



An Empirical Study on the Technical Shift of Consumer behaviour towards Sustainability of Innovative Marketing Strategies using ANOVA and Regression Methodologies

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ABSTRACT

The research aims to determine whether customers accept traditional or digital marketing tactics in the smartphone industry. It focuses on how business owners struggle to choose between the two different marketing methods for presenting their products and services to customers. Digital marketing occurs through digital channels such as the internet, email, or mobile devices. It has grown popular in recent years because of the proliferation of digital devices and the rise of online networking. On the other hand, traditional marketing refers to offline marketing, such as print advertisements, television commercials, or radio commercials. It's still a prominent marketing technique, especially among big organizations with better resources. Traditional marketing has frequently been seen as obsolete or insignificant since the arrival of digital marketing. However, many of its methods are still effective and appreciated. An online survey was used to conduct the research. ANOVA and regression analysis are used to analyze the data. The result of the study should focus on consumers. Consumers are becoming more competent and tech-savvy in searching for and purchasing their products and services. Hence, innovation is essential in marketing tactics. The reach of traditional marketing is local, but the spread of digital marketing is global. Thus, changes are made in marketing strategies to reach a larger audience. According to the findings of this study, to decide the best marketing strategy for smartphones, an author must consider the target audience and where they get their information, which will help formulate the correct decision. When deciding between traditional and digital marketing, it is not always true that one is superior because they serve different purposes. The bottom line is that one must fully understand the business and its audience to choose the best strategy to figure out the best marketing method.

Keywords – Traditional Marketing, Digital Marketing, Consumer Behaviour, Innovation, Smartphones, Proliferation.

I. INTRODUCTION

Traditional marketing encompasses all forms of offline marketing. Examples include printing, streaming, direct email, phone, and outdoor advertising such as billboards. From newspapers to radio, this marketing strategy aids in reaching the intended audience. Traditional marketing is not only one of the oldest marketing methods, but it is also one of the most researched. Advertisers rely on this method because it has been tried and tested. Everyone is exposed to traditional marketing daily, whether in an email or a newspaper. Traditional marketing is critical for reaching a local audience. If ads are physical, they can be kept for a long time. In addition, some audiences are more accessible to get through traditional marketing than through online marketing. Print marketing is the most traditional form of marketing. (Nazimsha1, 2017)

Digital marketing refers to online marketing, such as paid social media ads, email marketing, and PPC advertising. Because of the changing cultural, technological, and social changes around us, digital marketing has grown in popularity. Advanced tweets, powerhouse excursions, and Fun recordings are all instances of computerized showcasing and adaptability. In any event, Googling "What is TikTok?" is a verification of powerful advanced advertising. As the world turns out to be more computerized, how we market has developed. (Dr Nitin Joshi, 2015)

II. METHODS OF TRADITIONAL MARKETING

A. HANDOUTS

A handout is typically a printed document, such as a flyer or brochure, used to promote a company, event, or sale. Leaflets, distributed at events or when visiting customers, can provide company information or describe product features.

B. BILLBOARDS

Captions on advertising boards are frequently used to capture the audience's attention while they are on the move. Innovative advertising board ads can help your audience see and remember your product.

C. DIRECT MAIL

Print items such as letters or postcards are sent to the addresses of potential customers who live in the target area via direct mail marketing.

D. PRINT ADS

Print advertisements enable more customers to reach out through newspapers or magazines.

E. EVENT MARKETING

Event marketing allows you to create promotional materials at industry events, seminars, or conferences.

F. COLD CALLING

This type of marketing is typically used by businesses that sell their products or services to other companies. (M. Bala, 2020)

III. METHODS OF DIGITAL MARKETING

a) SEARCH ENGINE OPTIMIZATION

The goal of SEO is to increase the relevance of the business in Google search results, thereby increasing the search engine optimization of the business website. To accomplish this, SEO advertisers research the words and phrases that consumers use when searching for information online and incorporate those terms into their content.

b) PAY PER CLICK

Pay-per-click advertising and promoted search engine results are examples of pay-per-click advertising. Because this is a temporary form of digital marketing, the ad will be removed if you do not pay. PPC, like SEO, is a method of increasing search traffic in an online business.

c) SOCIAL MEDIA MARKETING

To raise brand awareness, content marketing employs storytelling and information sharing. Finally, the goal is to get the student to behave like a customer by requesting more information, joining an email list, or making a purchase.

d) CONTENT MARKETING

According to Rogers, even with the advent of social media, mobile apps, and other channels, email remains one of the most effective marketing channels. It can be used as part of a content marketing strategy to provide value to consumers and eventually convert them into customers.

e) EMAIL MARKETING

This type of digital marketing focuses on reaching out to your target audience through their smartphone or tablet. Mobile marketing communicates with customers via text messages, social media, websites, email, and mobile apps.

f) AFFILIATE MARKETING

Collaborative marketing takes advantage of industry professionals and media promoters' ever-increasing popularity. In dealing with these third-party individuals, your organization will collaborate to promote your products or services in exchange for compensation. The champions will work together to engage their audience with posts, blogs, or videos to bring your organization more business and generate new leads. (Javed, 2013)

IV. IMPACT OF DIGITAL MARKETING AND TRADITIONAL MARKETING

Technological advancements such as the internet have transformed the old market into digital marketing strategies in a highly competitive market. The most competitive market in digital marketing involves exploring a business model using digital technology that reduces costs and expands business globally. Today, digital marketing has a vast potential to help companies grow in the future because customers are more satisfied with online shopping and believe digital marketing is more secure than traditional marketing. Customers can use digital marketing to view product details provided by the company and compare them appropriately, allowing them to enjoy the freedom of choice and place an order at any time. Seven days a week. (Dwivedi, 2021)

Traditional marketing methods are reliable and leave an indelible impression on your target audience. Many miles can be found on the same sales TV, flyers, business cards, or brochures. As a result, you don't have to innovate to promote your product or service constantly. Traditional marketing provides a company with more credibility than online marketing from a psychological standpoint. While digital marketing does reach more people, it does not always present the company as trustworthy or established. Printed items and advertisements that discuss more oversized items are frequently regarded as more trustworthy. One reason for this is the combination of traditional marketing and well-established mediums with a large budget. (Bredican, 2014)

V. REASON FOR THE TECHNICAL SHIFT IN CONSUMER BEHAVIOR TOWARDS SUSTAINABILITY OF INNOVATIVE MARKETING

Internet access is available almost everywhere: schools, restaurants, libraries, retail stores, and even in random parts of some towns that offer free Internet access occasionally. The rise of digital marketing has increased business competition, transforming traditional businesses. Increased utilization of broadband connections and innovative payment products in smartphones have contributed to the rapid growth of digitalization. Implementing a digital strategy aims to meet the needs of changing market dynamics, with merchants focusing on improving customer experience and establishing a secure way of conducting business to create innovative payment methods and consumer-oriented solutions. The adoption of digitalization is always fraught with difficulties related to technology, people, and money. However, ignoring online business is sometimes more significant than the cost of adopting it because it is an essential tool for increasing business competitiveness. (Florida, 2021)

Traditional marketing does not use the digital world to conduct its operations. They work their operations through physical stores and business transactions with customers. Their business operations are more expensive because they require physical marketing, the establishment of physical warehouses, and the establishment of physical stores. Paper-based billing, rent, and other costs are also part of the traditional business model. The increased costs in conventional business models prompted the adoption of digital marketing, which is regarded as an effective model that helps businesses gain market share, improve customer relationships and communication, and streamline business processes. Other factors, such as technological advancement and creative innovation, have aided in the evolution of digital marketing. (Zaimovic., 2018)

Because of secure, fast, and low-cost technology, business players have adopted digital business, making the market cost-effective and highly competitive. Customer demands have evolved, necessitating online retailers' efforts to identify consumers' needs and shopping habits to offer innovative products. To improve the market, retailers are now focusing on customers based on their demographics and spending habits. The digital market enables retailers to increase sales and increase profits. (Azhar, 2012)

VI. RESEARCH METHODOLOGY

a. Problem Statement

The primary motive behind choosing this topic is that it allows us to learn about the change in the consumer's behaviour towards digital marketing and traditional marketing by using ANOVA and Regression analysis.

b. Research Objective

- ✓ To get insight into the movement in customer desire and behaviour toward digital marketing.
- ✓ To find out why traditional marketing approaches are not practical.
- ✓ Why is conventional marketing unable to compete on the same level as digital marketing?
- ✓ Use of ANOVA and Regression methodologies to analyse the technical shift of consumer behaviour based on data collected by the circulated questionnaire.

c. Research Design

An overview was completed using a specially prepared questionnaire to gather data related to the topic that focuses on the technical shift of consumer behaviour towards digital and traditional marketing. A structured questionnaire was designed to collect data on the demographics of the respondents, such as their age, preferred mode of purchase, existing phone brand, marketing strategy most likely to interest them, and so on. Data is collected from all over India by circulating the questionnaire, and it was filled by them using their mail or google forms.

d. Sampling Method

Because it is impossible to analyse the whole population, there was a desire or requirement for this study to sort out a sample. We set a target of 150 responders but only received 115. Thus, our sample size is 115. Our neighbourhood, family, relatives, and friends contributed to the information we gathered.

e. Source of Data

This study is based on primary data acquired from 156 respondents using a series of questions that included optional questions and was designed to gather information. There were questions about the person's gender, the respondent's present brand, the most preferred advertisement method, and so on in that collection of questions.

f. Data Collection Methods

Data collection gathers information from all relevant sources to solve a problem, confirm a thesis, and evaluate the results. There are two types of data gathering procedures: secondary and primary data collection.

1. Secondary data collection methods - Secondary data is information that has previously been published in books, papers, publications, periodicals, internet portals, journals, and other sources. Regardless of the nature of the exploration field, there is a wealth of material available on these sites concerning our area of investigation in professional education or learning.
2. Primary data collection methods - Primary data collection methods are of two categories-
 - Quantitative
 - Qualitative

The quantitative data-gathering approach entails a series of questions, some of which are optional.

Qualitative research aims to provide a high level or class of perception, and qualitative data-gathering methods include interviews, a list of optional questions, and group discussion.

We employed qualitative data in this dissertation, which is a type of primary data-gathering approach. Due to the present COVID-19 circumstance, we gathered information from our neighbours, family, relatives, and acquaintances. We created the questionnaire using GOOGLE FORMS, and the replies were collected via social media channels. The data is immediately visually displayed with Google Form's automated summary function.

g. Data Analysis Procedure

You describe and demonstrate, condense, review, and evaluate data using a consistent statistical and logical method. The precise and proper interpretation of study findings is a critical component of guaranteeing data integrity.

- Content Analysis: One of the most prevalent strategies for analysing qualitative data is content analysis.
- Narrative Analysis: This method is used to analyse content from various sources, such as discussions with respondents, field examinations or monitoring, or surveys, and we chose narrative analysis to demonstrate our research using observations from multiple fields and the help of a pre-research paper.

VII. DATA ANALYSIS AND INTERPRETATION

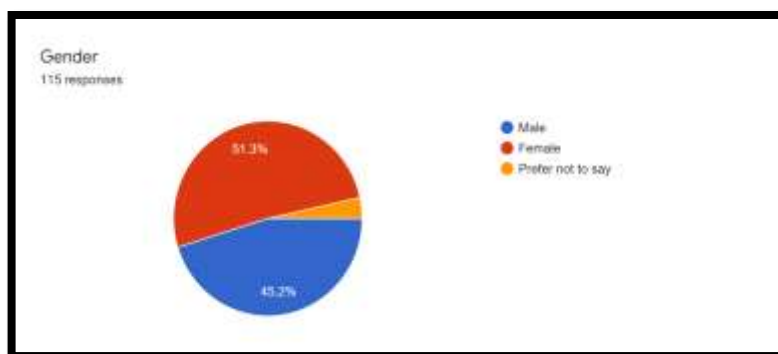


Figure 1: Gender-wise preferences

According to Figure 1, the data shows 51.3 per cent of males and 45.2 have mentioned their gender, and the rest have not preferred to disclose their gender. Thus, the different preferences of these total 115 people have been recorded.

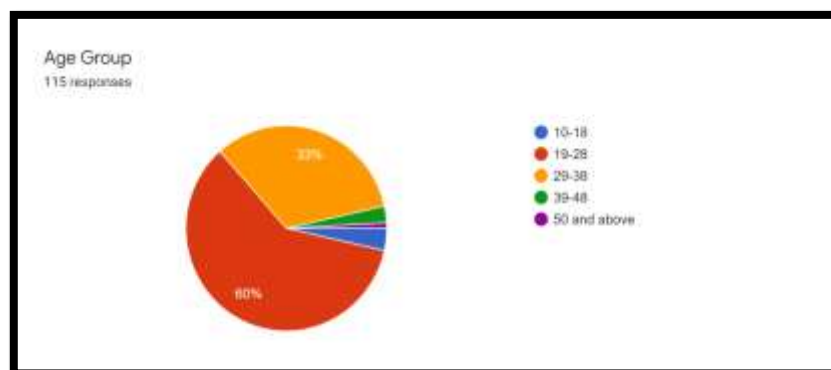


Figure 2: Age Group-wise preferences

According to Figure 2, the maximum number of people is 19-28, the young generation. Also, this is the generation where smartphones and electronics are used more actively. And the least number is in the age group of 50 and above.

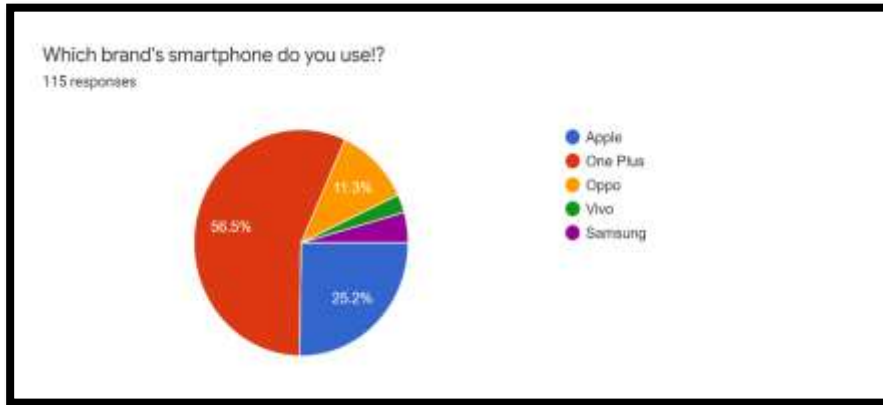


Figure 3: Choice of Brand Analysis

According to Figure 3, The One Plus brand is the top choice of users of the smartphone, one of the reasons being the classic phone with full features and excellent camera quality with the stylish looking model all that coming in the well affordable price range. Thus, the One Plus has many users, followed by Apple users, Apple being the premium range of phones.

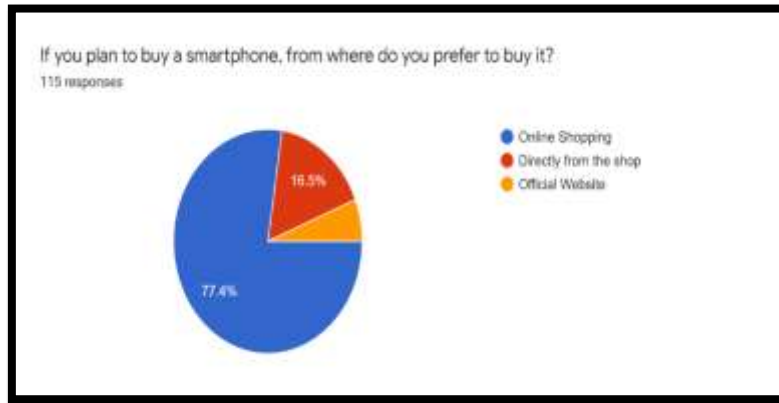


Figure 4: Preference Analysis

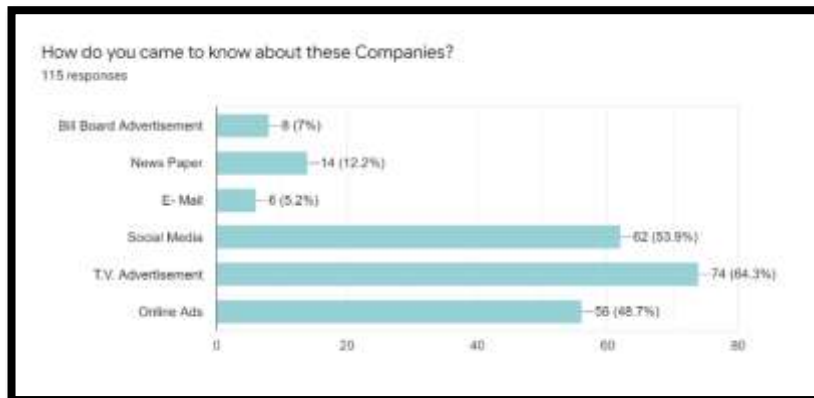


Figure 5: Mode of information

According to Figure 4 and Figure 5, as time has changed and people have started giving preference to online shopping and finding it convenient and time-saving, electronics shopping is one of the sectors where people tend to shop more. Thus, a clear idea has been shown in the data where the maximum have chosen online shopping of smartphones. Online shopping of smartphones has made shopping easy and has good discounts and festive offers compared to the store prices. Thus, people tend to shop online more in the present time.

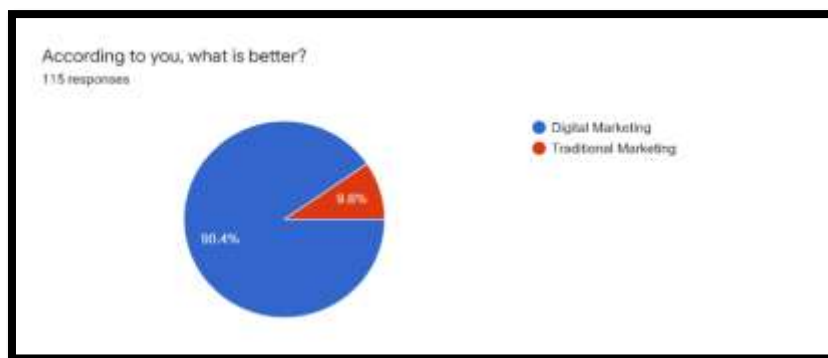


Figure 6: Digital vs. Traditional Marketing

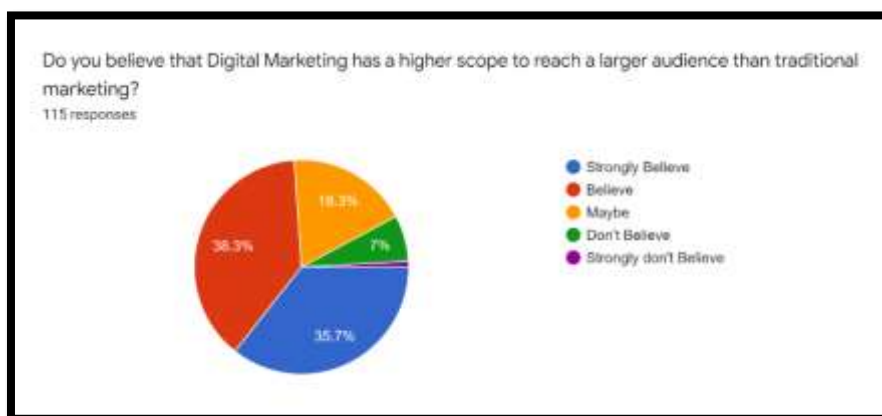


Figure 7: Futuristic Scope

Figure 6 and Figure 7 shows that it is good to go with the present time, and as the world is going digital and people are now more digitally connected, digital marketing keeps people more engaged and has a great response. Target a market in less time, and with a large audience, it is necessary to use the right strategy. Thus, digital marketing attracts a lot of audiences more attractively in less time. And the data shows the same statistics where most people prefer digital marketing that is inexpensive, attractive and attracts a large target audience in less.

VIII. LITERATURE REVIEW

Numerous studies and research compare traditional marketing to digital marketing and the benefits and drawbacks, demonstrating performance and efficiency. We investigated the effect of marketing style on Internet usage. A quantitative methodology was used to understand better consumers' shift toward digital marketing and the factors that contributed to this shift. To obtain direct consumer feedback, the study used mailed questionnaires. Almost every progressive business has a web presence in this modern age of the internet. Some people believe that a website is merely a commercial necessity, whereas others believe it is required to run their business. These various internet theories have received much attention in recent marketing literature. For the past decade, marketers have debated the role of the internet in marketing. Marketers initially used the internet as a communication tool. Still, as time passed, they realized the true potential of online marketing, its innovation and creativity, and its ability to reach consumers quickly, easily, and affordably. As a result, consumers are becoming more interested in digital marketing. Digital marketing is a fascinating topic, mainly for marketing researchers. It is a novel method of marketing a product or service to a specific market worldwide. This paper introduces a new approach to digital marketing in electronic commerce, demonstrating how advertisers require this innovation to succeed. This also frees up marketing managers for more value-added tasks such as marketing plans for the company's future growth.

The author (Rabyo, 2017) in **Mobile marketing: conceptualization and research review** denotes a review of the definition of mobile marketing, summarizing its differences from traditional marketing channels. Following that, various approaches and research findings related to acceptance and attitudes toward mobile marketing and some of the most relevant theoretical approaches in this area are examined. Two aspects of the acceptance process are perceived usefulness and ease of use. Finally, a set of recommendations for future research efforts in mobile marketing is presented.

The author (Kumar, 2020) in **MOBILE MARKETING CAMPAIGNS: PRACTICES, CHALLENGES, and OPPORTUNITIES** depicts the significance of effective mobile marketing campaigns because mobile phones are the preferred mode of accessing information about products and services. Interactions take place at any time and from any location, expanding far beyond the boundaries of traditional customer contact. There are numerous channels to reach every audience segment at their convenience, from conventional e-mail to pay-per-click, search engine optimization, content writing, social media marketing, video, and in-game advertisements.

The author (Bredican, 2014) in **Mobile marketing: A literature review on its value for consumers and retailers** depicts the current understanding of how mobile marketing can add value to consumers and retailers. Mobile device shopping and the use of mobile devices while shopping is shown to be both an extension of consumers' shopping behaviours developed on Internet-connected desktop and laptop computers (PC) and potentially new behaviours based on mobile devices' uniquely integrated features such as cameras, scanners, and GPS. The article focuses on how mobile marketing adds value to consumers and retailers, allowing for more detailed research and development of managerial concepts and tools while also providing managers and academics with a better understanding of mobile marketing and its value outcomes for retailers.

The author (Zaimovic, 2018) in **Online vs. Traditional: Marketing Challenge in the telecommunication market** depicts that understanding consumer behaviour in media advertising allows businesses to effectively direct marketing efforts toward the target market. Companies are now expected to communicate with current and potential customers regularly. Although online advertising methods are relatively new to traditional methods, integrated marketing communication consists of messages sent to consumers through various marketing instruments. According to our research findings, users of telecommunication services pay more attention to marketing messages delivered via online media.

The author (Chabbra, 2020) in **Marketing without Advertising – A Case Study of Xiaomi Mobile in India** depicts the most common perception among marketers is that traditional ads, such as print ads, are the best way to build a brand or launch a product. Historically, people believed that marketing was synonymous with advertising. This research paper will distinguish between marketing and advertising. One of the most intriguing goals of the research will be to figure out how to build a brand without advertising (A case study of Xiaomi Mobile is considered here). A survey of how Xiaomi became India's No. 1 smartphone brand without traditional advertising. Xiaomi mobiles have established a solid business foundation in India's online and offline segments, luring all competitors away.

The author (Florida, 2021) in **International mobile marketing: a satisfactory concept for companies and users in times of pandemic** depicts international mobile marketing (IMK) to highlight the significance of this tool in the internationalization of businesses. Because of the high business penetration of mobile marketing in a technologically globalized world, our understanding of it is constantly evolving. The study helps company executives and marketing experts make better future decisions in their international digital expansion. This paper provides a comprehensive framework intended to guide digital marketing research efforts and assist practitioners in pursuing IMK success.

The author (Johnston, 2021) in **How Smartphones Changed Advertising** depicts how the study helps company executives and marketing experts make better future decisions in their international digital expansion. This paper provides a comprehensive framework intended to guide digital marketing research efforts and assist practitioners in pursuing IMK success.

The author (Mishra, 2021) in **Marketing Strategy of Smartphone Companies** depicts the primary goal of this study as to examine the rise of smartphones in the Indian economy. The market for smartphones in India is discussed in this study. Several firms in India produce smartphones. Apple and Samsung are two firms that make smartphones., OnePlus, and a slew of others. This study focuses on the two most prominent manufacturers of smartphones.

The author (Yadav, 2014) in **Mobile social media: The new hybrid element of digital marketing communication** this study seeks to focus on the growth of mobile social media by presenting mobile marketing and mobile social media and numerous mobile marketing ideas and classifications. Mobile social media applications are pretty critical in today's digital marketing environment. In addition, the article provides valuable information on mobile social media, which will be pretty helpful for mobile marketing and social media marketing managers soon.

In Innovative mobile marketing via smartphone, the author (Azhar, 2012) examines the consumers adopting smartphones exponentially; marketers have many new ways to reach and service clients. On the other hand, are our customers ready for mobile marketing via their smartphones? This study aims to see if customers are willing to accept marketing using their cell phones.

The author (Stocchi, 2021) in **Marketing research on Mobile apps: past, present, and future** looks at customer experience, customer journey, value creation and co-creation, digital customer orientation, market orientation, and competitive advantage; the synthesis promotes marketing research. This information integration also advances scientific marketing research on apps, allowing for future breakthroughs on the issue and boosting expertise exchange between academics and industry.

IX. CONCLUSION

Though digital marketing has evolved and grown in popularity over traditional marketing due to a variety of advantages, one of which is effectiveness over cost. Traditional marketing techniques are still effective. Because many consumers still have trust issues with digital strategies, they are still afraid of fraud and lack security issues while using digital techniques. Thus, the digital strategy must be secured and must not raise questions in the minds of consumers. The technical shift in consumer behaviour towards digital marketing is perfect and practical. It will result in digital, data-rich, and developing environments that will have a distinct set of characteristics and represent a rapidly growing sector of the smartphone marketplace.

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