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The Evolution of Marketing: Assessing the Impact of Traditional and Digital Media on Consumer Behavior

Mouneswara T N[1] and Dr. Kratika Saxena[2]
[1]Research Scholar, Department of Commerce
[2]Professor, Department of Commerce
NIILM University, Kaithal, Haryana, India

Abstract: *In order to ease the trade of products and services, two parties gather in a marketplace. These parties, referred to as buyers and sellers, may come together in person or virtually via websites or applications. In the market, marketing is essential for speeding up the purchasing and selling process. Its main goal is to guarantee that consumers may access products and services in accordance with their requirements and preferences. Conventional marketing techniques have been used for a long time. But as information technology advances and high-speed internet becomes more widely accessible, marketing is shifting from traditional to unconventional strategies. Businesses that use these new marketing technologies may offer products and services to their consumers and engage with them in an efficient manner.*

The current research will compare and contrast digital and traditional marketing. The variables influencing consumers' purchasing decisions in relation to conventional and digital marketing will also be the main focus of this research.

Keywords: Traditional, Non-Traditional, Digital, and Conventional Marketing Strategies.

I. INTRODUCTION

Throughout history, marketing has been an important socioeconomic activity. In addition to promoting general societal welfare, it is essential for meeting human wants and aspirations. Although manufacturing is the foundation of marketing, its actual worth is found in the efficient delivery of commodities to customers via suitable marketing strategies. All of an organization's attempts to draw in clients and build enduring relationships with them are collectively referred to as marketing. In a nutshell, marketing is any activity a company does to get its products or services into the hands of consumers.

A tried-and-true strategy for promoting purchasing and selling in the marketplace is traditional marketing. It includes offline strategies including outdoor advertising, broadcast media, and print media. Even while it's still crucial for connecting with local audiences, it's becoming harder for businesses to succeed in the current competitive environment. As a result, businesses are aggressively adopting new technology to meet consumer demands, fulfill desires, and strengthen their competitive advantage.

Information technology has advanced remarkably in the twenty-first century, influencing every part of our life. Businesses are now using these technologies to stay competitive in their respective sectors after feeling the effects of these developments.

In order to build and maintain connections with their customers, businesses are increasingly choosing digital marketing over conventional marketing. Businesses may make better choices for themselves by using the useful behavioral data and consumer feedback that digital marketing gives them. Thanks to technological developments, customers may now compare products using the data at their disposal and get thorough product information. Businesses may successfully target these knowledgeable customers by using digital marketing methods that take into account their interests and actions.

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Hoge (1993) presents an oversimplified view of internet marketing that ignores the vital component of client connections, yet In their most recent work, Strauss and Ansary (2006) provide a more thorough description. Internet marketing, according to them, is the use of information technology to generate, communicate, and provide value to consumers while also managing client relationships for the good of the company and its stakeholders. Stuart E. J. (2014) asserts that customers' use of internet services is steadily increasing.

Nonetheless, conventional marketers often oppose recognizing the evolving environment. They have a tendency to be sluggish to take advantage of fresh chances. Internet marketing, according to Dave Chaffey (2002), is the use of digital technologies, including online channels like the web, email, databases, mobile/wireless platforms, and digital television. In the context of a multi-channel purchasing process and customer lifecycle, internet marketing aims to support successful customer acquisition and retention. Enhancing customer knowledge—including profiles, behavior, value, and loyalty drivers—as well as providing integrated, targeted communications and online services catered to the specific requirements of each client are how this is accomplished.

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

III. TELEMARKETING

Inbound telemarketing

B2C Telemarketing

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IV. OUTDOOR ADVERTISING

- Point of Sale Displays
- 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.

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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.

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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 inrelation 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.

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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

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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.

DIMENSIONS	TRADITIONAL MARKETING	DIGITAL MARKETING
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.

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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.

VI. CONCLUSION

Prior to the advent of the internet, traditional marketing strategies, which included print, broadcast, telemarketing, and outdoor ads, were successful. Digital marketing entered the contemporary world with the introduction of the internet. With individuals integrating tablets, smartphones, and other electronic gadgets into their everyday lives, technological developments have been seen on a global scale. People now have access to a wealth of information thanks to the internet, which allows them to compare and learn about the many items on the market. Businesses may use technology to better understand the tastes and habits of their customers, enabling them to create goods and services that meet their demands. As a result, in reaction to technology breakthroughs, businesses have used digital marketing to get a competitive advantage.

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