

CONSUMERS' PERCEPTION REGARDING DIGITAL MARKETING VS TRADITIONAL MARKETING

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Abstract

Marketing has a major importance in company's product/service development and in creating consumers or customers, therefore, the tools of Digital Marketing and Traditional Marketing are used by the them.

Whereas, some companies prefer to use the digital marketing tools, on the other hand some choose to use traditional or conventional marketing in order to market their products/services.

On the other end, companies have to know the feedback of their investment in advertisement, for example a lot of organizations spend millions in various marketing forms, such as Television Ads, Newspaper Ads, Billboards and Social Media Advertisements to know whether which form of marketing is more productive, hence the consumers' perception regarding Digital Marketing and Traditional Marketing is very essential for the investors to select the right tool.

Furthermore, the companies want to know the impact of their marketing campaign on consumers to compare the income and expenses of advertisement.

Sometimes the investors want to target an exact gender, age, or profession of customers, therefore, the companies need to know the specific marketing channel for that particular group of customers. In fact, the impact of marketing tools differs from gender to gender, from age to age and among professionals.

Key Words: conventional marketing, digital marketing, consumers' perception, product/service development, marketing channel.

INTRODUCTION

This research is conducted to compare the effectiveness of Digital Marketing and Traditional Marketing in terms of consumers. In fact, the research conducts the Consumers' Perception Regarding Digital Marketing Vs Traditional Marketing.

Both the Marketing tools whether Digital or Traditional are being used by various companies, so it is very important for companies to invest in the right marketing technique. Otherwise, it will have an adverse effect on their investment.

In addition, there are distinct marketing forms of both Digital Marketing and Traditional Marketing. On the contrary all the marketing tools may not be effective for advertisement, in fact it is essential for investors to know which method of marketing has more influence on customers or the accessibility of consumers to that particular marketing tool.

Moreover, the research study shows the preference between male and female of the two marketing methods. This research study also indicates what particular age group is influenced by a specific marketing practice.

Eventually, the overall purpose of this research is to receive the consumers' feedback regarding Digital Marketing Vs Traditional Marketing. In fact, this research can be proved handy to the companies who are engaged in both Traditional and Digital Marketing, and it also helps the companies to know the right marketing direction in terms of customers' perception of Digital Marketing and Conventional Marketing.

THE DIGITAL MARKETING CONCEPT

"The practice of promoting products and services in an innovative way, using primarily database-driven distribution channels to reach consumers and customers in a timely, relevant personal and cost-effective manner is known in the theory and practice as digital marketing" (Wsi, 2013)

➤ Various elements of Digital Marketing

There are different forms of Digital Marketing, in fact all these forms are operated through electronic devices. These forms are as follow:

1. Online Advertising

Internet promotion is a significant piece of computerized showcasing. It is additionally called web promoting through which organization can convey the message about the items or administrations.

Web based promoting gives the substance and advertisements that best matches to buyer interests. Distributors put about their items or administrations on their sites with the goal that buyers or clients get free data. Through internet publicizing, organization can control its financial limit and it has full control on schedule.

2. Email Marketing

At the point when message about the items or administrations is sent through email to the current or potential customer, it is characterized as email marketing. Direct computerized advertising is utilized to send advertisements, to manufacture brand and client steadfastness, to fabricate client trust and to make brand mindfulness. Organization can advance its items and administrations by utilizing this component of computerized advertising. Organization can bring total consideration of the client by making alluring blend of illustrations, content and connections on the items and administrations.

3. Social Media

Today, online networking showcasing is one of the most significant advanced advertising channels. It is a PC based device that permits individuals to make, trade thoughts, data and pictures about the organization's item or administrations. As indicated by Nielsen, web clients keep on investing more energy with internet based life. Social Media advertising systems incorporate Facebook, Twitter, LinkedIn and Google+.

Furthermore, today, companies promote their products on Facebook and spend millions on Social Media Marketing. Tweeter is also a good source of promoting a brand. Professionals make their LinkedIn profiles so that other professionals can reach their products or services.

4. Text Marketing

It is an approach to send data about the items and administrations from cell and PDA gadgets. By utilizing telephone gadgets, organization can send data as content (SMS), pictures, video or sound (MMS). Advertising through cellphone SMS (Short Message Service) turned out to be progressively well known in the mid-2000s in Europe and a few parts of Asia. Organization can make a survey and acquire important client criticism which is fundamental to build up their items or administration in future.

5. Pay Per Click

Per Pay Click is an advertising method which can be done through search engine to create clicks too your site. It is the most ideal path for organization's promotions since it carries minimal effort and more noteworthy commitment with the items and administrations.

THE TRADITIONAL MARKETING CONCEPT

Traditional Marketing is a simple conventional way of marketing the product or service which does not include any Digital Marketing tools.

There are various types of Traditional Marketing tools that companies use them to market their product or service. Some of them are as follow:



<https://www.gapinterdisciplinaries.org/>

RESEARCH METHODOLOGY

✚ Research Design

➤ Exploratory Research

The exploratory research was conducted for the purpose of literature review where some research papers have been used as a source.

➤ Descriptive Research

This particular kind of research focuses on design and data collection methods, sample collection and data processing analysis.

✚ Sample Analysis

Exact 351 respondents from different age groups, different professions and from different genders have been equally taken under study.

✚ Sampling Technique

Non-probability and convenient sampling.

✚ Survey and Data Collection

The research has taken place in some cities of India, such as Ahmedabad, Gandhinagar, Rajkot, Pune and also in Kabul the capital of Afghanistan.

The data has been collected through a questionnaire which was designed in google form on online basis.

In this research both primary and secondary data have been used, but most of the research is based on primary data. In fact, different mathematical and statistical tools have been used along with SPSS software for data analysis.

The research is broadly classified into two sections:

➤ Primary Data

This data is directly collected through an online google form survey from various respondents from different fields, different age groups and different genders.

➤ Secondary Data

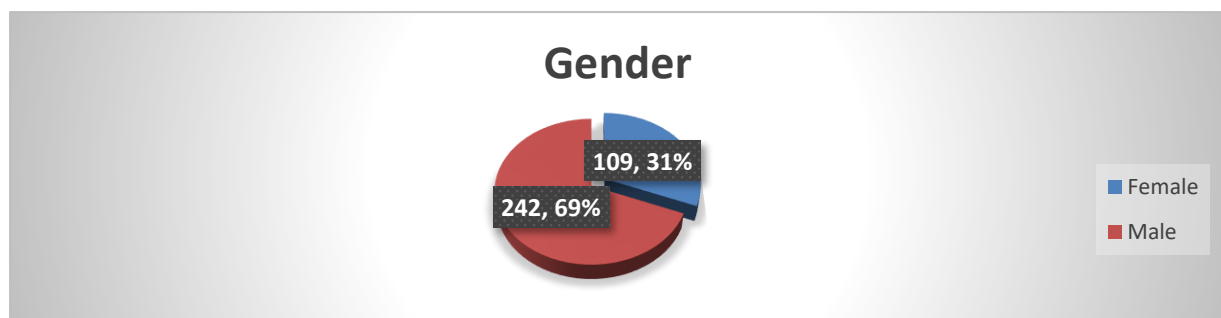
Secondary data is taken from published research papers.

➤ Data Analysis Technique

The data has been analyzed via SPSS and Microsoft Excel.

DATA PRESENTATION & ANALYSIS

1. Frequency table for Gender.



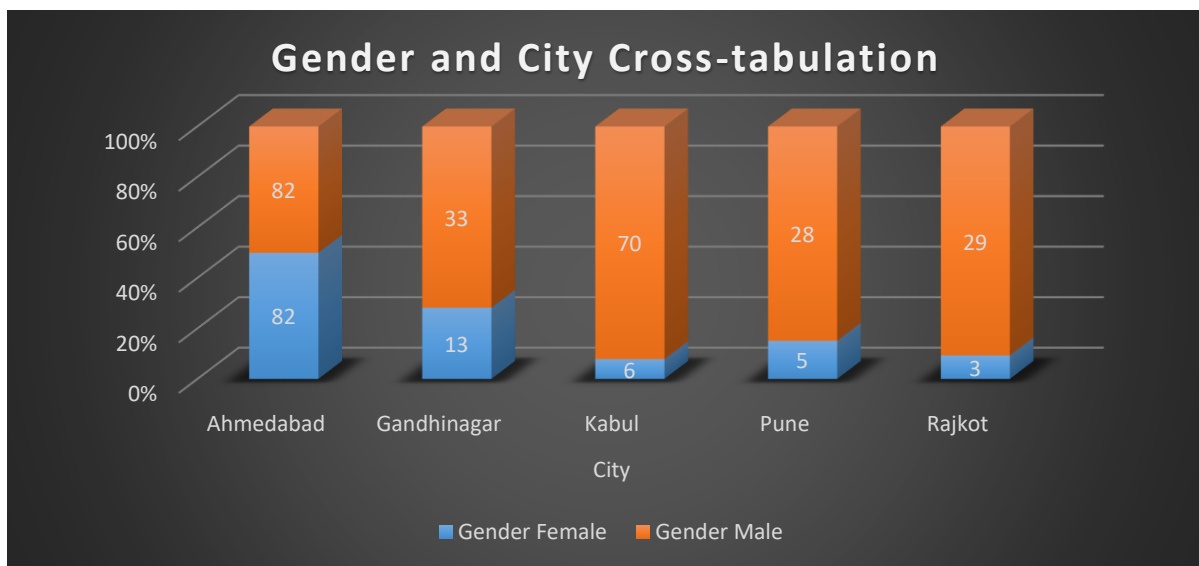
		Frequency	Percent
Valid	Female	109	31.1
	Male	242	68.9
	Total	351	100.0

- The above table shows that out of 351 respondents 242 are male which is 69% and 109 are female which is 31% of the total respondents.

2. Cross tabulation of Gender and City.

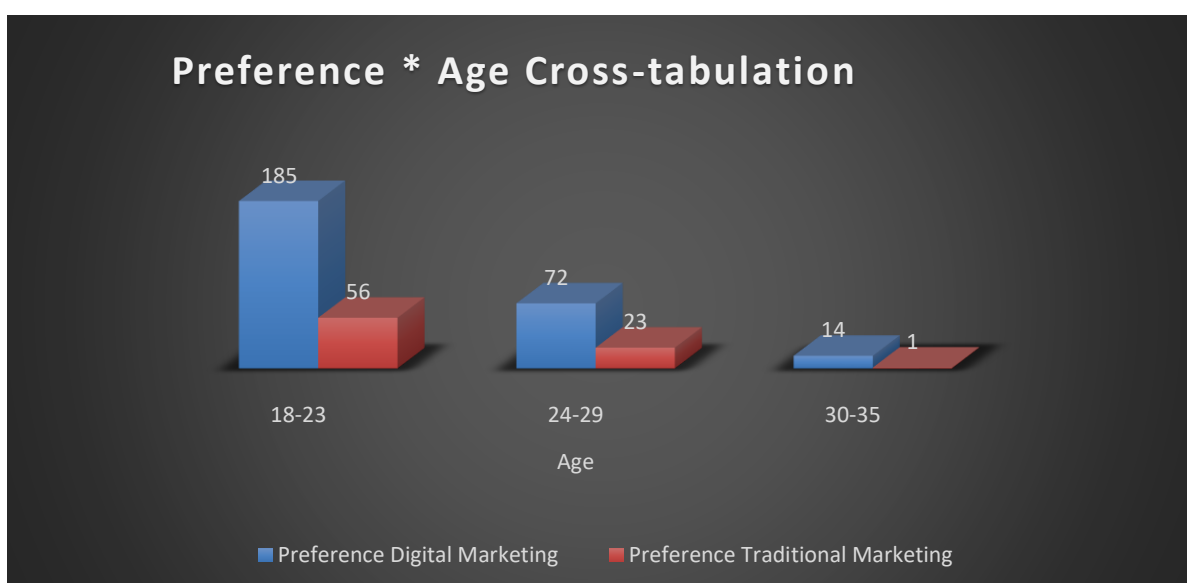
	City					Total
	Ahmedabad	Gandhinagar	Kabul	Pune	Rajkot	
Female	82	13	6	5	3	109
Male	82	33	70	28	29	242
Total	164	46	76	33	32	351

The above table shows the cross tabulation of **Gender** and **City**, where from the **total of 351 respondents 82 are male** and **82 are female** from **Ahmedabad**, similarly **33 are male** and **13 are female** from **Gandhinagar**, on the other hand **70 are male** and **6 are female** from **Kabul**, on the contrary **28 are male** and **5 are female** from **Pune**, finally **29 are male** and **3 are female** from **Rajkot**.



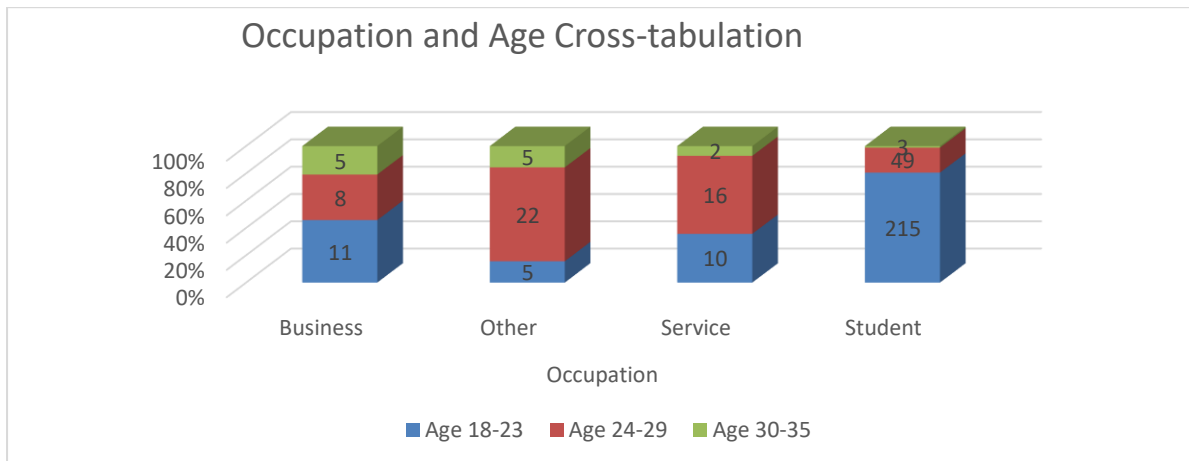
3. Preference * Age Cross tabulation

		Age			Total
		18-23	24-29	30-35	
Preference	Digital Marketing	185	72	14	271
	Traditional Marketing	56	23	1	80
Total		241	95	15	351



4. Occupation * Age Cross tabulation

5.		Age			Total
		18-23	24-29	30-35	
Occupation	Business	11	8	5	24
	Other	5	22	5	32
	Service	10	16	2	28
	Student	215	49	3	267
Total		241	95	15	351

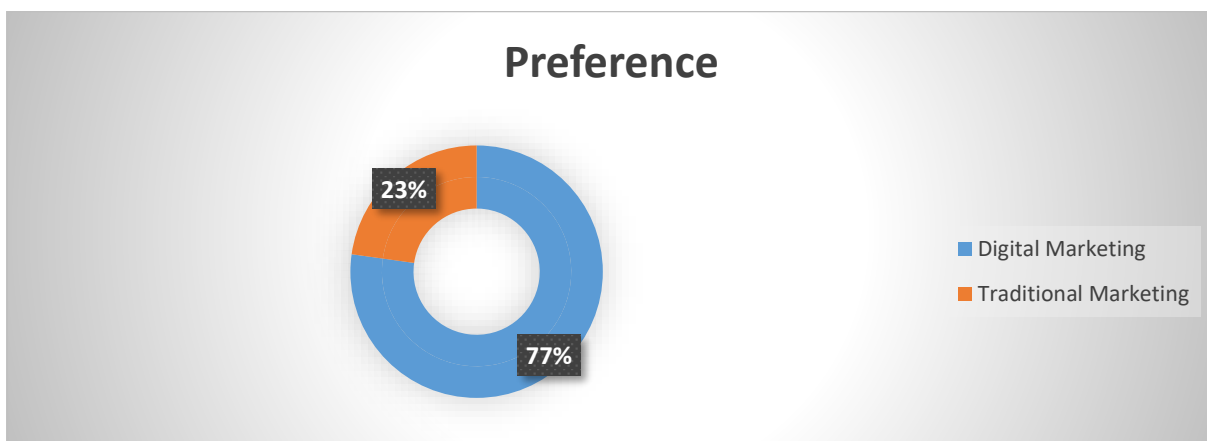


The above chart shows the cross-tabulation of occupation and age, in fact the respondents who are between 18-23 years of age; 11 of them selected business, 5 of them selected other, 10 of them selected service and 215 are students.

On the other hand, the respondents who are between 24-29 years of age; 8 of them selected Business, 22 of them selected Other, 16 of them selected Service and 49 are Students.

Finally, the respondents who are between 30-35 years of age; 5 of them selected Business, similarly 5 of them selected Other, 2 of them selected Service and 3 of them are students.

5 Consumers' Preference Regarding Digital Marketing and Traditional Marketing



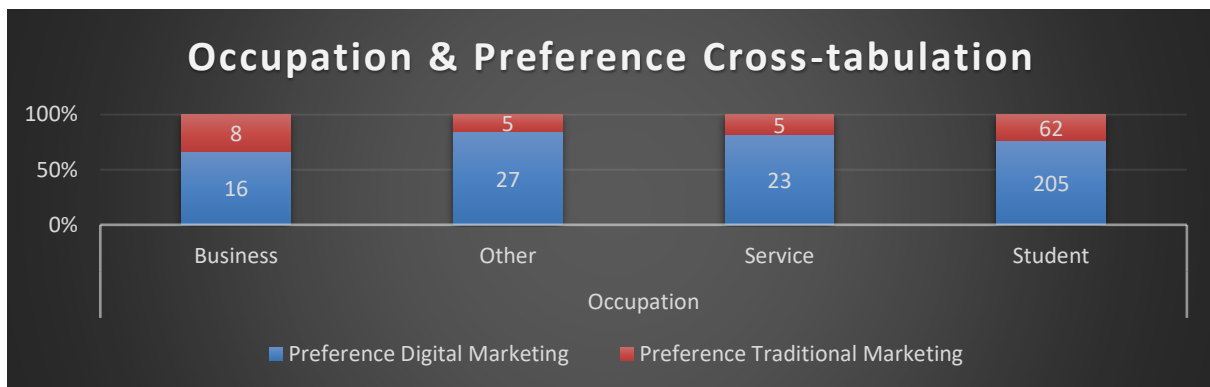
	Frequency	Percent
Digital Marketing	271	77.2
Traditional Marketing	80	22.8
Total	351	100.0

➤ The table and the chart show that out of 351 respondents 271 have selected Digital Marketing and 80 have selected Traditional Marketing which contribute 77% Digital Marketing and 23% Traditional Marketing.

6. Occupation*Preference Cross tabulation

		Preference		Total
		Digital Marketing	Traditional Marketing	
Occupation	Business	16	8	24
	Other	27	5	32
	Service	23	5	28
	Student	205	62	267
Total		271	80	351

❖ The above table shows the cross-tabulation of occupation and preference, hence respondents with **Business field 16** selected **Digital Marketing** and **8** selected **Traditional Marketing** which contribute **60% Digital Marketing** and **40% Traditional Marketing**, moreover the respondents with **Other 27** selected **Digital Marketing** and **5** selected **Traditional Marketing** which contribute **80% to Digital Marketing** and **20% to Traditional Marketing**, furthermore respondents with **Service sector 23** selected **Digital Marketing** and **5** selected **Traditional Marketing** that contribute **80% to Digital Marketing** and **20% to Traditional Marketing**, finally **205 students** have selected **Digital Marketing** and **62** have selected **Traditional Marketing** which contribute **70% to Digital Marketing** and **30% to Traditional Marketing**.



7 Gender and preference chi-square

Gender * Preference Cross tabulation

			Preference		Total
			Digital Marketing	Traditional Marketing	
Gender	Female	Count	80	29	109
		Expected Count	84.2	24.8	109.0
	Male	Count	191	51	242
		Expected Count	186.8	55.2	242.0
Total	Count		271	80	351
	Expected Count		271.0	80.0	351.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.307 ^a	1	.253		
Continuity Correction ^b	1.011	1	.315		
Likelihood Ratio	1.282	1	.258		
Fisher's Exact Test				.273	.157
N of Valid Cases	351				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 24.84.

b. Computed only for a 2x2 table

- **H₀**: gender and preference are independent.
- **H₁**: gender and preference are dependent.

X Cal= 1.307

Here P value is 0.253.

As P value is greater than 0.05, so **H₀** is accepted.

(Questions related to Digital Marketing)

8.A. What kind of Digital Ads have more effect?

		Frequency	Percent
Websites	No	156	57.6
	Yes	115	42.4
	Total	271	100.0

- The above tables show the frequency and percentage of the **Digital Ads' effect**, where **156 respondents said No to Websites** and **115 selected Yes Websites** which contributes **57.6% No** and **42.4% Yes**.

		Frequency	Percent
Social Networking	No	76	28.0
	Yes	195	72.0
	Total	271	100.0

- Similarly, for Social Networking Sites **76 respondents said No** and **195 selected Yes** which contributes **28% No** and **72% Yes**.

		Frequency	Percent
Video Marketing	No	157	57.9
	Yes	114	42.1
	Total	271	100.0

- On the other hand, for **Video Marketing 157 respondents said No** and **114 selected Yes** which contribute **57.9% No** and **42.1% Yes**.

		Frequency	Percent
Content Marketing	No	215	79.3
	Yes	56	20.7
	Total	271	100.0

- Finally, for **Content Marketing 215 responded to No** and **56 selected Yes** which contribute **79.3% NO** and **20.7% Yes**.

9.B. Select the appropriate option or options as far as Digital Marketing is concerned.

		Frequency	Percent
Easy to access	No	92	33.9
	Yes	179	66.1
	Total	271	100.0

		Frequency	Percent
Convenient	No	166	61.3
	Yes	105	38.7
	Total	271	100.0

		Frequency	Percent
Easy to understand	No	154	56.8
	Yes	117	43.2
	Total	271	100.0

The above tables show the number of people who responded as far as Digital Marketing is concerned, where **92 respondents** said **No** and **179** said **Yes** to “**Easy to access**”. Which contributes **33.9% No** and **66.1% Yes**. On the other hand, **166** said **No** and **105** said **Yes** to “**Convenient**”. That contributes **61.3% No** and **38.7% Yes**. Finally, **154** responded **No** and **117** responded **Yes** to “**Easy to understand**”. Which contributes **56.8% No** and **43.2% Yes**.

10.C. Why is Digital Marketing more effective in advertising a product?

		Frequency	Percent
It frequently appears on the screen	No	140	51.7
	Yes	131	48.3
	Total	271	100.0

		Frequency	Percent
It's easy to understand	No	121	44.6
	Yes	150	55.4
	Total	271	100.0

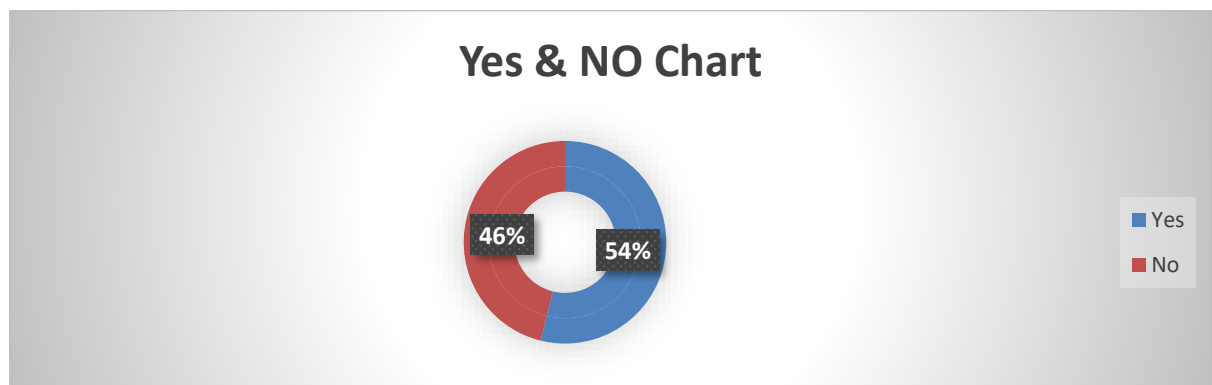
		Frequency	Percent
More Persuasive	No	177	65.3
	Yes	94	34.7
	Total	271	100.0

The above tables show the **effect of Digital Marketing in advertising a product**, where **177 Responded No** and **94 responded Yes** to “**More persuasive**” which contributes **65.3% No** and **34.7% Yes**. Furthermore, **140 responded No** and **131 responded Yes** to “**It frequently appears on the screen**” that contributes **51.7% No** and **48.3% Yes**. Eventually, **121 responded No** and **150 responded Yes** to “**It's easy to understand**” which contributes **44.6% No** and **55.4% Yes**.

11. D. Do you like to see ads on your screen?

Yes & No table

	Frequency	Percent
No	125	46.125
Yes	146	53.874
Total	271	100.0



The above table and chart show the number and percentage of responded who reacted whether do they want to see Digital Ads on their screen. Where **125 responded No** and **146 responded yes** which contributes **46% No** and **54% Yes**

(Questions related to Traditional Marketing)

1. What kind of Conventional Marketing is more effective? You can select more than one answer.

		Frequency	Percent
Print Media	No	43	53.8
	Yes	37	46.3
	Total	80	100.0

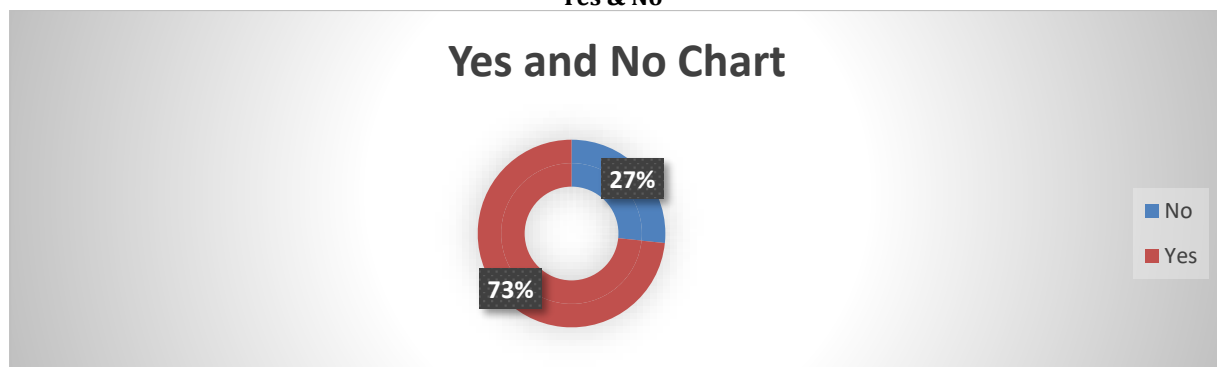
		Frequency	Percent
Broadcast Media	Yes	46	57.5
	No	34	42.5
	Total	80	100.0

		Frequency	Percent
Direct Mail	No	50	62.5
	Yes	30	37.5
	Total	80	100.0

- ❖ The above tables show the number and frequency of respondents who responded to various **Conventional Marketing tools**.
- ❖ In the first table, **43 believe** that print media is **not an effective** conventional marketing tool, whereas **37 respondents believe** that **Print Media** is an effective traditional marketing tool which both **contribute 53.8% No to Print Media** and **46.3% Yes**.
- ❖ On the other hand, the second table shows that **46 respondents believe Broadcast Media is an effective Traditional Marketing tool**, but **34 respondents believe** that **Broadcast Media is not an effective Traditional Marketing tool** which contributes **57.5% Yes to Broadcast Media** and **42.5% No**.
- ❖ Finally, the third table shows that **50 respondents believe Direct Mail is not an effective Traditional Marketing tool**, despite that **30 respondents believe Direct Mail is an effective Traditional Marketing tool** which both **contribute 62.5% No** and **37.5% Yes to the effect of Direct Mail**.

2. Do you like to read Newspaper Advertisements?

Yes & No



	Frequency	Percent
Yes	58	72.5
No	21	27.3
Total	80	100.0

- The table shows the number and percentage of respondents who responded to the question above regarding Newspaper Ads.

- 58 respondents read the Newspaper Ads, whereas 21 respondents do not read the Newspaper Ads which contributes to 72.5% Yes and 27.3% No to reading Newspaper Advertisements.

3. Reading Newspaper Advertisement is:

		Frequency	Percent
Easy to understand	No	39	48.8
	Yes	41	51.3
	Total	80	100.0
		Frequency	Percent
You can read it at any time	No	47	58.8
	Yes	33	41.3
	Total	80	100.0

		Frequency	Percent
Convenient	No	56	70.0
	Yes	24	30.0
	Total	80	100.0

- The above tables show the number and frequency of respondents who responded to the reading of Newspaper Advertisements where 3 options were given to them.
- In the first table 39 respondents believe that reading Newspaper Advertisement is not easy to understand while 41 believe that reading Newspaper is easy to understand which both contribute 48.8% No and 51.3% Yes.
- On the other hand, 47 respondents believe that “one cannot read newspaper at any time”, whereas 33 respondents believe that “one can read newspaper at any time” that both contribute 58.8% No and 41.3% Yes.
- Finally, 56 respondents believe that reading Newspaper Advertisement is not Convenient, but 24 respondents believe that reading Newspaper is Convenient which both contribute 70% No and 30% Yes.

4. Why do some people less prefer newspaper advertisements?

		Frequency	Percent
It's time consuming to read	No	55	68.8
	Yes	25	31.3
	Total	80	100.0
		Frequency	Percent
Don't have access to newspaper daily	No	54	67.5
	Yes	26	32.5
	Total	80	100.0

		Frequency	Percent
It's boring to read	No	51	63.8
	Yes	29	36.3
	Total	80	100.0

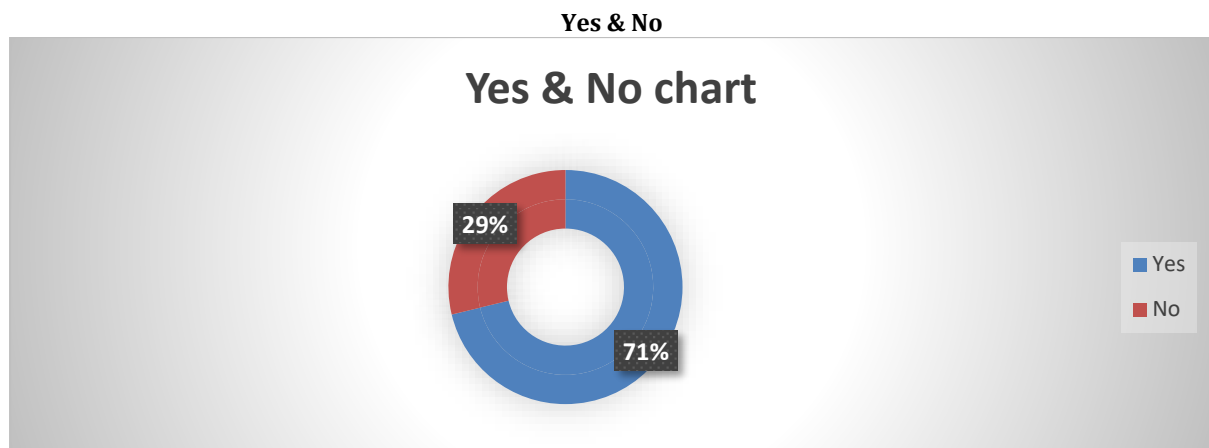
- ✚ The above three tables show the number and percentage of respondents to the question “Why do some people less prefer newspaper advertisements?”.
- ✚ 55 respondents believe that newspaper advertisements are not time consuming, whereas 25 believe that newspaper advertisements are time consuming which both contribute 68.8% and 31.3%.

✦ On the other hand, in the second table **51 respondents** believe that **newspaper advertisements are not boring to read**, on the contrary **29 respondents** believe that **newspaper advertisements are boring to read** that both **contribute 63.8% and 36.3%**.

✦ Finally, in the third table **54 respondents** believe that **people do have access to newspaper advertisements**, oppositely **26 respondents** believe that **some people don't have access to newspaper advertisements** which both **contribute 67.5% and 32.5%**.

5. Do you pay attention to billboard posters?

	Frequency	Percent
Yes	57	71.3
No	23	28.8
Total	80	100.0



❖ The above table and chart show the number and frequency of respondents responded to the question “Do you pay attention to billboard posters?” Where **57 responded Yes** and **23 responded No** which **contributes 71.3% Yes and 28.8% No**.

(Questions related to both Digital Marketing and Traditional Marketing)

	Frequency	Percent
Traditional Ads		
Yes	211	60.113
No	140	39.886
Total	351	100.0

1. Which one of the below is more time consuming to read?

	Frequency	Percent
Digital Ads		
No	211	60.113
Yes	140	39.886
Total	351	100.0

- ✓ The above tables show the responses of the respondents related to time consuming of the digital ads and traditional ads which are as follow:
- ✓ In the first table, **211 respondents** believe that **Traditional Ads are time consuming to read**, whereas **140 respondents** believe that **Traditional Ads are not time consuming to read** which both **contribute 60.113% and 39.886%**.
- ✓ In the second table, **211 respondents** believe that **Digital Ads are not time consuming to read**, but **140 respondents** believe that **Digital Ads are time consuming to read** that **contribute 60.113% and 39.886%**.

2. What is the best way to market a product to attract consumers?

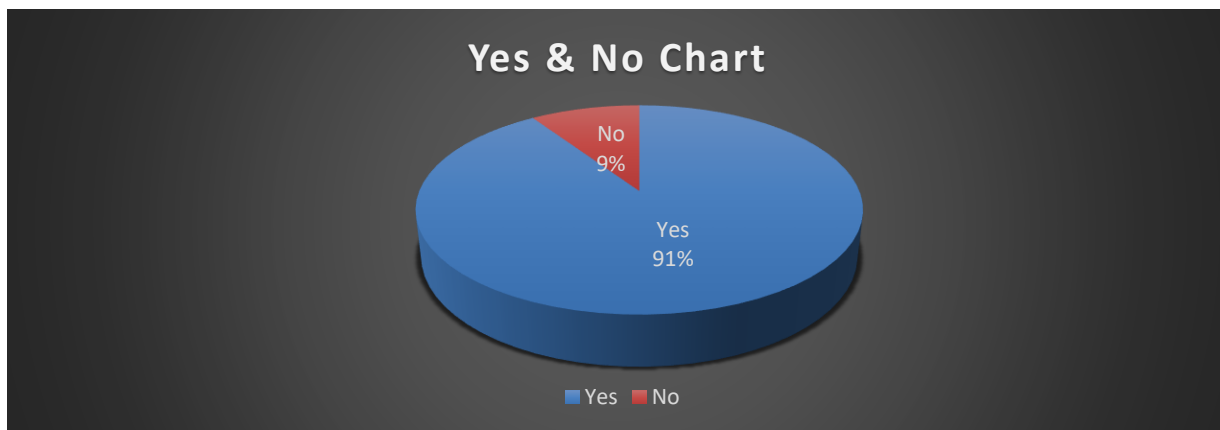
	Frequency	Percent
Traditional Marketing		
No	291	82.905
Yes	60	17.094
Total	351	100.0

	Frequency	Percent
Digital Marketing		
Yes	291	82.905
No	60	17.094
Total	351	100.0

- ❖ The above tables show the number and percentage of respondents who responded to the question regarding consumers' attraction of Digital Marketing and Traditional Marketing.
- ❖ In the first table, **291 respondents believe that Traditional Marketing is not a good way to market a product, on the contrary 60 respondents believe that Traditional Marketing is the best way to market a product** which both contribute **82.905% No** and **17.094% Yes**.
- ❖ In the second table, **291 respondents believe that Digital Marketing is the best way to market a product**, whereas **60 respondents believe that Digital Marketing is not a good way to market a product** which contribute **82.905% Yes** and **17.094% No**.

**3. Does marketing mean affect company's public image/standard?
Yes & No**

	Frequency	Percent
Yes	318	90.6
No	33	9.4
Total	351	100.0



- ❖ The above table and chart show the number and percentage of the respondents who responded to the above question.
- ❖ **318 respondents believe that Marketing mean affect the company's public image/standard**, whereas **33 respondents believe that Marketing mean does not affect company's public image/standard** that contributes **90.6% Yes** and **9.4% No**.

4. Which method of marketing does show high standard of company?

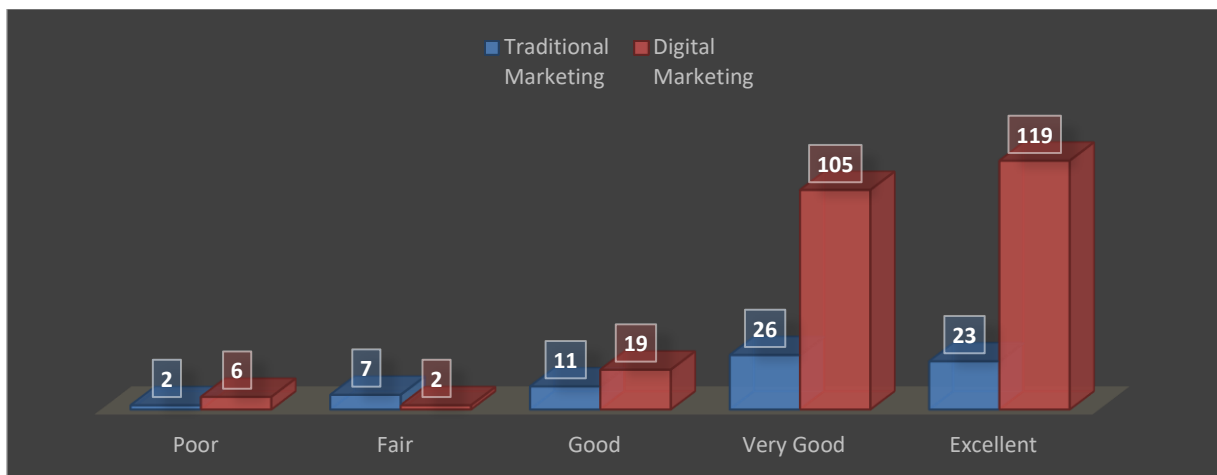
		Frequency	Percent
Digital Marketing	Yes	288	82.051
	No	63	17.948
	Total	351	100
		Frequency	Percent
Traditional Marketing	No	288	82.051
	Yes	63	17.948
	Total	351	100

- The above tables show the number and frequency of respondents who responded to the above question whether which method of marketing does show high standard of the company?
- In the first table, **288 respondents** believe that **Digital Marketing** shows **high standard of the company**, on the other hand **63 respondents** believe that **Digital Marketing does not show high standard of the company** which contributes **82.051% Yes** and **17.948% No**.
- In the second table, **288 respondents** believe that **Traditional Marketing does not show high standard of the company**, on the contrary **63 respondents** believe that **Traditional Marketing does show high standard of the company** that contributes **82.051% No** and **17.948% Yes**.

(Question related to Rating Scale)

1. Rate Traditional Marketing and Digital Marketing from 1 to 5.

	Traditional Marketing	Percentage	Digital Marketing	Percentage
Poor	2	2.90 %	6	2.39 %
Fair	7	10.14 %	2	0.80 %
Good	11	15.94 %	19	7.57 %
Very Good	26	37.68 %	105	41.83 %
Excellent	23	33.33 %	119	47.41 %
Total	69		251	



By comparing the data of **Traditional Marketing & Digital Marketing**, we conclude that, out of **69 Respondents** of **Traditional Marketing**, **26 (37.68%)** respondents **Ranked Very Good** which is **less than** the data of **251 Respondents** of **Digital Marketing** i.e. **105 (41.83%)**. Also, by comparing the data of **Traditional Marketing & Digital Marketing**, we conclude that, out of **69 Respondents** of **Traditional Marketing**, **23 (33.33%)** respondents **Ranked Excellent** which is also **less than** the data of **251 Respondents** of **Digital Marketing** i.e. **119 (47.41%)**.

LIMITATIONS OF THE STUDY

Every study has limitations and there is no study which is complete that's why it is essential that the researcher has to state the limitations of his/her study. In addition, when another researcher wants to research, so he will refer to the limitations of this study so that he avoids them.

- ❖ This study covers enough responses of customers regarding Digital Marketing and Traditional Marketing but it does not contain all of them.
- ❖ The respondents are asked conveniently not randomly, hence we asked those who had knowledge of Digital Marketing and Traditional Marketing.
- ❖ The survey has been conducted in Ahmedabad, Gandhinagar, Rajkot, Pune and Kabul.

FUTURE SCOPE

The future scope of this particular study can be very helpful to those companies that invest in Digital and Traditional Marketing Ads, in fact this research will help them understand the impact on consumers of these two marketing tools.

The companies can get enough details from this research regarding the consumers' perception of Digital and Traditional Marketing techniques. Furthermore, this research can assist the marketing team to decide the tool of advertising the product/service.

Finally, the scope of this research is handy enough to a lot of companies, especially organizations in India and in Afghanistan which invest a large portion of their budget for product/service promotion.

SUGGESTIONS

As this research is a comparative study of Digital Marketing Vs Traditional Marketing from consumers' point of view, moreover this research study got enough responses from customers from various age groups, professions and genders.

In fact, there are mix responses from consumers regarding the impact of Digital and Traditional Marketing but the number of these respondents differ.

The following suggestions can be useful to companies which invest in these two marketing tools:

- The companies should invest more in Digital Marketing than in Traditional method.
- But there are certain conventional marketing tools which can be effective in advertisement-they are mentioned in chapter 2.
- The companies have to target the main customers for their product in terms of age and profession because distinct age groups preference changes.
- A lot of young consumers have access to digital technology, so they prefer Digital Ads.
- There is also a handsome number of respondents who frequently read Newspaper and Billboard Ads.

CONCLUSION

A comparative study has been conducted on the perception of consumers' regarding Digital Marketing and Traditional Marketing, furthermore data has been collected through an online google form from various groups, professions and genders of customers who had enough knowledge of both these marketing methods.

In addition, the data shows different results for both Digital and Traditional Advertisements which lead to distinct preferences among the customers. The main objective of this research study was to know what marketing method has more influence on consumers. It turns out to be that Digital Ads have quite the impact on consumers. It does not mean the Traditional Ads are not effective, in fact the survey shows a good number of consumers who often read Newspaper and Billboard Ads.

Similarly, the research analysis provides useful information regarding the two advertising methods to the companies so that they can invest in an effective marketing method (Digital or Traditional).

As far as this research study is considered, it is designed to make it easy for the companies to select the right channel of advertisement to attract the customers' attention to their particular product/service.

In conclusion, we found out that the choices among the different age groups and different professions vary but the impact of Digital Marketing is more than Traditional Marketing in general as far as this research is considered.

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