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## Comparing the Effectiveness of Conventional Marketing and Digital Marketing Strategies in Tiruchirappalli City

### A. Rameeza

*Ph.D. (P. T.) Research Scholar, PG& Research Department of Commerce  
Jamal Mohamed College (Autonomous), Affiliated to Bharathidasan University  
Tiruchirappalli, Tamilnadu, India*

### Dr.M. Marimuthu

*Assistant Professor & Head  
PG & Research Department of Commerce  
Jamal Mohamed College (Autonomous), Affiliated to Bharathidasan University  
Tiruchirappalli, Tamilnadu, India*

### Abstract

This research paper aims to provide a comprehensive examination of comparing traditional marketing methods with the emerging trends in digital marketing. As technology continues to reshape the business landscape, understanding consumer behavior becomes crucial for businesses to effectively reach and engage their target audience. The findings of this research will serve as a valuable resource for businesses seeking to optimize their marketing strategies in the rapidly evolving digital era.

**Keywords:** Traditional Marketing, Digital Marketing, Techniques, Advantages and Disadvantages.

## **I.INTRODUCTION**

Traditional marketing involves conventional methods like print ads, TV commercials, and direct mail to reach a broad audience. It relies on offline channels to promote products or services. In contrast, digital marketing leverages online platforms such as social media, search engines, and email to connect with a target audience.

It emphasizes data-driven strategies, interactivity, and real-time engagement. Both approaches aim to boost brand awareness and sales, but digital marketing offers greater precision in targeting, measurable results, and adaptability in the rapidly evolving online landscape. The choice between them depends on the goals, target audience, and budget of a marketing campaign.

### **Conventional Marketing**

Conventional marketing refers to Traditional methods of promoting products, services, or brands that do not involve digital technologies or the internet. It encompasses a variety of offline channels and strategies that businesses have historically used to reach their target audience. Traditional marketing methods have been in practice long before the advent of digital technologies, and while digital marketing has gained prominence, traditional marketing still plays a significant role in many marketing strategies.

### **Techniques of Conventional Marketing**

Traditional marketing involves a variety of techniques that rely on offline channels and methods to promote products, services, or brands. Here are some common techniques used in traditional marketing:

**Print Advertising:** Newspaper Ads: Placing ads in local or national newspapers to reach a broad audience. Magazine Ads: Appearing in industry-specific or popular magazines to target a particular demographic.

**Broadcast Advertising:** Television Commercials: Creating and airing short video ads on television to reach a large and diverse audience. Radio Commercials: Broadcasting audio ads on radio stations to target specific demographics and geographical areas.

**Direct Mail Marketing:** Postcards and Flyers: Sending printed promotional materials directly to the mailboxes of target customers. Catalogs: Producing and mailing catalogs showcasing products and services.

**Outdoor Advertising:** Billboards: Placing large, visually striking ads in high-traffic areas to capture the attention of motorists and pedestrians. Transit Advertising: Using public transportation vehicles (buses, trains, taxis) for advertising purposes.

**Telemarketing:** Cold Calling: Making unsolicited phone calls to potential customers to promote products or services. Appointment Setting: Calling prospects to schedule appointments for sales presentations.

**Trade Shows and Events:** Exhibiting: Participating in trade shows and industry events to showcase products, network with potential clients, and generate leads.

Sponsorship: Sponsoring events or sports teams to increase brand visibility and association.

**Public Relations (PR):** Press Releases: Issuing statements to the media to announce news or updates about the company. Media Relations: Building relationships with journalists and seeking positive media coverage.

**Word of Mouth Marketing:** Referral Programs Encouraging satisfied guests to relate musketeers and family through incentive programs.

Customer Testimonials: Showcasing positive feedback from customers in marketing materials.

**Branding and Sponsorships:** Logo and Slogan Development: Creating a recognizable brand identity through logos and slogans. Sponsorship of Events: Supporting or sponsoring local events to enhance brand visibility.

**Point of Sale (POS) Marketing:** In-Store Displays: Creating eye-catching displays in retail locations to promote specific products. Product Packaging: Designing packaging that communicates the brand and influences purchasing decisions.

### **Advantages of Conventional Marketing**

Traditional marketing has its own set of advantages, and while digital marketing has become increasingly prevalent, traditional methods continue to be relevant in certain contexts. Here are some advantages of traditional marketing:

- Tangible Presence
- Local Targeting
- Personal Interaction
- Broader Audience Reach
- Brand Recognition
- Credibility and Trust
- No Technical Barriers
- Perceived Legitimacy
- Limited Competition in Some Spaces
- Longevity of Materials

### **Disadvantages of Conventional Marketing**

- Limited Audience Targeting
- Higher Costs.
- Limited Interactivity
- Difficulty in Measuring ROI
- Limited Flexibility Intrusiveness and Ad Avoidance

- Global Reach Challenges
- Slow Response Time
- Environmental Impact
- Less Data for Targeting

## **Digital Marketing**

Digital marketing refers to the use of digital channels, platforms, and technologies to promote and announce products, services, or brands. It is an umbrella term that encompasses various online marketing strategies, tactics, and tools designed to reach a target audience, engage with them, and drive desired actions or conversions. Unlike traditional marketing methods that rely on offline channels like print or television, digital marketing leverages the power of the internet to connect businesses with their audience. Digital marketing encompasses a wide range of techniques and strategies aimed at promoting products, services, or brands through online channels. Here are some key techniques of digital marketing:

### **Techniques of Digital Marketing**

**Search Engine Optimization (SEO):** Optimizing websites and content to rank higher in search engine results, increasing visibility and organic traffic.

**Content Marketing:** Creating and distributing precious, applicable content to attract and engage a target audience, frequently through blog posts, videos, infographics, and more.

**Social Media Marketing:** Utilizing social media platforms (e.g., Facebook, Instagram, Twitter) to connect with the audience, make brand awareness, and promote products or services.

**Email Marketing:** Transferring targeted messages to a group of people through email to nurture leads, make connection, and promote products or services.

**Pay-Per-Click (PPC) Advertising:** Placing ads on search engines or social media platforms and paying a fee each time a user clicks on the ad. Common platforms include Google Ads and Facebook Ads.

**Affiliate Marketing:** Partnering with individuals or other businesses (affiliates) who promote products or services in exchange for a commission on sales generated through their efforts.

**Influencer Marketing:** Collaborating with influencers—individuals with a significant online following—to promote products or services and leverage their credibility and reach.

**Online Public Relations (PR):** Building and maintaining a positive online reputation through activities like press releases, media coverage, and managing online reviews.

**Social Media Advertising:** Creating and running paid advertisements on social media platforms to target specific demographics and increase brand visibility.

**Video Marketing:** Creating and promoting video content on platforms like YouTube or social media to engage audiences visually and convey messages effectively.

**Mobile Marketing:** Tailoring marketing strategies to reach users on mobile devices, including responsive website design, mobile apps, and SMS marketing.

**Web Analytics and Data Analysis:** Using tools like Google Analytics to analyze website traffic, user behavior, and campaign performance to make informed decisions and optimizations.

**Chatbots and Artificial Intelligence (AI):** Implementing chatbots and AI technologies to provide instant customer support, engage website visitors, and enhance the overall user experience.

**Interactive Content:** Creating interactive content such as quizzes, polls, and interactive videos to increase user engagement and participation.

**E-commerce Marketing:** Implementing strategies specific to online retail, such as product listings, reviews, and personalized recommendations to drive sales.

### **Advantages of Digital Marketing**

- Global Reach
- Targeted Advertising
- Measurable Results
- Cost-Effectiveness
- Interactivity and Engagement
- Instant Communication
- Flexibility and Adaptability
- Brand Building on Multiple Platforms
- Customer Targeting and Personalization
- Diverse Content Formats
- 24/7 Availability
- Higher Engagement Levels

### **Disadvantages of Digital Marketing**

- Saturation and Competition
- Technical Challenges
- Information Overload
- Ad Blocking
- Privacy Concerns
- Rapid Technological Changes
- Dependency on Internet Connectivity
- Security Risks
- Digital Fatigue
- Difficulty in Building Trust
- Algorithm Changes

### **Objectives of the Study**

- To compare the pros and cons of both Conventional and Digital marketing
- To understand the different types of techniques in Conventional and Digital marketing
- To find out, if there is any significant relation between the Educational qualification and the Advertising platform.

### **Significance of the Study**

The significance of the study in the provided research paper lies in its exploration and analysis of consumer preferences in the dynamic field of marketing, specifically comparing conventional marketing methods with the emerging trends in digital marketing. The study addresses several key aspects that contribute to the understanding of consumer behavior and decision-making processes in the context of marketing strategies.

### **Scope of the Study**

This research focuses on businesses across various industries, small, medium, and large enterprises to ensure a broad understanding of marketing dynamics. Geographically, the research is designed to be applicable to diverse markets, capturing the nuances of regional preferences and trends.

### **Review of Literature**

Arunprakash, AswinKanna, Aravindh Raj, Vasudevan,(2021) This paper aims to find the study observes the people's perception towards the digital and conventional marketing. The below exploration easily indicates the digital marketing is ahead of traditional in reach capability, flexibility, and efficiency and in effectiveness. The study also finds entering digital marketing is largely risky and it

should be avoided originally by maintain conventional marketing side by side. The design is profitable only if it follows the suggested model or the number of customers should be high and constant over the periods. The investors who are interested to earn high rate of return can invest in the design but the threat comes when there is no sound specialized knowledge hiring a specialized skilled digital marketer will break the issue.

Mr. G. Kanuka Raju, Dr. G. Haranath, (2018) In this study, the researchers concluded that utmost of the people they prefer traditional market than online market. The reasons are lack of technology knowledge, farness about the product whether it is quality or not, fraud, trouble of online deals etc., and one further thing is customers are always awaiting service along with the product.

Whenever you are purchasing product in online at the time, they are checking the services is made or not, if service is there the customers are willing to buy the goods and services in online else, they prefer traditional market.

### **Research Methodology**

**Source of Data:-**To analyses the Comparative Study on Digital marketing and Traditional Marketing in Trichy city. Both primary and secondary data were used. Primary data was collected by using the questionnaires and by the detailed discussion with the respondents. Secondary data was collected from various journals, websites, etc.

**Sampling Design :-**Random sampling method is used to collect the data regarding the Study On Marketing and Traditional Marketing in Trichy under this sampling design; every item of the universe has an equal chance of inclusion in the sample.

**Sample Size:-**The data was collected from a sample of 100 respondents residing in the area of Trichy city.

**Analysis & Interpretation of Data:-**Tabulation of data was made to analyse such data Chi-square test applied under the study.

### **Limitations of the Study**

- This study is not conducted in entire area of Trichy city.
- This study conducted for a short duration, it was difficult to study in depth about the Various aspects.
- The information provided by respondents about their opinion has its own basis.  
Therefore, the information provided by the respondent may not reveal the truth

**Analysis and Interpretation****Table:-1 showing Gender wise classification of respondents**

<b>Gender</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Male	45	45
Female	55	55
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: Primary Data**

Table 1 Shows that 55% of the respondents are Female.

**Table:-2 showing Age wise classification of respondents**

<b>Age</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Below20	15	15
20-30	50	50
31-40	20	20
41-50	10	10
51-60	03	03
Above 60	02	02
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: Primary Data**

Table 2 Shows that 50% of the respondents belongs to the 20-30 years

**Table:-3 showing Monthly income of respondents**

<b>Monthly Income</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Below 10,000	35	35
10,000-30,000	45	45
31,000-60,000	15	15
Above 60,000	05	05
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: Primary Data**

45% of the respondents belongs to monthly income level of Rs.10,000-30,000.

**Table:-3 showing Marketing Preference of respondents**

<b>Preference of Marketing</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Traditional	35	35
Digital	65	65
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: Primary Data**

Table 3 Shows that 65% of the respondents prefer Digital marketing



**Chi - Square Analysis****Null hypothesis (Ho)**

There is no significant relationship between Educational qualification and Advertisement platform of the respondents.

Educational Qualification	Advertisement Platform				Total
	News Paper	Magazine	Social Media	Others	
SSLC	3	4	2	1	10
Higher Secondary	2	5	6	2	15
Under Graduate	14	10	18	3	45
Post Graduate	5	12	10	3	30
Total	24	31	36	9	100

**Chi-Square Tests**

Factors	Calculated value	Degree of Freedom	Table value	Remarks
Educational Qualification and Advertisement Platform	6.33	9	16.92	Accepted

It is clear from the above table that the calculated value of chi-square is more than the table value. Hence the hypothesis is accepted

**Findings**

- The majority of respondents fall within the age group of 20-30, indicating a younger target audience.
- Gender distribution is relatively balanced, with slightly more female respondents.
- The monthly income distribution shows a diverse range, with a significant portion falling in the 10,000-30,000 income brackets.
- 65% of respondents prefer digital marketing, while 35% prefer traditional marketing.
- The preference for digital marketing aligns with the global trend of increasing reliance on online channels.
- The chi-square analysis reveals a significant relationship between educational qualification and advertising platform preference.
- Respondents with different educational qualifications show varying preferences for news, magazines, social media, and other advertising platforms.

## **Suggestions**

Digital marketing, focus on creating targeted content that resonates with the preferences of the younger demographic. Given the preference for digital marketing, businesses should explore a variety of online channels such as social media, search engines, and email to reach the target audience effectively. Tailor marketing messages based on the educational qualification of the audience. Consider the type of content that would appeal to different educational backgrounds. Acknowledge the cost advantages of digital marketing and allocate budgets accordingly. Utilize cost-effective digital channels to maximize reach and engagement. Recognize the rapid evolution of digital trends and technology. Stay updated and adapt marketing strategies to align with the changing preferences and behaviors of the target audience.

## **II.CONCLUSION**

The research paper successfully compares traditional and digital marketing, providing insights into consumer preferences. The findings emphasize the dominance of digital marketing among the surveyed audience, particularly in the younger age group. The significant relationship between educational qualifications and advertising platform preferences indicates the need for personalized marketing approaches. In conclusion, businesses should leverage the advantages of both traditional and digital marketing, considering the target audience's demographics and preferences. A well-balanced marketing strategy that integrates elements from both realms can maximize reach, engagement, and overall campaign effectiveness. As the business landscape continues to evolve, staying attuned to consumer preferences and adjusting strategies accordingly is imperative for sustained success.

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