

COMPARATIVE ANALYSIS OF TRADITIONAL MARKETING AND DIGITAL MARKETING WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

A market is place where two parties can gather to facilitate exchange of goods and services. The parties involved in the exchange process are buyers and sellers. Parties can gather physically at a physical place or at the platform which may be online i.e., sites, apps etc. Marketing is the way to increase the speed of buying and selling at the market place. The main purpose behind the marketing is to make goods and services available to customers as per their needs and wants. Marketing has been happening conventionally since long period of time but with the changing times, improvements in information technologies and spreading of broad band internet, marketing is shifting from conventional to non-conventional methods of marketing. Organizations which are adopting new technologies of marketing can easily communicates with their customers while providing 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 behavior of customers towards traditional and digital marketing.

Keywords: Newspapers, Marketing, Digital, Traditional, Customer.

I. INTRODUCTION

We all are aware that the marketing trends in today's era are changing at a very fast pace and the market has drifted to digital marketing from traditional marketing. The marketer has now shifted to digital platforms for promoting their brands as digital marketing platforms like e-commerce websites, google ads, emails etc. are used more frequently and are available to the maximum number of the targeted audience. So rather than spending marketing efforts and money on the traditional ways of marketing, the entrepreneurs /businesses and the companies are now switching to the digital marketing platforms for reaching out to the maximum range of targeted consumers and for generating more revenue and profit for their brand. it is important to understand that choosing a promising market isn't the most effective step for a success business, one need to know a way to convert this promising market/ possibility/purchaser right into a successful business leads or promising customers. there is a population that still abides by means of the traditional methods of marketing and does no longer believe in online transactions or online marketing, The promoting techniques that we use these days heavily depend on the infamous four PS of marketing: Product, fee, place and promoting. conventional marketing uses traditional media like magazines, Radio and newspapers. This allows to reach cantered audiences. traditional marketing gained the people's trust by using focusing on supplying values that human beings can reliably count on every time. it is the painstaking adherence to consistency that leads to favourable reviews which ends to awareness conversion and finally, loyalty'. another type of advertising and marketing is on-line advertising. It refers to any shape for advertising at the internet. online marketing also known as digital advertising and internet advertising. online advertising or merchandising has turn out to and the marketers can grab the eye of the clients greater without difficulty. also, we have automation on a growth and online marketing is highly automatic system that reduces loads of guide process concerned both for the consumers and the marketers. on-line advertising and marketing are a huge discipline, inclusive of attracting customers via e-mail, content material marketing, seek structures, social media and extra.

II. OBJECTIVE OF THE STUDY

- To decide the demographic profile of the respondents.
- To evaluate the notion of respondents on traditional and online marketing.

- To perceive the pleasure stage of clients approximately online and traditional marketing

Traditional marketing:

- Identifying the right audience segment
- understanding their behavior
- Providing the proper incentive to get them to buy a product or service location or channel consideration

Digital marketing:

- To create Brand Awareness
- To increase engagement amongst the audience related to your domain or business
- Increasing customer satisfaction and brand loyalty
- Reducing bounce rate on your website.

Definition of marketing:

As defined by the American marketing association “marketing is the activity, set of institution and process for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large”

Approaches of marketing:

There are two approaches of marketing-

- Traditional marketing
- Online marketing

Traditional marketing:

Traditional marketing refers to any type of market that is not online. This means print, broadcast, direct mail, phone and outdoor advertising like billboards. Traditional marketing plays an important part in reaching local audience. It is a conventional mode of marketing that involves reaching out to half targeted or less targeted audiences with various conventional means and channels that work mostly offline.

Advantages of traditional marketing:

- Promotional materials are sustainable
- Traditional marketing establishes credibility
- Reach an exclusive and captive audience

Disadvantages of traditional marketing:

- It is more expensive
- Customized marketing is not possible
- Provide less information

Digital marketing:

Digital marketing is the practice of leveraging web-based channels to spread a message about a company’s brand, products, or services to its potential customers. Online marketing relies upon websites or emails to reach to the users and it is combined with e-commerce to facilitate the business transactions. In this marketing promote the products and services via websites, blogs, email and social media.

Advantages of digital marketing:

- Low cost for operation
- Time effective marketing
- Global reach

Disadvantages of digital marketing:

- Negative feedback
- High competition
- Security and privacy issues

The four Ps of marketing:

- Product

- Price
- Place
- Promotion

Product: A product refers to any item that intends to satisfy the needs and wants of a target consumer. It can be a tangible good such a clothing item or piece of software or intangible like a service or experience.

Price: Price not only refers to the monetary value of a product, but also the time or effort the customer is willing to expend to acquire it. Determining this will be a critical factor in revenue for the brand as it will impact profit, supply, demand and how much marketers should spend on a promotion or marketing strategy.

Place: It refers to providing customers access to the product and it also calls into play convenience for the customer.

Promotion: It refers primarily to marketing communications. These communications use channels such as public relation, advertising, direct marketing, email marketing, social media marketing or sales promotions; think of it as any way marketers disseminate relevant product information to their target customers.

III. CONCLUSION

Digital marketing is a general term for any the effort by a company to connect with customers through electronic technology, including email, geolocation and mobile marketing, social media, online customer communities, webinars and other video-based content. Traditional marketing encompasses so many different strategies, nearly every company selling a product or service uses one or more types of traditional marketing as part of an overall advertising strategy. For the most part, this form of advertising depends on the company's available marketing budget. Traditional marketing campaigns often have the advantage of staying power. They can become iconic, and instantly familiar to millions of people.

Traditional marketing is very expensive compared to digital. There is no choice to target relevant set of customers, it's a mass communication. Company's end up pumping the budget to mass crowd. It's promoting products or services through TV, Radio, Print media, PR activity, door to door marketing, telemarketing, etc. Tracking of results is difficult or next to impossible. Digital marketing is cost effective than traditional. Easy to find the target customers with analytics and other source of tools. Based on the relevant customers the budget can be planned and optimally utilized. It promotes the product over the internet with social media, smart phones, google Ads, etc. Tracking of result is easy and thereby improvement of campaigns based on results.

IV. REFERENCES

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