly increased with the aid of online marketing. Embracing digital marketing provides companies with a competitive advantage over their rivals. It can be considered a revolutionary force within the marketing world.

## **TECHNIQUES OF DIGITAL MARKETING**

### **SOCIAL MEDIA MARKETING**

Having a robust presence on social media platforms is the foremost essential tool in digital marketing. Numerous strategies can be employed to promote brands through social media, such as leveraging social media influencers to endorse brands on their personal accounts, and actively posting and engaging with the audience on brand accounts to cultivate a positive brand image.

### **SEARCH ENGINE OPTIMISATION**

Search Engine Optimization (SEO) is a digital marketing strategy aimed at increasing website traffic by enhancing its visibility in search engine results, particularly on platforms like Google. By implementing SEO techniques, businesses can effectively improve brand awareness as part of their marketing efforts.

### **EMAIL MARKETING**

Emails serve as a highly effective marketing technique to encourage customers to revisit a brand and make new purchases. By providing valuable information and insights through email communications, brands significantly increase the likelihood of customers returning for future transactions.

### **CONTENT MARKETING**

In the context of inbound marketing, content marketing plays a crucial role in attracting a specific audience. The key aspect of content marketing lies in delivering valuable, relevant, and consistent content that captures the attention of the audience. By ensuring the quality of the content, a brand can effectively utilize content marketing as a tool to enhance brand awareness and position itself as a company that is not only connected to but also holds significance in the world.

## **WEB ADVERTISING**



To enhance their marketing efforts, brands can optimize their strategies by developing clickable advertisements to be placed on high-traffic websites. For instance, ads from various companies can be seen on the side of articles featured on popular websites such as ESPN or CNN. This approach allows brands to effectively target a wider audience and increase their visibility and engagement.

## **CREATING AN APP**

Developing a brand-specific mobile application is a widely embraced digital marketing strategy. By creating an app, brands can provide users with a convenient platform for communication while also showcasing product availability and sending notifications about new offerings. This approach ensures that viewers have easy access to information, purchases, and updates related to the brand.

## **ADVANTAGE OF DIGITAL MARKETING**

### **i. COST EFFECTIVE**

Marketing and advertising expenses pose significant financial burdens for companies, particularly smaller and medium-sized businesses. However, this challenge is more prevalent for such businesses compared to larger corporations. Digital marketing offers a solution by providing a platform for promoting products and services at a more affordable cost.

### **ii. RETURN ON INVESTMENT**

The return on investment (ROI) holds utmost significance for any business in relation to its investments. Digital marketing proves to be highly advantageous in terms of generating significant returns from relatively small investments. With minimal operating costs, digital marketing yields substantial returns for businesses.

### **iii. EASY TO MEASURE**

The measurability of digital marketing surpasses that of conventional marketing by a significant margin. In digital marketing, organizations can promptly assess the performance of their advertisements, enabling them to track and measure their effectiveness accurately. This level of transparency allows organizations to have immediate insights into the performance of their ads.

### **iv. BRAND DEVELOPMENT**

Building a brand can be achieved through various means, such as establishing a well-crafted website, maintaining a blog that offers valuable and informative articles, and engaging with the audience on interactive social media channels. These strategies contribute to the development of a business's brand identity and help establish a strong presence in the market.

### **v. GLOBAL REACH**

With the help of digital marketing an organisation can find new markets and trade globally with very little investments.

### **vi. COMPETE WITH LARGE CORPORATION**

Digital marketing empowers small organizations to compete directly with large corporations on a level playing field. By leveraging the capabilities of digital marketing, small organizations can gain a competitive advantage over their larger counterparts. This equalizing opportunity allows them to effectively reach and engage their target audience, ultimately challenging the dominance of larger corporations.

### **vii. TIME TO UPDATE MESSAGE**

In digital marketing organisation has the time to make changes in the advertisement as it wishes. This is one of the unique benefits of the digital marketing.

### **viii. IMPROVES CONVERSION RATE**

As technology advances, organizations gain access to valuable behavioral information about their potential customers. By focusing on those consumers who are more likely to be interested in their business, organizations can significantly increase the chances of conversion. This strategic approach allows them to optimize their marketing efforts and achieve higher conversion rates.

## **DISADVANTAGES OF DIGITAL MARKETING**

### **i. TIME CONSUMING**

Digital marketing is a time consuming activity. Tasks such as optimising advertising campaign and creating marketing content can take up lot of time. That is why it is important to measure its outcome to ensure a return on investment.

### **ii. DEPENDABILITY ON TECHNOLOGY**

The internet is susceptible to errors, and there are instances where links may not function properly, landing pages may fail to load, or page buttons may not perform as expected. These issues can result in a negative user experience, causing potential customers to become frustrated and seek alternatives from other brands. Such technical difficulties can significantly impact the reputation and customer loyalty of an organization.

### **iii. SKILL AND TRAINING**

Organizations must ensure that their staff possesses the necessary knowledge and expertise to effectively execute digital marketing strategies. This is crucial because tools, platforms, and trends in digital marketing evolve rapidly, and it is vital for organizations to stay up to date. By staying informed and continuously learning, organizations can adapt to the changing digital landscape and maximize the effectiveness of their marketing efforts.

### **iv. HIGH COMPETITION**

Following the era of globalization, all nations have transformed into a unified global community, commonly known as the global village. Globalization has fostered a surge in international competition, which has been further amplified by the prevalence of digital marketing. Consequently, the online platform is flooded with numerous comparable products, leading to a sense of skepticism among consumers who perceive advertisements as deceptive practices.

### **v. COMPLAINTS AND FEEDBACK**

One of the significant drawbacks of digital marketing is the exposure of customers' complaints and feedback on public platforms such as social media. A solitary negative comment, tweet, feedback, or post concerning an organization's services and products has the potential to inflict long-lasting damage to its online reputation.

## **TRADITIONAL VS. DIGITAL MARKETING**



There exist various methods for promoting goods and services. Traditional marketing encompasses print, broadcast, telemarketing, and outdoor advertising, whereas digital marketing involves social media, search engines, emails, content marketing, apps, and more. Marketing is an indispensable aspect of any organization and cannot be overlooked. However, the decision-making process for selecting the appropriate marketing approach can be challenging, given the diverse nature of the population's online presence. While a significant portion of the population conducts transactions online, there are still individuals who are unfamiliar with internet usage. Due to its versatility and numerous advantages over traditional marketing, many organizations are making the shift from traditional to digital marketing.

<b>DIMENSIONS</b>	<b>TRADITIONAL MARKETING</b>	<b>DIGITAL MARKETING</b>
Target Audience	It is easy to reach out local consumers with this method	Digital marketing lets organisations reach the target consumers globally from all over the world
Marketing Approach	It is more of personal approach as its very easy for the marketers to have person to person relationship in informing the public or promoting their brands name	In digital marketing, the physical presence of marketers is completely unnecessary. This enables marketers to effortlessly reach an unlimited number of consumers.
Documentation	It offers tangible copies of products and services that can be read repeatedly.	It offers descriptions in digital format through websites or online platforms, allowing consumers to access them anytime and anywhere according to their needs. Additionally, it promotes paper-free documentation.
Consumer Interaction	This method involves minimal interaction as the promotional mediums are not sufficiently flexible to accommodate customer interaction.	It provides consumers with a variety of digital platforms, such as social networking sites, e-commerce websites, and various apps, to share their feedback and express their views about the products.
Marketing Cost	This method can be costly due to expenses related to printing, radio/TV advertisements, which incur higher costs for the company.	It is less costly than the traditional method of marketing as everything is online and the use of social websites does not cost even a penny. Based on the marketing requirements the business can opt for paid ads if they want to
Marketing Analysis	Using this method, the company must endure weeks or even months of waiting to obtain the results.	It delivers prompt results, making it easier to obtain real-time marketing insights.
Interruptions	Consumers do not have the option to skip the	This method allows consumers to bypass

	advertisements or other elements that cause interruptions.	interruptions and seamlessly continue engaging with the products and services.
Strategy Refinement	Real-time results are not provided by this method, and crafting the marketing strategy takes time as it relies on the marketing results.	It offers real-time results, making strategy refinement easier, enabling marketing teams to make changes or updates to their market strategy based on the market results.
Communications	This method entails one-way communication since the marketing mediums employed are relatively inflexible.	It facilitates two-way communication, effectively satisfying customers and making them feel heard and well-served.

## CONCLUSION

Traditional marketing, encompassing print, broadcasting, telemarketing, and outdoor advertisements, had been effective until the emergence of the internet. The advent of the internet introduced digital marketing into the modern world. Technological advancements have been witnessed worldwide, with people incorporating tablets, smartphones, and electronic devices into their daily lives. The internet has empowered individuals with access to vast information, enabling them to be knowledgeable about available products in the market and compare them with others. Companies can leverage technology to understand consumer behaviors and preferences, allowing them to develop products and services that cater to their needs and desires. Consequently, business firms have embraced digital marketing to gain a competitive edge in response to technological advancements.

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