



## Consumer Preference Between the Traditional and Digital Marketing: Reasons as a Conceptual Framework

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# CONSUMER PREFERENCE BETWEEN THE TRADITIONAL AND DIGITAL MARKETING: REASONS AS A CONCEPTUAL FRAMEWORK

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## ABSTRACT

In Marketing have two divisions of concepts which is traditional and modern marketing concepts. At current market environment, traditional marketing remodeled as digital marketing. Digital platforms help to use for planning and exploring marketing mix and satisfy the consumer's needs. The unorganized retailers connect their business to worldwide through the digital marketing. It creates new trend in Market. It also influences consumer preference towards product and services. Simply, people adopt the new technologies and they like to try new market trends like online shopping, e-transactions and etc., The study dealing with when purchase of product, the preference of the consumers whether traditional marketing or digital marketing. For this reason, the study conducted a literature review to shows that the main reason mentioned in the studies to choosing particular marketing methods for shopping by consumers. This paper aimed to shows which factors are directly affect the consumer preference in the form of conceptual framework. We conclude with which mode of marketing concept is highly preferred by the consumers.

**Key words:** *Consumer Preference, Online Shopping, Traditional Marketing, Digital Marketing*

## INTRODUCTION

Marketing is a wide term which is combination of social and managerial process conducted by an individual or a set of people to obtain the profit and wealth through exchanging the products and value with others ( [Philip Kotler's 2012](#)). Marketing includes buying, selling, advertising, promoting and delivering the products to the customers. In 1964, [Borden, N. H.](#) established the content of marketing mix which includes the 4ps are product, Price, Place, Promotion. In 20s, the evaluation marketing turned as digital era, that's why the structure of the market environment change automatically to sustain themselves. Marketing fluctuated according to the new trendy and technologies. The contribution of internet is very high in the business,

without digital mood they cannot do their business in successful. At present decades, marketing based on the consumer orientation. Because *consumers are kings* in the market. Hence, their need changes frequently. (Bala, M., & Verma, D. 2018) They prefer the products and services on base of their convenience. They are searching more details on internet to get best retailer to buy a product or services.

Consumer prefers refers to obtain the maximum satisfaction through their choice towards the products and services. (Katherine Williams,2022) They are influenced by many factors like price, brand loyalty, purchasing power, and quality. At the same time, their preference changes by the following factors growth of digitals, focus on mobile first, automation and capabilities in real time. Consumer should be well informed before buying products (Hameed, S. S., Madhavan, S., & Arumugam, T. 2020), if they know more details their preference must be stable.

The purpose of research is to find out the consumer choice between the traditional and trendy marketing and which are factors are influenced the consumer preference to choose the particular marketing. The report includes the collection of review of literature and conclusion towards which marketing concept most of the consumer prefers and their reason with the conceptual framework.

## **REVIEW OF LITERATURE**

### ***Consumer Preference in Different State***

Consumer preference are choice to like or favor towards the products which is reflect the brand goodwill, consumer loyalty, and successful strategies in the business. It may change according to the changes in habit, fashions, and outside factors. It is directly influencing the demand of the products. Consumer preference may vary in two different stages that is expectancy disconfirmation and post purchase state. The satisfaction determinants in two-stages consumer usage situation (Oliver, R. L., & Linda, G. 1981).

The study (Mugge, R., Schoormans, J. P., & Schifferstein, H. N. 2005) clearly short out that consumer preference influences the product images because based on the preference their buying decisions are changed towards the products. So, it suggests the manufacture to better design and standardized the product images in the market. Consumer preference and satisfaction both have the positive correction relationship. The study (Singh, N., Srivastava, S.,

& Sinha, N. (2017) proves that if the consumer satisfied with the benefit of the mobile wallet, they prefer to use it again and again. Consumers prefer the brand according to the situation the study (Thangaraja, A. 2015) tells that to develop the indirect sub-conscious preference towards the products, it will make the maximum level of profit to the company. The concept of neuromarketing helps to improve the sub-conscious mind preference towards the particular brands.

***Evaluation of Marketing Concepts***

According to Keelson, S. A. (2012) evaluation of marketing concepts has six phases. These are following:

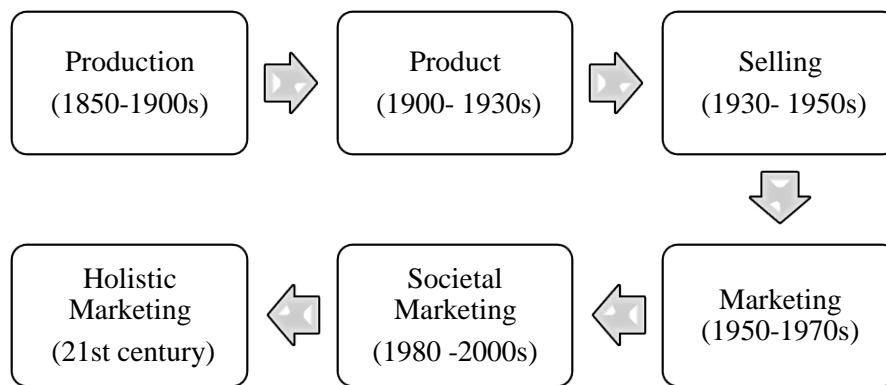


Figure 1: Evaluation of Marketing phase

These evaluations directly affect the consumers preference. Because the marketing concepts are changed based on the consumers perception, the producers should develop their brands according to consumer desire. In 20s the marketing era is turnout as holistic marketing; it gives more no of opportunities to consumer to select their need. It includes digital and social media platforms. The evaluation shows that the aim of the marketing turned from profit maximization to consumer satisfaction.

***Traditional marketing- Pros and cons***

Traditional marketing mainly has four methods which is direct mail, broadcast, telephone and prints. According to Taherdoost, H., & Jalaliyoon, N. (2014), the benefit of traditional marketing is remarketing the brand and explore the brand awareness. And its personally communicable, to get direct responses, tangible in nature and to obtain the targeted customers. The paper explain that traditional marketing is physically approachable to the consumer but the domain of the result is low (Salehi, M., Mirzaei, H., Aghaei, M., & Abyari, M. 2012).

Another study (Todor, R. D. 2016) shows that traditional marketing provides the faster result, more durability and consumer trust to the business. Even though it has some disadvantages like high cost of advertising, difficult to customization, and more time consuming to the consumer and business.

### ***Digital marketing- Pros and cons***

Transformation of marketing is rapid and unique. Every marketing activity changes according to the trend. Everything has to be digitalization. One form of study (Parsons, A., Zeisser, M., & Waitman, R. 1998) shows that 95% of the marketers can use interactive with media to collect the information about the brand. Trendy marketing includes digital marketing, online marketing, social media marketing and M-marketing. One author given their thoughts towards digital marketing is correlated with the traditional marketing. According to him, (Charlesworth, A. 2014) 4Ps of marketing involved in digital forms. The products are promoted in virtual ways, the price also fixed and the place of the seller to know by the customer in digital platforms.

Social media (Constantinides, E. 2014) platforms highly involve in modern marketing, the marketers should know the future contribution social media platforms and the business should be openness, honest to the consumers, co-creations and commitment with the consumers. So, present and future social media play an agent between consumers and marketers. (Kiran, K. U., & Arumugam, T. 2020) Another trending marketing strategies was programmatic advertising which helps to measure true values, increase the brand awareness, connect the customer, and transparency in business, these factors also influence the consumer perception and preference.

### ***Consumer choice – Traditional vs Digital marketing***

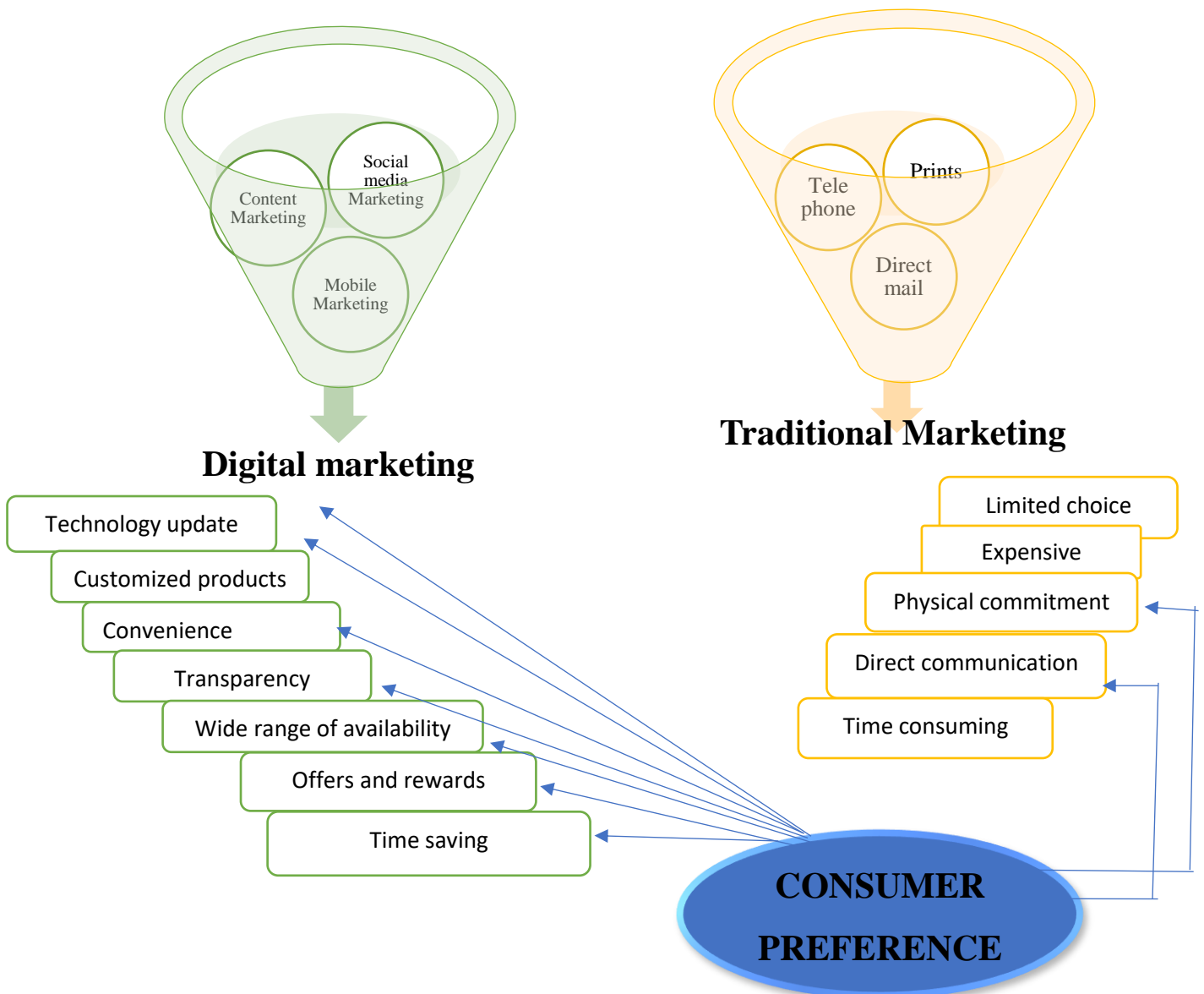
The study (Rahman, M. A., et.al. 2018) consisted that 50% of the regular online shopper are satisfied. And they prefer online shopping because its time saving, availability of choice, home deliveries and etc. Digital marketing is more effective rather than the traditional marketing. The research paper (Arunprakash, N. 2021) clearly shows that the digital marketing changes the consumer perceptions because compared to traditional marketing DM is more reachable, effective efficiency and flexible. 80% of them prefer digital marketing rather than the traditional marketing because it is more friendly and easily connect with the consumers. So, 60% of business do their activities in digital format.

Past 5 to 10 years the evaluation of network was huge, the companies adopt the digital marketing and use many aspects like google analytics, engagement rate and Degree of Integration. The result of paper (Melović, B., et.al.2020) shows that 74% of the people in Montenegro use social networks, business should use the social media as tool for promoting the brands and services. The investment of digital marketing gains the consumer trust and change the consumer choices.

Online and offline marketing both are doing their activities to attract the consumer to provoke them to buy a product. (Muntaqheem, M., & Raiker, S. D. 2019) Store atmosphere affect the both marketing. And the consumer (55.7%) preferred offline market compared to online markets. Retail shoppers appreciated the offline marketing because they did not involve in online marketing.

### CONCEPTUAL FRAMEWORK

Figure: 2 The conceptual framework



The conceptual framework clearly shows which are the factors in digital and traditional marketing influence the consumer perception. The consumers prefer digital marketing because its time consuming and convenience in everything. It provides 24/7 services to the customer; they can buy the products and service at anytime and anywhere. Even though traditional marketing also preferred by customer because it is more trustworthy compared to digital marketing.

## CONCLUSION

In digital era evaluation will be change the market environments in virtual mood. Everyone should adopt the technologies in their routine work. In future, without digital platform the business would not sustain in environment. In this situation consumers also adapt and rise their preference standards. From this study, past decade, the consumer preferred traditional marketing but now they prefer digital and online marketing compared to it. Most of the people likes to purchase the products and brands in virtual platform. This study concludes that the main reason to prefer the digital marketing is time consuming, openness, wide choice of availability, and offers, now a days the digital platforms gain more consumer trust through their efficient services and effective advertisements.

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