TRADITIONAL VS DIGITAL MARKETING: A COMPARATIVE STUDY OF THE LAST TEN YEARS

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Abstract:

The basic concept of marketing is to match the supply and demand in a macroeconomic scale while sales are the concept to match the need, utility and solution in the micro economic scale. The barter system was the ancient mode of trading in which the producers exchange the products with each other according to their need in a common place and it was the first mode of marketing noticed by Herodotus, the ancient Historian and the earliest statement about the origin of marketing activity was made by Herodotus only (Dixon & Donald, 1967). The Indians only introduced the gold and silver coinage system and started adopting the same in retail trade. The terminology of 'marketing' was emerged to represent 'buying and selling' in 'Turkey' (old Asia Minor) and then it spread to other regions like Greek and whole over the world. The marketing concept was later transformed from 'detrimental individual gain to social bonding' and the 'consumer behaviourism' was

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observed in consumption and based on this the trading pattern also started changing. The thoughts of great philosophers like Socratic Philosophers, Plato, St Augustin of Hippo, st Thomas Aquinas, had explained the social behaviour towards balancing demand and supply, social behaviour, self-management of excess and scarce supplies by self-balancing pricing system (Jons & Shaw, 2002). Now the present market is a composition of traditional marketing system and digital marketing system. There are three categories of customers; traditional buyers, online buyers, and hybrid buyers who use both.Modern marketing is a replica of the old system and main difference is in the exchange of goods and services. In the real world promotion and transaction occurs through virtual platform and the information and computational system replace traditional marketing activity. The central philosophy of online is the virtual reality in tangibility instead of sensing real product, information transfer is factual than emotional, system based than humane, self-decision than peer or family influence, virtual monetary transaction than real hard currency, convenience than exertion, quick than delayed and so on.

Introduction

The Indian retail industry has three segments: informal retail channels, traditional retail networks and online retail networks. The online retail chains emerged in India after the growth of the Information and Telecommunication Technology in India since 1990. The growth of the technology was slow in the early stage till 2000 and then grew at a high rate after the mobile technology became popular through the emergence of the smart phone and internet service in mobile devices. The Android technology changed the growth of the internet-based technology in India.

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Fig 1.1: Use of Smart Phones
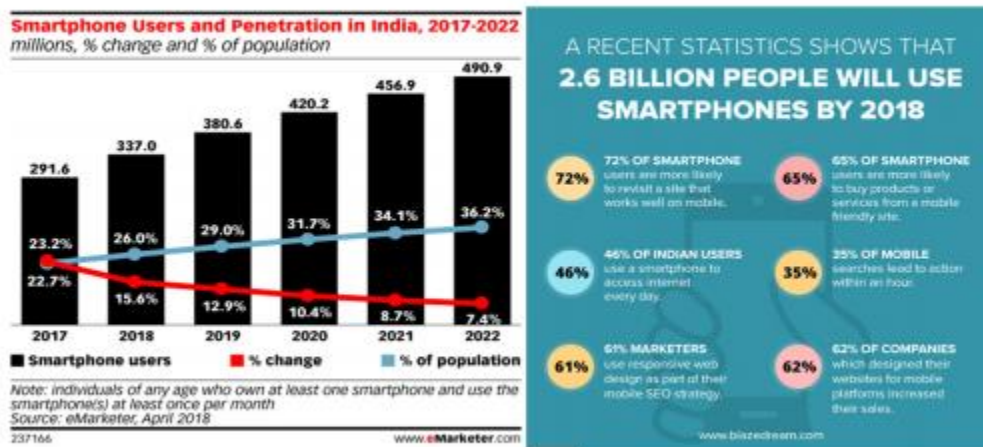
Source: www.emarketer.com

Source: www.blazerdream.com

The data shows that the users of smart phones are increasing and 2.6 billion users are there all over the world in which 46% are Indian users who use the smart phones to access internet. 65% of the smart phone holders use mobile sites for purchasing. The companies are using mobile friendly websites for marketing their products or services. The data shows that 95% users are below 35 years and 21% use internet applications for the online purchase. Smart phones are used for chatting, social networking, voice calling, email and short messaging services.

Digital Marketing: Effect on normal life

The Digital Marketing is an integrated form of Information and Communication Technology (ICT) and Marketing principles to promote the products and services. The high pace growth in telecommunication and information technology had catalysed the mode of mass communication from print media and television to fourth and fifth generation mobile technologies that enables the user to be multifunctional and networked in a continuous frame. The HI-FI and WI FI technologies enhance fast mass data transfer and the visual communication turned to be more influential and effective. This had given the 'market' an access to personal life and personal life turned to be a market driven than social and ethical life. In the market driven personal life, the individual is tempted to spend for their convenience and entertainment as the feel of need is instigated through 'display of products and services' continuously. The technologies like AI, Search Engine Optimization enabled

the peak search sites float at top and there exists a competition in brands to be at the top list always by encouraging the searchers through attractive pop ups. It is attention seeking process for a rational buyer and continuous effort is needed to be in top searched brands or sites to persuade consumer for clicking the pop-up ads. The search based on key words compels the marketers to define their products using multiple key word definitions so that the ads get maximum clicks. This research is an attempt to analyse how companies use digital marketing strategies to float in top searched caches. The 'newness' and 'attention seeking strategies' are the prime composition for increasing. clicks. The research also analyse how companies maintain a successful strategy for 'newness and attention seeking' among the consumers and future prospect.

TRADITIONAL MARKETING

Offline marketing is another term for traditional marketing. Traditional simply refers to the "transfer" of anything, such as ideas, traditions, or behaviours. When you think about conventional marketing, keep in mind that it refers to methods and strategies that have been around for a long time. Furthermore, "offline marketing" is a phrase that refers to any technique or means of advertising that does not use the internet.

Traditional marketing is more concerned with the business and the product, while internet marketing is more concerned with the consumer and their interests. So, in general, you'd utilise conventional marketing to grow your company and try to spread your goods across the three major geographic tiers (local, regional, national), and eventually globally. Although others may disagree with this reasoning, it seems that there would be less emphasis on the real client and their requirements.

In today's corporate environment, traditional marketing is becoming obsolete. As the number of internet users grows year after year, more individuals are increasingly promoting their companies online. To give you a sense of scale, the internet is now used by over 1 billion individuals. How can the offline market possibly come close to competing with that? However, just because a new revolution has occurred does not imply that the old methods are no longer effective. If done properly, traditional marketing may still bring in a lot of consumers and generate a lot of money. So don't assume that you should just use the internet

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to promote your company. The goal is to get the best outcomes by combining online and conventional techniques.

METHODS OF DIGITAL MARKETING AND TRADITIONAL MARKETING

virtual advertising is at the boom, and in 2019 it handed traditional marketing spending for the first time. that is because of the reality that clients are increasingly more the usage of net structures. marketer are better organized with the advertising and marketing technology required to attain customers on digital gadgets at precisely the proper time way to technological advances like AI and gadget getting to know. traditional advertising strategies, then again, need substantial planning and site. don't forget the following:

• There are 7.7 billion human beings on the earth, and four.4 billion of them use the internet.

• Almost a 3rd of customers could decide on engage with businesses via social media than go to a store.

Organizations must be present across digital channels and devices in order to remain competitive. This isn't to say that offline channels should be disregarded entirely. An omnichannel presence – which mixes physical and digital components – is the best approach to fulfil customer expectations.

Your company may build a more coherent, customer-centric customer journey by implementing digital marketing efforts that reach your target audience where they are. It also allows for continued interaction after a purchase, which may assist marketing teams build brand loyalty and increase consumer retention more efficiently.

Platforms, according to Gartner, are instruments that offer various business or technological capabilities in the context of contemporary business. Platforms provide various tasks across these requirements, while tools target particular functions inside one business need, such as a single tool to plan social media updates alone. With APIs, integrations, and collaborations with other apps or data sources, platforms generally allow a broader range of functions.

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Let us now return to the original question. What is the definition of a digital marketing platform? A digital marketing platform is a software solution that permits you to do a variety of errands connected to online marketing. According to Gartner, a platform cannot promise to handle every aspect of digital marketing, but rather will include features such as media purchasing, performance assessment and optimization, and brand monitoring. Other marketing activities, such as SEO and social media, may not be included.

Social media, influencer marketing, content marketing, email, search engine optimization (SEO), pay-per-click (PPC), affiliate, and mobile are eight popular digital marketing channels. Let's take a closer look at each of them:

FRAME WORK AND CUSTOMER SATISFACTION OF ONLINE AND OFFLINE BUSINESS

Customer connections are the most important element of every company. As a result, profit maximisation via client pleasure is the primary goal of every company. However, keeping a client happy is never easy. Even though a customer expresses his requirements and desires, he may behave in ways that contradict them. He may be unaware of his true motives and could alter his opinion at any time.

Despite their differences, customers have many things in common. To discover them, research into target consumers' desires, perceptions, and shopping and purchasing habits would be beneficial, as it will offer the data needed to create new goods, pricing, channels, communication, and other marketing components.

However, in the vast majority of marketplaces, purchasers have vastly different purchasing behaviours. Coming to grips with these disparities is a difficult job for the marketing strategy. Buyers in consumer markets vary not just in expressions of their age, income, educational attainment, and geographic location, but also in terms of their personalities, existences, and aspirations. The assessment of consumer groups with unmet wants and aspirations is an essential rationale for researching consumer behaviour. The core of the contemporary marketing idea is that all aspects of a company should be oriented toward customer pleasure.

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SATISFACTION OF CUSTOMERS

Customer satisfaction is a key strategic weapon for any kind of company in the 1990s and beyond. Because the goal of a commercial company is to earn money, customer happiness is very essential. It's crucial to figure out which service elements have the most impact on a customer's proclivity to purchase and to be ahead of closest competitors in terms of service offer. Customer contentment is an ephemeral concept. Because the competition is likewise trying to meet or surpass consumer expectations, customer expectations and performance standards are always evolving. Different surveys may be utilised to highlight different elements of customer satisfaction, based on customer characteristics. Customer happiness is influenced by four different variables, according to marketing experts. Product, Sales activity, After-Sales, and Culture are the main elements of each, according to Lile and Sheth.

Since Cardozo's (1965) first education of customer exertion, prospects, and consummation, customer consummation has been a prominent subject in marketing practise and academic research. Despite many efforts to quantify and explain consumer happiness, there seems to be no agreement on its meaning (Giese and Cote, 2000). Customer satisfaction is usually described as an evaluation of a creation or provision after it has been consumed. It's the outcome of an evaluation procedure that compares repurchase expectations to performance judgments during and after the consuming experience (Oliver,1980).

Buyer and Buyer Behaviour

According to Simpson J.A. and Weiner E.S.C., the buyer is According to the Oxford English Dictionary 8, purchasing refers to the act of obtaining ownership of (somewhat) by providing an equal, typically in money, to acquire by disbursing a price.

Buyer behaviour and consumer behaviour are defined by William F. Schoell (1985). As a result, customer behaviour is a subset of human behaviour concerned with people' choices and actions in buying and consuming goods, while buyer behaviour is a subset of consumer behaviour concerned with the decisions that precede the acquisition act and the business itself.

J.A. Simpson and E.S.C. Weiner (1989) describe behaviour as the way one conducts himself in his life's external relationships. In other words, it refers to one's behaviour, general practise, life path, and course of action toward or towards the treatment of others.

The customer and buyer behaviour are emphasised in the international literature, with consumers intending to acquire the product because of its quality, accessibility, and price. However, their behaviour must be handled more aggressively throughout the completion of their transaction.

MACRO – MODELS

to begin this debate on client pride, it is vital to define the term. "pride is the patron's satisfaction reaction," in step with a typically regarded definition. it is a determination that a services or products characteristic, or the carrier product itself, furnished (or continues to deliver) a nice degree of intake-associated fulfilment, including ranges of beneath- or overfulfillment..." (1997, Oliver). that is an amazing definition. First, instead of a "client," the emphasis is on a "purchaser." A client utilises a services or products, whilst a consumer can pay for the product or service however is not necessarily the patron (this is, the direct consumer). Granted, that is a bit distinction that receives overlooked in normal communique, but it makes a distinction in a researcher's delight modelling. satisfaction with a service or product is a assemble that needs product or service enjoy and usage (Oliver, 1997). individuals who pay for a product/carrier but by no means use it need to no longer be predicted to have the same level of (dis)pride as a product/service user (the client). As a result, we have to understand that the notion of purchaser pride refers to patron (or consumer) pleasure rather than consumer satisfaction (which may also consist of non-customers).

Second, fulfilment is a sensation. It's a short-term mindset that may easily shift depending on the circumstances. It is distinct from visible actions like as product selection, complaint, and repurchase since it exists in the user's head. Third, contentment often has lower (insufficiency or under fulfilment) and higher (fulfilment) criteria (excess or over-fulfillment). This implies that if a customer receives "too much of a good thing," his or her pleasure may suffer. Many individuals are preoccupied with the lower barrier and overlook the possibility of a higher threshold.

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Figure 3.2:Traditional Macro-Model of Customer Satisfaction
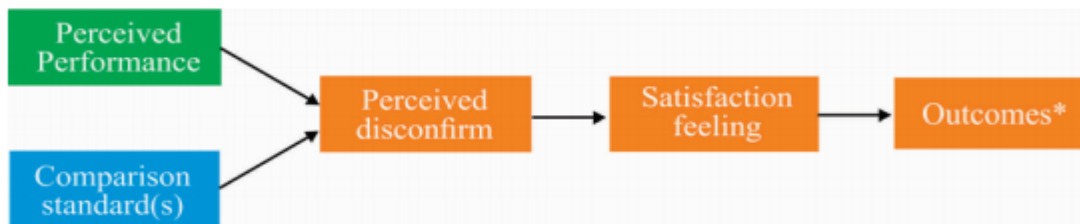
Source : Woodruff & Gardial, 1996

CONCLUSION

Traditional marketing has been around for a long time, whereas digital marketing has just been prominent in the last one or two decades.

In this article, we learnt that digital marketing has a significant advantage over conventional marketing, and that digital marketing is the ideal form of marketing to reach your target audience whether you are an entrepreneur or beginning a small company with a limited budget.

It will be less expensive for you, and you will be able to play against much larger opponents.

Finally, we can conclude that both marketing methods have benefits and drawbacks, as we have shown in this essay. Determine your marketing strategy depending on your company's needs and budget.

TRADITIOANL MARKETING	DIGITAL MARKETING
Traditional marketing is marketing through traditional methods such as television, radio newspapers, etc.	**Digital marketing is marketing through digital media such as Social media (Facebook,Instagram,etc. websites,Youtube etc.,).**
Traditional marketing is quite expensive.	**Advanced segmentation of target audience.**
The reach of the campaign depends on the marketing investment and style,	**The reach of the campaign is irrespective of geographical location and**

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chosen media and size of the audience.	**size of the audience.**
Traditional media is unilateral communication. There is no real interaction between consumers and businessman.	**Digital marketing is bilateral communication. You can know the reaction and response of the audience instantly.**
Traditional marketing does not offer you flexibility. That means once your content is published it cannot be revoked.	**Digital marketing offers you flexibility. You can modify or even remove your content whenever you want.**
You can't calculate your return on investment.	**It is easy to calculate your return on investment using various statistical analytical tools such as Google analytics.**
Advertising through traditional marketing can be invasive.	**Advertising through digital marketing generates value for customers as well as satisfy their needs and resolve their problems**
The advertisements in traditional marketing remain on air for a limited period of time and as long as you pay to keep running it.	**The advertisements in digital marketing are omnipresent and permanent. However, there are categories too. The content you upload on your personal social media handles or on your own website stays forever. Whereas, the ads that you run on Google or on YouTube runs for the period of time that you pay for.**
The only limited target audience can be reached.	**The huge audience can be reached irrespective of geographical boundaries.**
Zero or low scope of viral popularity.	**High chances of viral popularity.**

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