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Transformation And Evolution From Traditional Marketing To Digital Marketing At Spangles Infotech, Nagercoil

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ABSTRACT

This study investigates the shift from traditional marketing methods to digital marketing strategies at Spangles Infotech, a tech-based company in Nagercoil, Tamil Nadu. Through a mixed-method approach involving a structured questionnaire administered to 168 respondents, the research identifies key preferences, marketing effectiveness, and consumer responses to both traditional and digital strategies. The results indicate a strong leaning toward digital mediums such as social media marketing and influencer campaigns, highlighting the growing importance of personalization, measurability, and cost-efficiency in the evolving marketing landscape.

Keywords: Digital marketing, Traditional marketing, Consumer behaviour, Brand awareness, Spangles Infotech.

INTRODUCTION

The marketing landscape has undergone a significant transformation in recent decades, shifting from conventional methods like print and broadcast media to digital platforms that leverage data, personalization, and real-time interaction. This evolution is not only driven by technological advancement but also by changing consumer behaviour, with internet and smartphone usage becoming integral to everyday life. Spangles Infotech, a company known for web design, app development, and digital marketing services, offers a real-world case to study this transformation. Understanding how such companies adapt marketing strategies reveals key insights into the broader digital transformation in commerce.

STATEMENT OF THE PROBLEM

The shift from traditional to digital marketing has transformed how businesses engage with consumers, offering greater interactivity, personalization, and measurability. However, many organizations face challenges such as limited digital literacy, suboptimal online strategies, and underuse of data analytics. This study explores the drivers of this transition, its impact on consumer behaviour, and the comparative advantages and limitations of digital versus traditional marketing, focusing on engagement, cost-effectiveness, and performance measurement.

SCOPE OF THE STUDY

This study investigates the evolution from traditional to digital marketing, analysing key strategies, technological influences, and consumer behaviour shifts. It contrasts traditional methods like print and broadcast media with digital approaches such as social media, SEO, email, and content marketing. The study also evaluates the benefits, challenges, and effectiveness of digital marketing, supported by case studies and emerging trends, to offer insights for businesses adapting to the digital age.

OBJECTIVES

- To examine the impact of digital marketing on brand awareness and consumer perception.
- To compare online marketing with offline marketing in terms of effectiveness.
- To identify the level of customer satisfaction toward both marketing methods.
- To understand which content types and platforms drive sales and engagement.

RESEARCH METHODOLOGY

The research methodology is defined as the systematic method to solve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusion about the research data. The methodology is designed to collect data on consumer awareness.

Research Design

- **Sampling Size:** 168 respondents
- **Sampling Technique:** Purposive sampling technique
- **Statistical Tools used:** Simple percentage analysis, Ranking method, Weighted average, Chi-Square and Anova
- **Primary Data:** Collected 168 respondents through the questionnaire
- **Secondary Data:** Journals, books and websites

LIMITATIONS

- Online surveys and social media responses may reflect only digitally active users, leading to sampling bias.
- Privacy restrictions limit access to platform-specific data, affecting accurate measurement of strategy effectiveness.
- Rapid changes in digital marketing trends pose challenges in maintaining up-to-date research insights.

REVIEW OF LITERATURE

Baker & Brown (2024) “Shift to Customer-Centric Approaches” In 2024, digital marketing has shifted towards more customer-centric strategies. According to Baker & Brown (2024), businesses now focus on personalized content, experiences, and communications to engage their audience. With advancements in AI and big data analytics, brands can offer hyper-targeted messages based on consumer behaviour, demographics, and preferences. Personalized emails, product recommendations, and tailored ads on social media platforms have been shown to significantly increase customer engagement and conversion rates. The findings indicate that businesses are increasingly focusing on personalized content, experiences, and communications to engage their target audience more effectively.

Brown & Fiorella (2024) “The profound impact of social media platforms” Digital marketing has had a profound impact on how consumers interact with brands. Brown & Fiorella (2024) argue that social media platforms, particularly Instagram and TikTok, have created new opportunities for brands to connect with their audience. Digital marketing strategies that leverage user-generated content, reviews, and influencer endorsements tend to build trust and foster deeper relationships with consumers. Brown & Fiorella (2024) conclude that social media platforms are essential tools for modern digital marketing. Brands that effectively leverage direct interaction, personalized offers, user-generated content, and influencer endorsements can build stronger relationships with their audience, enhancing consumer trust and increasing overall engagement.

Garder (2023) “Growing importance of digital marketing in modern business strategies” Top priority in digital marketing investment will be to improve commerce experiences through social marketing, content creation and management and mobile marketing. The finding also revealed that a company' marketing success relies mostly on their website, social marketing, and digital advertising, which are all parts of digital marketing. In addition, savings made by using digital marketing can be reinvested elsewhere. Normally, companies spend 10 percent of their revenue on marketing and 2.4 percent on digital marketing, which will increase to 9 percent in the future.

Freitas (2023) “The pivotal role of LinkedIn as the primary social platform” He has discussed how linked in is the main social platform for B2B sales and how events are intertwined. this linking of traditional and non-traditional in this sense is very measurable as there will be a clear indicate of the number of consumers who have received the message and the end result is being a led conversion. His findings underscore the importance of leveraging both traditional and digital channels to create immersive, measurable B2B marketing experiences.

Dogra, P., & Kaushal (2023) "The Role of Digital Platforms in Advertising and Marketing" In a recent study conducted in 2023, another scholar emphasised the significant role that digital platforms play in the realm of advertising and marketing. The results of the study clearly indicate that all customers have significant exposure to various blogs and digital platforms through the use of WhatsApp and Facebook messages. Individuals exhibit a strong inclination to endorse products to their acquaintances and family members subsequent to receiving favourable cues and captivating advertisements from the manufacturers. Certain customers have a detrimental influence and disseminate unfavourable information to their acquaintances and family members.

FINDINGS

Simple percentage analysis

- Majority 53% of the respondents belongs to the age category of above Below 20 years.
- Majority 62.5% of the respondents are Male.
- Majority 41.7% of the respondents belongs to Under Graduate.
- Majority 35.1% of the respondents belongs to Others.

- Majority 31% of the respondents says Social Media Ads.
- Majority 38% of the respondents says Social Media Marketing.
- Majority 37.5% of the respondents says Social Media Stories and Reels.
- Majority 42.3% of the respondents says Time saving.
- Majority 41.1% of the respondents says Social Media Influencer or Celebrity Endorsements.
- Majority 43.5% of the respondents says Social Media posts.
- Majority 43.5% of the respondents says Social media influencers.
- Majority 34.5% of the respondents says Traditional Marketing.
- Majority 41.7% of the respondents says Engaging with the brand on social media.
- Majority 42.9% of the respondents says Search Engine Optimization (SEO).
- Majority 42.9% of the respondents says Strong Online Presence and Engagement.
- Majority 41.7% of the respondents says Traditional Marketing.
- Majority 36.3% of the respondents says Traditional Marketing.
- Majority 48.2% of the respondents says Traditional Marketing.
- Majority 60% of the respondents says No.
- Majority 38.8% of the respondents says Limited audience reach.

Rank analysis

- Majority of the respondents consider Search Engine Optimization (SEO).
- Majority of the respondents consider Digital Marketing (SEO, PPC, Social media, Email).

Weighted average method

- Majority of the respondents agree level is Rise of Social Media Platforms (4.60).

Chi-Square

- There is an association between Age group and the method you prefer.

Anova

- There is no statistical difference between the Education qualification and Marketing method that more effective in this digital era.

SUGGESTION

- Invest in interactive digital content such as Instagram/Facebook stories, reels, and video ads to enhance audience engagement.
- Prioritize SEO strategies, including keyword optimization, mobile-friendliness, and high-quality content creation, to boost search engine rankings.
- Collaborate with influencers and produce shareable social media content to expand brand visibility.
- Emphasize the convenience and accessibility of digital platforms when promoting products or services.
- Adopt a hybrid marketing approach by integrating traditional methods (TV, print, billboards) with digital strategies (SEO, social media, influencer marketing) to reach diverse consumer segments.
- Utilize paid promotions, targeted ads, and influencer partnerships to maximize digital outreach and brand exposure.

CONCLUSION

The transformation from traditional marketing to digital marketing is essential for brands to stay competitive in today's digital era. Businesses must leverage interactive digital content, such as Instagram/Facebook stories, reels, and video ads, to engage their target audience effectively. SEO strategies, including keyword optimization and mobile-friendly content, are crucial for improving online visibility and search rankings. Moreover, collaborating with influencers and creating shareable social media content can significantly enhance brand reach. Marketers should emphasize the convenience and accessibility of digital platforms to attract and retain customers. While digital marketing is rapidly growing, a hybrid approach that integrates traditional marketing with digital strategies ensures a broader and more diverse audience reach. To maximize success, businesses should invest in paid promotions, targeted ads, and influencer partnerships while continuously refining their digital marketing efforts. From this study, I conclude that by adopting these strategies, brands can build a strong online presence, drive customer engagement, and achieve long-term growth in an increasingly digital world.

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