



A STUDY ON CONSUMER PERCEPTION SHIFT FROM TRADITIONAL MARKETING TO DIGITAL MARKETING

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ABSTRACT :

Digital marketing has become a crucial tool for businesses to reach their target audience at a lower cost and improve conversion rates. Social media marketing, such as Facebook, Twitter, Interest, and LinkedIn, has gained popularity due to its two-way communication and the ability to receive daily customer feedback. SEO, or Search Engine Optimization, is a method of optimizing website content to improve placement on search engine results pages. SEM, which includes paid online advertising models like Google AdWords and Bing, requires keyword analysis and careful monitoring of ad and site content. Email marketing remains an effective tool, with modern versions linking to databases for personalized customer communication. Content marketing, which includes blogs, videos, and whitepapers, aims to win customer loyalty and retain it. Consistent monitoring and analysis of results are essential for achieving the best results in content marketing.

Introduction:

□ Search Engine Marketing (SEM): is similar to, but incorporates, SEO and uses many of the same techniques as a part of that. The main difference between the two terms is that SEM also includes paid online advertising models, such as pay-per-click (PPC). PPC advertising models are those such as Google AdWords and Bing, which only require payment when the ad is clicked through to the target website. SEM also requires keyword analysis as the words and phrases used in the ad and site need to be monitored carefully to reflect the market and current search engine rules. Whilst it can be said that SEM encompasses all kinds of digital marketing, it's more commonly thought of in a narrower niche, to describe paid models.

□ Email marketing: remains a very effective tool, despite claims that it isn't as important as social these days. Modern email marketing is just beginning to evolve so that it can be linked to a database to personalize it so that individual groups of customers can be sent mail based on previous purchases and interests.

Content marketing: is a technique where content is produced and distributed to provide relevant, interesting content to attract and engage a particular audience that a business is targeting. The creation of useful content is a way of developing communication with the customer to drive engagement and customer action. Content can mean anything from blogs to videos and whitepapers tend to work well using content marketing techniques too. The goal is to win customer loyalty and retain it. Beyond this, it is important to consistently monitor and analyze the results of your efforts. Using this data-driven marketing approach to your content marketing will ensure you achieve the best results possible.

INDUSTRY PROFILE

Advertising and public relations are crucial for the survival and fulfillment of various organizations, including companies, educational institutions, businesses, and financial institutions. These concepts are vital for internal and external functioning, allowing organizations to communicate effectively with the public and disseminate relevant information about their image, policies, procedures, standards, products, and services. Advertising is a powerful communication tool that influences consumers and businesses, and is essential for the success of any organization. Public relations, a profession that emerged in the twentieth century, is as old as humankind.

Advertising reaches individuals or the public through a medium, aiming at a specific segment of the population, including consumers and businesses. It is an essential part of the advertising and communication process, influencing the perception and endorsement of products and services. Good public relations in organizations require sound rules and policies that are in the public interest, and a well-informed public is essential for long-term survival.

OBJECTIVES OF THE STUDY

- To understand how consumers perceive and respond to marketing messages delivered through different channels.
- To analyze consumer attitude towards internet advertising and its effect on their purchase behaviour patterns

- To compare digital marketing services with traditional marketing
- To analyze the influence of digital marketing on the online purchase behaviour of consumer
- To analyze and understand the effectiveness of consumer.

REVIEW OF LITERATURE

Chen, X., & Wang, Q. (2020) The Role of Content Relevance in Digital Marketing: Reviews theoretical perspectives on the role of content relevance in digital marketing, discussing strategies for creating relevant and engaging content for consumers.

Li, Y., & Zhang, H. (2021) Consumer Perception of Email Marketing: Reviews best practices and ethical considerations in email marketing, exploring how consumer perception is influenced by email content, frequency, and personalization.

Wang, X., & Liu, J. (2022) The Impact of Mobile Marketing on Consumer Decision Making: Reviews empirical studies on the impact of mobile marketing on consumer decision-making processes, examining how mobile ads influence purchase intentions and behaviours.

HYPOTHESIS OF THE STUDY

1. To understand how consumers perceive and respond to marketing messages delivered through different channels.

Null hypothesis (H₀): There is no significant relationship between the gender of the respondents and the Type of marketing that has a greater influence on your purchasing decisions.

Alternative hypothesis (H₁): There is a significant relationship between the gender of the respondents and the Type of marketing that has a greater influence on your purchasing decisions.

2. To analyze consumer attitude towards internet advertising and its effect on their purchase behaviour patterns:

Null hypothesis(H₀): There is no significant relationship between the gender of the respondents and preference personalized based on your online behaviour and interests.

Alternative hypothesis(H₁): There is a significant relationship between the gender of the respondents and preference personalized based on your online behaviour and interests.

DATA COLLECTION

- **Primary data:** A questionnaire was prepared and administered.
- **Secondary data:** Collected from online journals, websites & review of literature.

TOOLS AND TECHNIQUES

The study utilized a questionnaire as its research instrument for data collection.

This questionnaire was designed in alignment with the study's objectives and was administered to consumers to gather their perspectives. The information was collected using a meticulously structured questionnaire.

PERCENTAGE ANALYSIS:

It also known as ratio analysis, is a method used to analyze financial statements and other data by expressing individual items as a percentage of a base figure. It helps in comparing different components of financial statements over time or against competitors.

ANALYTICAL TEST

- Chi – Square
- Correlation

CHI-SQUARE:

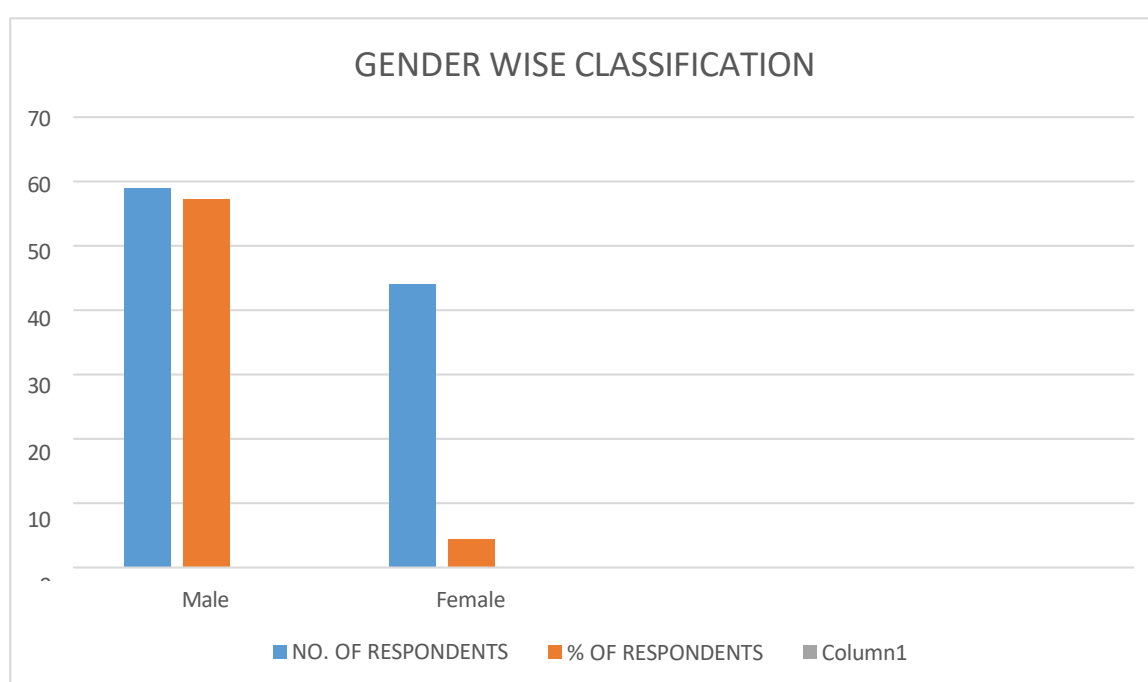
The chi-square test is used to analyze categorical data and determine whether there is a significant association between two categorical variables. It is commonly used to test for independence in contingency tables and to compare observed frequencies with expected frequencies.

CORRELATION:

Correlation tools are used to find relationships between variables. By analyzing correlations, researchers can understand how changes in one variable may affect another. This helps in making informed decisions and predicting outcomes based on data patterns, aiding in strategic decision-making.

ANALYSIS AND INTERPRETATION OF DATA
GENDER WISE CLASSIFICATION

GENDER	NO. OF RESPONDENTS	% OF RESPONDENTS
MALE	59	57.3
FEMALE	44	42.7

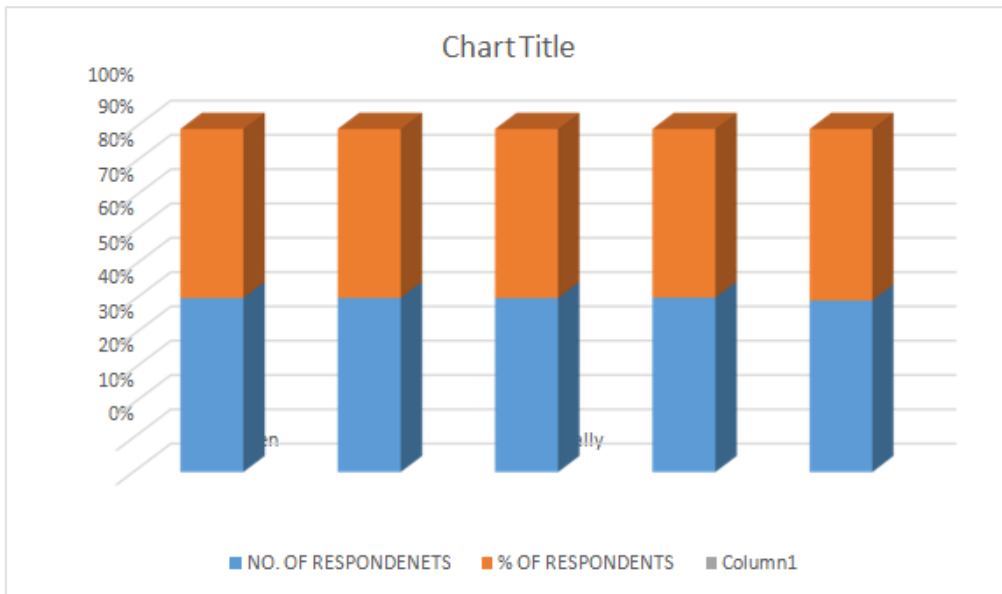
**INTERPRETATION:**

From the above analysis (44%) of respondents are female and (59%) of respondents are male

HOW FREQUENTLY DO YOU PURCHASE PRODUCT OR SERVICE

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Very Often	21	20.4
Often	40	38.8
Occasionally	35	34
Rarely	6	5.8

Never	1	1
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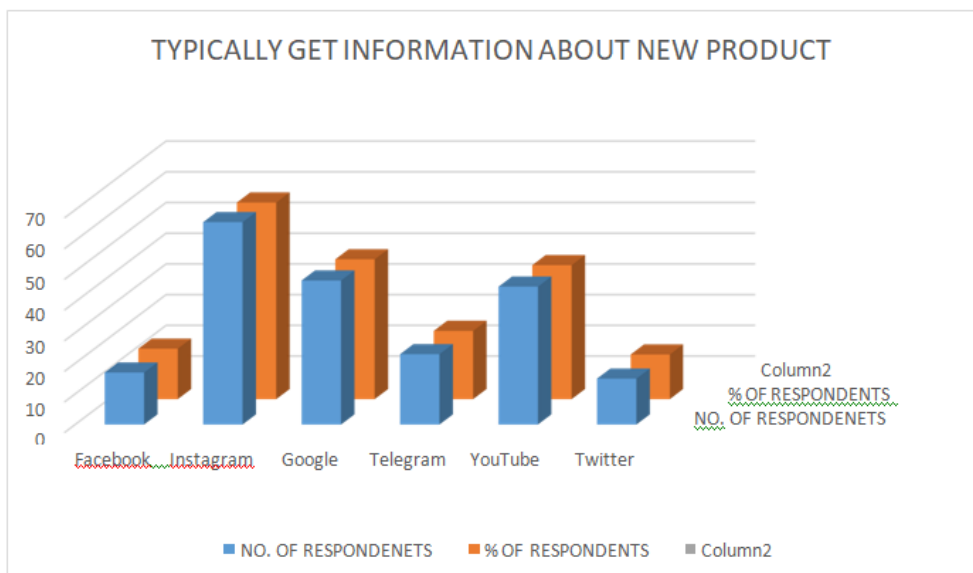


INTERPRETATION:

From the above analysis (20.4%) of the respondents are very often, (38.8%) are often, (34%) are occasionally, (5.8%) are rarely and (1%) are never.

WHERE DO YOU TYPICALLY GET INFORMATION ABOUT NEW PRODUCT

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Facebook	17	16.5
Instagram	66	64.1
Google	47	45.6
Telegram	23	22.3
YouTube	45	43.7
Twitter	15	14.6

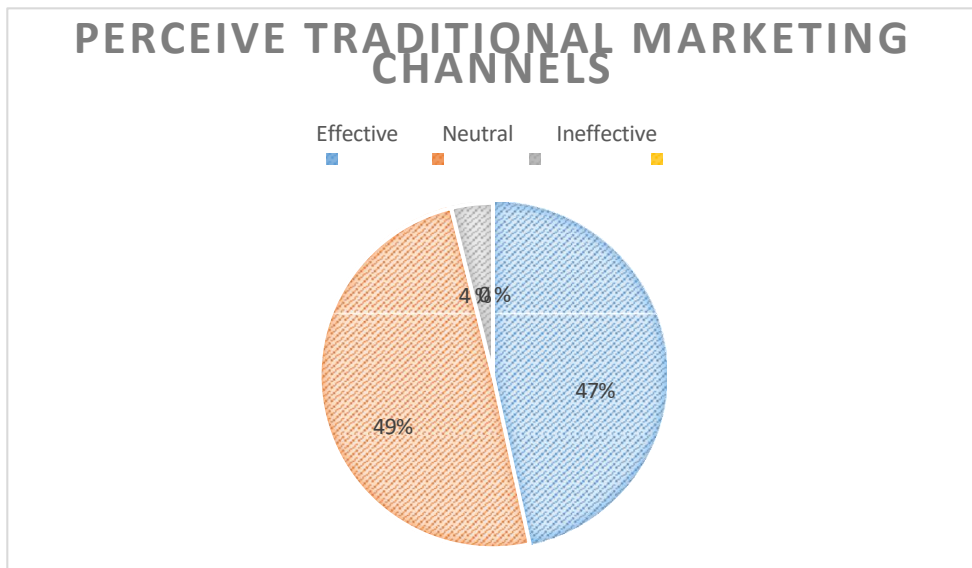


INTERPRETATION:

From the above analysis (16.5%) of the respondents are face book, (64.1%) are instagram, (45.6%) are google, (22.3%) are telegram, (43.7%) are YouTube and (14.6%) are twitter

HOW DO YOU PERCEIVE TRADITIONAL MARKETING CHANNELS

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Effective	48	46.6
Neutral	51	49.5
Ineffective	4	3.9



INTERPRETATION:

From the above analysis (46.6%) of the respondents are effective, (49.5%) are neutral, and (3.9%) is ineffective.

HYPOTHESIS 1

Gender and Type of marketing that has a greater influence on your purchasing decisions.

Null hypothesis (H0): There is no significant relationship between the Gender of the respondents and the Type of marketing that has a greater influence on your purchasing decisions.

Alternative hypothesis (H1): There is a significant relationship between the Gender of the respondents and the Type of marketing that has a greater influence on your purchasing decisions.

Chi - Square

PARTICULARS	MALE	FEMALE	TOTAL
Digital Marketing	32	31	63
Traditional Marketing	27	13	40
TOTAL	81	73	154

O	E	O - E	O - E ²	(O - E) ² /E

31	29.78	1.22	1.48	0.049
18	20.04	-2.04	4.16	0.207
10	9.16	0.84	0.70	0.076
21	22.21	-1.21	1.46	0.065
17	14.95	2.05	4.20	0.280
6	6.83	-0.83	0.68	0.099
CALCULATED VALUE				0.776

CALCULATED VALUE: **0.776**

DEGREE OF FREEDOM

$$\begin{aligned}
 \text{d.f} &= (r-1) (c-1) \\
 &= (3-1) (2-1) \\
 &= 2*1 \\
 &= 2
 \end{aligned}$$

Level Of Significance: 0.05

Table Value: 5.991

INTERPRETATION

The study analyzed data from digital and traditional marketing, calculating the degree of freedom and calculating the corresponding value. The results showed a significant difference in the results, with a p-value of 3.841.

INFERENCE

Therefore, calculated value is 2.36 which is less than the table value 3.841. So, accept H_0 .

Hence proved that there is no significant relationship between the genders of the respondents and that Type of marketing has a greater influence on your purchasing decisions.

HYPOTHESIS 2

Internet advertisements affecting your attitudes and Internet advertisements that you find more appealing and persuasive.

Null hypothesis(H_0): There is no significant relationship between internet advertisements affecting your attitudes and internet advertisements that you find more appealing and persuasive.

Alternative hypothesis(H_1): There is significant relationship between internet advertisements affect your attitudes and internet advertisement that you fine more appealing persuasive.

Correlation

X	Y	x^2	y^2	xy
41	24	1681	576	984
18	25	324	625	450
21	21	441	441	441
14	11	196	121	154

9	22	81	484	198
103	103	2723	2247	2227

STEP: 3

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{N\sum x^2 - (\sum x)^2} \sqrt{N\sum y^2 - (\sum y)^2}}$$

$$\frac{5 \cdot 2227 - 103 \cdot 103}{\sqrt{5 \cdot 2723 - (103)^2} \sqrt{5 \cdot 2247 - (103)^2}}$$

$$\frac{11135 - 10609}{\sqrt{13615 - 10609} \sqrt{11235 - 10609}}$$

$$\frac{526}{\sqrt{3006} \sqrt{626}}$$

$$\frac{526}{54.827 \cdot 25.01}$$

$$\frac{526}{1371.71}$$

$$r = 0.3834$$

-1 = +1

Unfavourable**INTERPRETATION**

The Pearson product-moment correlation formula is used to calculate the correlation coefficient (r) between two variables, x and y. The formula calculates the covariance and standard deviations of the variables. The calculated value of 0.3834 indicates a strong positive correlation, which is not favourable, as a perfect negative correlation is -1.

INFERENCE

The steps to calculate the correlation coefficient (r) between two variables, x and y, using the Pearson product-moment correlation formula. It provides the raw data values for x and y, along with the calculated values for x^2 , y^2 , and xy .

The formula used is:

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{N\sum x^2 - (\sum x)^2} \sqrt{N\sum y^2 - (\sum y)^2}}$$

Plugging in the values from the data, it performs the calculation showing each step. The numerator calculates the covariance between x and y, while the denominator calculations provide the standard deviations of x and y to standardize the covariance.

After calculating the components, it determines the correlation coefficient r to be 0.3834 the note states that a value of -1 indicates a perfect negative correlation, while +1 indicates a perfect positive correlation. Therefore, the calculated value of 0.3834 suggests a strong positive correlation between the two variables x and y based on this data set. The interpretation mentions this is "not favourable".

FINDINGS

- Demographic factors significantly influence the attitudes towards internet advertising, with 52.4% of respondents being younger and more specific.
- 39.8% of respondents believe social media ads have the most significant impact on their attitudes.
- The majority of respondents (24.3) prefer clear and concise messaging in internet advertisements.
- The majority of respondents (34%) value personalized recommendations when it comes to internet advertisements.
- The majority of 24.3% of respondents limit personalization for privacy reasons.
- The majority of respondents (38.4) believe that the most cost-effective advertising medium for businesses depends on the industry and target audience.
- The majority of respondents (28.2%) believe that trustworthiness in marketing messages is influenced by factors such as confidentiality and expertise
- The majority of respondents, 50.5%, are offering a specific product/service.

SUGGESTION

- **Invest in Digital Presence:** Businesses should prioritize establishing a strong online presence through a variety of digital channels, such as websites, social media platforms, and mobile applications.
- **Content Marketing:** Create high-quality, interesting material that appeals to your target audience. Content marketing is an effective technique for increasing brand exposure, thought leadership, and customer loyalty in the digital space.
- **Embrace Data Analytics:** Leverage data analytics tools to gain actionable insights into consumer behaviour and preferences. By understanding your audience better, you can refine your marketing strategies for maximum impact.
- **Adaptability and Innovation:** Stay agile and adaptable to emerging digital trends and technologies. Experiment with new platforms, formats, and strategies to stay ahead of the competition and meet evolving consumer expectations.

CONCLUSION

The transition from traditional to digital marketing is crucial for businesses to succeed in the competitive marketplace. By embracing accessibility, personalization, and engagement, businesses can drive long-term success. To succeed, businesses must use data, implement cost-effective digital initiatives, and respond to changing consumer behaviour. Investing in education and training, evaluating skills, and establishing a strong online presence are essential. Imarticus Learning offers a golden passport to the digital marketing profession, including guaranteed interviews with over 500 prestigious organizations.

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