



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

“A Comparative Analysis of Traditional versus Digital Marketing Approaches: Exploring Customer Relationship Building”

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ABSTRACT

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. There are a number of different researchers who have agreed that modern marketing is highly suitable for all types of businesses and marketing purposes in comparison with traditional marketing due to factors like cost, effectiveness measurement, and target reach (Baltes, 2015). Moreover, modern marketing definitely offers more value in comparison with traditional marketing in building customer relationship. Therefore, it is highly justified to conduct this research and drafting valuable key findings that future researchers can use for further elaborating upon their thoughts and research interests.

1.4 Identification of Research gap

The massive growth in popularity and utilization of modern marketing across companies and customers has exposed a vast area of future research and investigation. Since the last few years, several researchers have investigated various aspects in which modern marketing impacts the perception of customers towards brands by researching specific topics like user generated content, fan pages and brand communities, social media advertisement, online review, and electronic word-of-mouth. Despite several topics of modern marketing and brand management so far, none of the researches have considered the impact of marketing communication on brand equity based on consumers.

Research Methodology

Research Objectives.

The aim of this project is to critically compare the effectiveness of modern marketing over traditional marketing with a quantitative approach.

With the digital revolution, all across the global companies are embracing the trends and tools of digital marketing for promoting their products and services. In context with this fact, the research aim will be achieved in this project by achieving the following objectives.

Objective 1: To understand the effectiveness of traditional marketing different from the effectiveness of digital marketing for consumer relationship.

Objective 2: To understand the different methods of modern marketing enhance the effectiveness of digital marketing for supporting business goals and reaching wider target markets in relation to the consumer relationship.

Objective 3: To analyze if the companies can enhance their brand visibility and promotion by effectively embracing the concepts and tools of modern marketing.

Framing of Research Hypothesis.

Hypothesis 1.

Preference of the customers and marketers of choosing between digital marketing and traditional marketing have a significance on Continence of the customers to shift from traditional marketing to digital marketing (H^0). And Preference of the customers and marketers of choosing between digital marketing and traditional marketing doesn't have a significance on Continence of the customers to shift from traditional marketing to digital

marketing (H^1).

Hypothesis 2.

Preference of the customers and marketers of choosing between digital marketing and traditional marketing have a significance on Buyer gratification with the shift from traditional marketing to digital marketing (H^0). And Preference of the customers and marketers of choosing between digital marketing and traditional marketing doesn't have a significance on Buyer gratification with the shift from traditional marketing to digital marketing (H^1).

Hypothesis 3.

Preference of the customers and marketers of choosing between digital marketing and traditional marketing have a significance on Techniques used by the sellers to improve sales and brand image in marketing (H^0). And Preference of the customers and marketers of choosing between digital marketing and traditional marketing doesn't have a significance on Techniques used by the sellers to improve sales and brand image in marketing (H^1).

Hypothesis 4.

Preference of the customers and marketers of choosing between digital marketing and traditional marketing have a significance on Digital marketing used to reach the target customers by the companies. (H^0). And Preference of the customers and marketers of choosing between digital marketing and traditional marketing doesn't have a significance on Digital marketing used to reach the target customers by the companies. (H^1).

Data analysis and Interpretation.

Techniques for data Analysis.

The responses from google forms were used for analysis with a sample size of 99 students. The following tests were conducted:

- Correlation test
- Logistic regression.

Correlation

Correlation is a statistical technique that shows how strongly two variables are related to each other or the degree of association between the two. The correlation coefficient should always be in the range of -1 to 1

Logistic regression

Logistic regression is the fitting regression analysis to conduct when the dependent variable is dichotomous. Like all regression analyses, the logistic regression is a predictive analysis.

Logistic regression is used to describe data and to explain the relationship between one dependent binary variable and one or more nominal, ordinal, interval or ratio-level independent variables.

Here logistic regression is used to determine the relation between dependent variable and another independent variable to know its significance on the other.

Hypothesis testing and Methods

Hypothesis 1.

Preference of the customers and marketers of choosing between digital marketing and traditional marketing have a significance on Continence of the customers to shift from traditional marketing to digital marketing (H^0). And Preference of the customers and marketers of choosing between digital marketing and traditional marketing doesn't have a significance on Continence of the customers to shift from traditional marketing to digital marketing (H^1).

Hypothesis 2

Preference of the customers and marketers of choosing between digital marketing and traditional marketing have a significance on Buyer gratification with the shift from traditional marketing to digital marketing (H^0). And Preference of the customers and marketers of choosing between digital marketing and traditional marketing does not have a significance on Buyer gratification with the shift from traditional marketing to digital marketing (H^1).

Hypothesis 3.

Preference of the customers and marketers of choosing between digital marketing and traditional marketing have a significance on Techniques used by the sellers to improve sales and brand image in marketing (H^0). And Preference of the customers and marketers of choosing between digital marketing and traditional marketing doesn't have a significance on Techniques used by the sellers to improve sales and brand image in marketing (H^1).

Hypothesis 4.

Preference of the customers and marketers of choosing between digital marketing and traditional marketing have a significance on Digital marketing used to reach the target customers by the companies. (H^0). And Preference of the customers and marketers of choosing between digital marketing and traditional marketing doesn't have a significance on Digital marketing used to reach the target customers by the companies. (H^1).

Through the analysis of the collected data for testing the hypothesis of the selected variables which are listed initially a correlation analysis is done and the hypothesis 1,2,3,4 is formed. Now after the correlation analysis the null hypothesis is accepted and alternative hypothesis is rejected in all the above cases.

Data Interpretation.**Correlation**

Correlation is a statistical technique that shows how strongly two variables are related to each other or the degree of association between the two. The correlation coefficient should always be in the range of -1 to 1

Considering the preference of the customers and marketers of choosing between digital marketing and traditional marketing as the dependent variable. The project is carried out by considering three independent variables to achieve the objectives which are as follows:

1. Continence of the customers to shift from traditional marketing to digital marketing. (Dynamic shift)
2. Buyer gratification with the shift from traditional marketing to digital marketing. (Consumer satisfaction)
3. Techniques used by the sellers to improve sales and brand image. (Digital Technologies adopted)
4. Digital marketing is used to reach the target customers by companies. (End goal of and buyer)

Preference of the customers and marketers of choosing between digital marketing and traditional marketing have a significance on Continence of the customers to shift from traditional marketing to digital marketing (H^0). And Preference of the customers and marketers of choosing between digital marketing and traditional marketing does not have a significance on Continence of the customers to shift from traditional marketing to digital marketing (H^1).

Table 5: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.906	1	29.906	30.085	.000 ^b
	Residual	67.594	68	.994		
	Total	97.500	69			

a. Dependent Variable: Preference

b. Predictors: (Constant), Dynamic

The table indicates that column 1 variable indicates Preference of the customers and marketers of choosing between digital marketing and traditional marketing which is dependent variable and variable 2 is on Continence of the customers to shift from traditional marketing to digital marketing which is independent variable. The two variables show a positive correlation which tells that there is significant relationship. And hence, null hypothesis is accepted with a correlation of 0.994 and alternative hypothesis is rejected.

Regression

Regression is the fitting regression analysis to conduct when the dependent variable is dichotomous. Like all regression analyses, the regression is a predictive analysis. Regression is used to describe data and to explain the relationship between one dependent binary variable and one or more nominal, ordinal, interval or ratio-level independent variables. Here logistic regression is used to determine the relation between dependent variable and another independent variable to know its significance on the other.

Table 6: Model Summary and Parameter Estimates

Dependent Variable: Preference

Model Summary						Parameter Estimates	
Equation	R Square	F	df1	df2	Sig.	Constant	p-value
Linear	.307	30.085	1	68	.000	1.233	0.61

The independent variable is Dynamic.

The above figure shows the significance between the two considered variable i.e., Preference of the customers and marketers of choosing between digital marketing and traditional marketing and on Continence of the customers to shift from traditional marketing to digital marketing This test showed 0.307 significance relation between the considered variables. Chi-square statistics is 30.085. The p-value is greater than 0.05 i.e 0.61 hence we will accept the null hypothesis and reject the alternative hypothesis. Hence there is a significant relationship between both the variables.

Findings and Recommendations.

Research outcomes and findings

The following benefits of digital marketing can be listed out for the purpose of driving business growth:

- **Strategising with analytics and valuable data:** In the current era of information, marketers have the ability of analysing traffic data for planning out marketing strategies (Idrysheva et al., 2019). In this context, the respondents stated that they gained better insights about customer needs and preferences which impact their purchase patterns.
- **Lead generation and content performance:** All companies should have accessibility of the right content in order to meet certain commercial objectives. In order to succeed with generation of lead across social media, it is crucial to consider the utilisation of interesting and informative content for the purpose of advertisement (Ashwini Priya et al., 2020).
- **Improved rates of conversion:** Digital marketing provides an effective path for improving interaction across the target market. The key foundation lies in taking prompt actions while ensuring the utilisation of generated leads and simplified improvement of conversion rates.
- **Cost effectiveness:** Traditional marketing sources require significant investment for the promotion of brand (Durmaz & Efendioglu, 2016). By saving capital across promotional activities, it is possible to avail the benefits of digital marketing to a certain limit.

Limitation of the study

The major limitation of this project is that the results provided by the sellers are not accurate as they wouldn't disclose the business strategies so the results are less reliable. Marketers not only have to focus on the definition of marketing message, but also on choosing the preferred channel for targeting the customer.

Conclusions

Even though marketing departments focus on the improvement of performance indicators for effective marketing, several marketing managers have agreed that their financial planning is completed on the basis of obsolete criteria. This is because they are still influenced by their knowledge in traditional marketing (Venciūtė, 2018).