



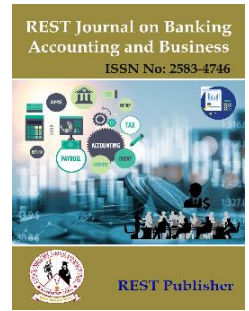
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A Study On Consumers Propensity for Digital Marketing Verses Traditional Marketing in The City of Amravati

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Abstract. *In an era characterized by rapid digital transformation, understanding consumer preferences regarding marketing channels is crucial for businesses to effectively allocate their marketing resources. Digital marketing is helping in a two-sided connection between consumers and companies. Due to advancements and improvement in technology consumers are aware of the products of the companies and companies can know about the behavioral information of the consumers. Traditional Marketing is the conventional mode and one of the oldest forms of marketing that has been used since the beginning of the marketing and advertisements. Traditional marketing is nothing new as it's a form of marketing that we have been exposed to at one point or another. It is a conventional mode of marketing that helps to reach out to a semi-targeted audience with various offline advertising and promotional methods.*

The research employs quantitative surveys to gather comprehensive insights. The study focuses on Amravati's diverse consumer demographics and explores factors influencing their choices between digital and traditional marketing channels. Additionally, it examines consumer behaviour patterns, technological adoption rates, and cultural influences specific to the region. The findings of this study aim to provide valuable insights for businesses and marketers operating in Amravati, enabling them to tailor their marketing strategies to better resonate with local consumers' preferences and behaviours. This study investigates consumers' inclination towards digital marketing compared to traditional marketing in the city of Amravati.

Keywords: *Digital Marketing, Traditional Marketing, Consumer attitude and consumer awareness.*

1. INTRODUCTION

Marketing is a multifaceted discipline that encompasses various strategies and techniques aimed at promoting products, services, or ideas to target audiences. Both traditional marketing and digital marketing are essential components of any comprehensive marketing strategy.

Traditional marketing refers to conventional methods of advertising and promotion that have been used for decades. This includes print advertisements in newspapers and magazines, television and radio commercials, direct mail campaigns, billboards, and in-person events such as trade shows and conferences. Traditional marketing methods are typically tangible and can reach a broad audience.

On the other hand, digital marketing leverages online channels and technology to reach target audiences. This includes strategies such as search engine optimization (SEO), content marketing, social media marketing, email marketing, pay-per-click (PPC) advertising, and influencer marketing. Digital marketing offers precise targeting capabilities, real-time analytics, and the ability to engage with audiences on various platforms.

While traditional marketing and digital marketing have their own distinct characteristics, they are not mutually exclusive. In fact, integrating both approaches can yield more comprehensive and effective results. This integrated approach, often referred to as omnichannel marketing, allows businesses to reach audiences across multiple touchpoints, both online and offline, creating a cohesive brand experience.

For example, a company might use traditional marketing methods such as print ads or billboards to build brand awareness, while simultaneously employing digital marketing tactics like social media advertising or email campaigns to engage with specific audience segments and drive conversions.

Ultimately, the key to successful marketing lies in understanding the target audience, selecting the most appropriate channels and tactics to reach them, and continuously analyzing and optimizing marketing efforts to achieve business objectives. By combining the strengths of traditional and digital marketing, businesses can create powerful marketing campaigns that resonate with their audience and drive results.

TABLE 1. Comparison of digital marketing and traditional marketing across several key aspects

Comparative components	Traditional marketing	Digital Marketing
Reach	Traditional marketing methods like TV commercials, print ads, and billboards can reach a broad audience, including those who may not be active online.	Digital marketing allows for precise audience targeting, reaching specific demographics, interests, and behaviors. It can also reach a global audience quickly and efficiently.
Cost	Traditional marketing methods often involve high production and distribution costs. For example, producing TV commercials or printing large quantities of brochures can be expensive.	Digital marketing can be more cost-effective, especially for small businesses. Many digital marketing channels offer flexible budgeting options, allowing businesses to allocate funds based on performance.
Engagement And Interactivity	Traditional marketing methods generally offer limited opportunities for engagement and interaction with the audience. For example, TV commercials are passive, and print ads do not allow for immediate feedback.	Digital marketing encourages engagement and interaction through channels like social media, email, and interactive content. Audiences can comment, share, and participate in real-time, fostering a sense of community and brand loyalty.
Measurement And Analytics	Measuring the effectiveness of traditional marketing campaigns can be challenging. Metrics like reach and frequency are often used, but tracking ROI and specific audience interactions can be difficult.	Digital marketing provides robust analytics tools that offer detailed insights into campaign performance. Metrics such as website traffic, conversion rates, click-through rates, and customer engagement can be tracked in real-time, allowing for data-driven decision-making and optimization.
Flexibility And Adaptability	Traditional marketing campaigns often require long lead times and cannot be easily modified once launched. Changes or adjustments can be costly and time-consuming.	Digital marketing campaigns are highly flexible and can be adjusted quickly based on real-time data and feedback. Ad creatives, targeting parameters, and messaging can be modified on the fly, allowing for agile optimization and response to market changes.
Personalization	Traditional marketing methods offer limited personalization options, as messages are often broadcast to a broad audience.	Digital marketing enables personalized communication through data-driven targeting and segmentation. Businesses can tailor messages and offers based on user behavior, preferences, and demographics, creating more relevant and compelling experiences for their audience.

In summary, while both digital marketing and traditional marketing have their strengths and weaknesses, digital marketing often offers greater flexibility, measurability, and targeting capabilities, making it a preferred choice for many businesses, especially in today's increasingly digital landscape. However, integrating both approaches can yield a comprehensive marketing strategy that maximizes reach and effectiveness across multiple channels.

2. LITERATURE REVIEW

D.F. Peruchi et al. (2022) investigated how digital platforms contribute to business competitiveness. They analyzed 1704 offline networks across diverse industries and employee unions. Their aim was to create a digital market platform that combines offline and online marketing practices. Using mixed methods, including a large-scale survey and semi-structured interviews, they found that integrating managerial, theoretical, and policy insights within networks can enhance overall business competitiveness. The study emphasized addressing resistance to change, implementing strategic rules and technology design, and supporting digital project teams as key managerial implications.

Muthu T and Pavithra J (2020) -investigated that more than 170 million people use social media platforms. Digital marketing will have the potential to change the traditional marketing landscape both in structural and functional ways. The study has explored that the more the customers adopt digital practices, the more will be their

involvement and easiness to use. It has been investigated that the higher the qualification (level of education), the better will be the application of digital technology in one's life. It is examined that the marital status of the customer doesn't influence the buying behavior. However, age, income level, and social status have a significant impact on online buying behavior.

Lian and Lin (2008) measured the extent to which consumers like to buy online, the attractiveness of this kind of purchase to consumers, the consumer's likelihood to return to the store website and purchase within the next three months or during a year, and the consumers' intention to increase their online purchase. The likelihood of ever purchasing from a particular store again was used by Jarvenpaa et al. (2000). Similarly, Jahng et al. (2001) measured consumers' acceptance of online shopping and their attitudes towards certain electronic stores. Along the same lines, Domina et al. (2012) measured consumers' online shopping intention and their willingness to recommend others to purchase online.

Considering the findings of the previous studies on consumers' propensity for online shopping, the hypothesis is developed as follows.

H0: There is no significant preference for digital marketing compared to traditional marketing.

H1: There is a significant preference for digital marketing compared to traditional marketing.

3. SAMPLING AND DATA COLLECTION

A total of 100 filled questionnaires were received through a convenience sample of consumers in Amravati city . Any data pertaining to both forms of marketing was deemed invalid and therefore excluded from the analysis. Utilizing the relevant data, we categorized it into four factors for inference checking. These factors, namely ROI, Effectiveness, Durability, and Sustainability, were considered for analysis.

TABLE 1. Characteristics of the study sample

Particular	ROI	Effectiveness	Durability	Sustainability
Traditional Marketing	23	6	22	14
Digital Marketing	85	71	61	66

Statistical analysis: Chi-square tests can assess the independence or association between two categorical variables. This is important for determining whether there is a significant relationship between the variables or if they are independent of each other. The researcher used Chi-square in the study to analyze independence or association between digital marketing and traditional marketing by the consumers in the city of Amravati

Findings: Testing of Hypothesis - The results from a Chi-square test hypothesized no significant preference for digital marketing compared to traditional marketing. It shows meaningful differences in the proportions of each of the components of consumers' propensity for online shopping, including the preferences based on the factors ROI, Effectiveness, Durability, and Sustainability.

The critical value of the chi-square at a 5% level of significance with 4 degrees of freedom is given by 7.185(tabulated) . The sample value of the chi-square is found to be 9.916(calculated), which falls outside the acceptance region. Therefore, the null hypothesis is rejected and it is concluded that there is a significant preference for digital marketing as compared to traditional marketing by the consumers of Amravati City.

Further using a p-value approach, it can be seen that the computed value of chi-square (9.916) with 4 degrees of freedom is higher than the critical value (7.185) at a 5 percent level of significance. Therefore, the p-value of this problem equals 0.05 (0.0419) which is far below the level of significance. Therefore, the null hypothesis is rejected. This means that there is a significant preference for digital marketing compared to traditional marketing by the consumers of Amravati City.

4. CONCLUSION

Traditional marketing system which includes print, broadcasting, telemarketing and outdoor advertisements were the effective techniques of marketing until and unless the emergence of the internet. Emergence of internet brings the digital marketing in the modern world. The world is witnessing the advancement in technology, people all over the world are using tablets, smartphones, electronic devices etc. in their daily lives. People are aware of all the information about everything with the help of internet i.e. they know all the products available in the markets

and can compare it with others. With the help of technology companies can know the behaviours and habits of the consumers and can make products and services accordingly to satisfy their needs and wants. So technological improvement lead business firms to enter into digital marketing to leave their competitors behind.

Recommendations: The results of this research are important to marketers in targeting the Saudi market consumers who prefer online shopping to traditional shopping. This category of consumers represents a relatively large proportion, considering the recentness of online shopping compared to the long history of traditional shopping in this market. Marketing managers can target this type of consumer via marketing communications and the companies' websites. This innovative category is actively making online shopping in terms of preferences, times of purchases, purchase intentions, and amounts of purchases so that they are valuable for marketers.

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