

A Research Investigation Aimed at Assessing the Efficacy and Influence of Online Marketing in Comparison to Traditional Marketing, Specifically Targeting a Specific Audience Based on Socio-Demographic Factors Such as Age and Gender

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This thesis discusses current and future marketing trends. The content is updated to reflect business events and publications. This study employed secondary sources. This investigation uses the internet and published literature. Digitization has increased dramatically. Searches on the internet are replacing traditional methods of getting lower vendor prices in India. SEO, SEM, influencer marketing, marketing through content, content automation, e-commerce marketing, effort marketing, social networking advertising, social media optimisation, e-mail marketing, banner advertisements, e-books, optical discs, or video games can benefit businesses, according to researchers. WhatsApp and Facebook have proven how intertwined our lives have become, and their popularity has created new avenues for companies seeking online customers. Understanding customer motivations is essential to understanding why they post brand or merchant content online. Digital marketing offers a high ROI and cheap acquisition cost. This study also reveals that knowing which social media channels a company's target audience uses is crucial to online marketing success. The effectiveness of online advertising may be assessed across sectors. More study may analyse the effectiveness of internet marketing methods for more firms.

Keywords: Online marketing, Conventional marketing, Internet, Electronic gadgets.

1. Introduction

The marketing sector is characterised by its perpetual progression and continual adaptation to new developments. The overall role of marketing has experienced substantial changes due to various crises, such as scarcity of energy and resources, inflation, economic downturns, elevated unemployment rates, declining industries and companies, acts of terrorism and warfare, and the repercussions of rapid technological advancements in specific sectors (Chaffey, 2013). The aforementioned transformations, which include the advent of the internet, have necessitated contemporary marketing executives to adopt a more market-

oriented approach in their strategic decision-making processes. Consequently, there is a need for the establishment of a systematic approach to get accurate and current data pertaining to clients, products, the market, and the overall business landscape (Chaffey, 2013). The technique of advertising and distributing items or services via the utilisation of the internet is often known as "Internet marketing."

Internet marketing refers to the strategic utilisation of internet-based platforms and tools for the purpose of promoting and selling various products and services within the realm of electronic commerce. The phrase "electronic commerce" is often used to denote any marketplace that is facilitated by the internet. The use of electronic commerce enables the facilitation of online transactions including the sale, purchase, and exchange of products and services (Cetină et al., 2012). The field of e-commerce may be categorised into several subcategories, with internet marketing being one of them. The rapid proliferation of the internet has led to a significant surge in interest in internet marketing in recent times. The convergence of internet buying, and conventional brick-and-mortar store purchasing has given rise to distinct shopping behaviours, prompting businesses to prioritise customer experience as a key driver of sustained competitive advantage via differentiation. In order to ensure lasting consumer happiness and attain sustainability, retailers must consistently enhance the customer experience across various buying scenarios. The objective of this research is to investigate the impact of various shopping conditions on customer experience and consumer satisfaction (Cetină et al., 2012). According to some sources, the first instances of internet marketing emerged during the commencement of 1990 on text-based websites that offered informative content pertaining to diverse items. Due to the widespread adoption of the internet, the act of selling goods alone is no longer deemed satisfactory. Instead, the internet has evolved to enable various functions such as the dissemination of product information, advertising space sales, software programme distribution, public sales, stock trading, or the formation of romantic relationships. A certain set of enterprises, including Google.com, Yahoo.com, Amazon.com, Alibaba.com, & Youtube.com, have significantly transformed the approach to internet marketing. This article presents the viewpoints of academics on certain contemporary trends seen in the domain of internet marketing, together with the prospective future advancements anticipated by these scholars (Cetină et al., 2012).

2. BACKGROUND OF THE STUDY:

The majority of individuals engage in daily shopping excursions. Consumers get the necessary goods, while non-consumers also obtain the required stuff without making further purchases. According to Kaur (2018), individuals may mitigate the mechanical nature of their lifestyle by using its methodologies to alleviate both mental and physical stress, or to fulfil unmet desires. The daily activity in which each individual participates has long been denoted as "shopping." In previous eras, the terms "trade," "bartering," or the word "market" were often used in vernacular discourse. Nevertheless, these linguistic expressions have ceased to be prevalent in contemporary colloquial usage. In consideration of the increased accessibility and attraction of the online market, this inquiry seeks to explore the merits of traditional commerce. The predominant methods of consumer purchasing are physical retail establishments, often referred to as brick-and-mortar shops, as well as online transactions facilitated by a multitude

of internet-based businesses. The prevalence of personal computers has led to a growing trend of people engaging in online purchasing. Upon selecting a single term, the outcomes may vary significantly, spanning from a few thousand to hundreds of millions of entities. Individuals are not obligated to undertake extensive journeys or navigate through congested marketplaces in order to get footwear. With a single keystroke and a click of the mouse, the item will begin its delivery process to the intended recipient. The act of doing online transactions has been extensively embraced in the contemporary day. The surge in its contemporary appeal may largely be ascribed to its inherent convenience. It is conceivable that individuals engage in internet buying activities while aboard an aircraft or during their pre-sleep routine (Kaur, 2018).

Ever since the advent of the internet, it has been widely acknowledged that individuals are increasingly engaging in online buying activities. The advancement of technology has facilitated the ability of firms to establish connections with their consumers in a manner that is characterised by enhanced efficiency, reduced complexity, and improved cost-effectiveness. The prevalence of internet purchase has seen a significant surge in recent years. Currently, the internet has a prominent position as the primary force in the retail sector. Nevertheless, a substantial body of historical evidence exists about the regularity of market transactions. The convenience of physically examining merchandise and promptly acquiring ownership of it is a significant factor that appeals to several customers, leading them to choose in-person shopping over internet alternatives. In the contemporary market, enterprises aiming to retain their consumer base must possess the capacity to consistently provide quality, value, and satisfaction. If individuals are able to do this task, they will achieve success. There exists a segment of individuals who prefer engaging in traditional in-person shopping experiences, while another group finds more convenience and ease in making their purchases online (Sushma, 2017). Additionally, there are those who exhibit a preference for using both modes of purchasing. Throughout the research phase, the primary focus of the study was on examining the consumer's choice between online and brick-and-mortar retail channels when making a purchase. Customers are likely to place a high level of importance on the convenience and financial advantages associated with using an e-commerce platform for their purchases, in comparison to engaging with conventional brick-and-mortar establishments. It is necessary to inform the buyer about the specific technique that will be utilised to complete the transaction prior to their purchase. This need holds true regardless of whether the purchasing process is conducted via online or offline channels. As to the findings of Kaur (2018), consumers must choose the form of media that best aligns with their wants and expectations in order to get the desired degree of satisfaction.

3. PROBLEM STATEMENT:

“Customers in the Fourth Industrial Revolution are increasingly making purchases via the Internet and mobile devices because of the convenience and accessibility of these channels”.

According to Sarkar, the acquisition and assessment of customer behaviour is a crucial factor in the achievement of organisational success, irrespective of the medium via which it is performed, whether it is online or offline. The market is propelled by consumer behaviour. The primary emphasis of all company activity is on customers. The proliferation of internet

shopping in India has led to an abundance of options for consumers, hence creating a sense of indulgence among customers. This trend, while relatively recent, has significantly impacted the retail landscape. The upward trend has been facilitated by a surge in internet connectivity. Online advertising is used as a technique of promoting products on the internet. Due to the competitive landscape between conventional brick-and-mortar businesses and online merchants, customers now have the opportunity to choose the purchasing method that best aligns with their specific needs and preferences. Based on the findings of Sarkar (2017), the main distinctions between the two purchasing channels include the approaches used for accessing product information, the perceived amount of risk involved, and the capacity of buyers to get customised items that align with their tastes.

4. LITERATURE REVIEW:

Research comparing and contrasting customers' online and in-store buying experiences was reviewed extensively in the literature. The study clarifies the one factor that matters most to consumers when considering whether or not they should make an online purchase. Next, they look at the massive gap in the literature between retail transformation theory & consumer behaviour theory (Suthamathi, 2020). They do this by studying online shoppers' motivations for making purchases, as well as the products and services that do and do not sell well. Quality, value, customer satisfaction, and customer loyalty were only a few of the factors studied to see how they affect customers' decisions while shopping online. Customers may spend up to several hours browsing before making a purchase decision; however, others were more interested in haggling with salespeople to get the best deal possible, and then making their final choices after giving the merchandise a careful inspection. Depending on the nature of the goods, the quantity, the quality, and the origin of the purchase, the whole procedure might take anywhere from just a few hours to several weeks. E-commerce, or electronic commerce, refers to the buying and selling of products and services via the internet. To secure one's presence in the present market, e-commerce may be employed as a strategy. There is coverage for all things, from the beginning phases of product manufacturing and advertising all the way through delivery & service. Consumers increasingly prefer to purchase online. According to (Nanda Kumar et al., 2014), if it is successfully employed and there is a guarantee of safety and security for the transactions, then it will survive in an environment that is both incredibly competitive and dynamic. Many successful businesses and a large population may be found in Salem, which is known for its technical prowess. Many businesses, hospitals, and universities will reportedly increase their use of internet purchases due to the rising number of people in the early stages of their careers (Suthamathi, 2020).

Despite its brief existence, internet shopping has already had a profound influence on customers' regular routines. Customers have become more knowledgeable and discerning in their purchasing decisions as a direct result of the rise of e-commerce, and companies have had to adjust to this new, more discerning clientele in order to survive. This survey's findings suggest that companies should pay greater attention to the online market. Even among those who say they prefer to shop at brick-and-mortar establishments, the majority of online shoppers have favourable opinions, according to a recent poll (Kaur, 2018). The bulk of these buyers are young adults (often between the ages of 18 and 24). Therefore, they prefer to shop

in traditional stores and shopping centres, where they may meet up with friends while they're out and about. Because of this, individuals are more inclined to frequent traditional stores and shopping centres. Personalised items are only one way that cross-border e-commerce platforms may increase the happiness of its online shoppers. Customers who do research on things they want to buy online before making the trip to the store can be more informed shoppers. Traditional retail infrastructures have been severely impacted by the meteoric rise of e-commerce throughout the world. The Internet has made it more practical, and cheaper, to conduct business dealings online. The internet, higher wages, and better education have all made it simpler for individuals to overcome a number of formerly insurmountable obstacles. Protected online payment methods, easy access to online businesses, liberal return policies, & enticing price reductions are all examples of aspects that might enhance consumers' perceptions of the benefits of shopping online (Kaur, 2018).

5. RESEARCH OBJECTIVES:

- i. To determine the comparative study between traditional marketing and digital marketing.
- ii. To identify the difference between social media marketing and conventional marketing.
- iii. To find out how online marketing is effective from marketing strategies.
- iv. To explore the advantages of social media marketing over traditional marketing in promoting customer engagement.
- v. To evaluate the importance of measuring online marketing effectiveness.

6. RESEARCH METHODOLOGY:

The researchers conducted a thorough cross-sectional analysis. The use of a cross-sectional design necessitated the collection of data from a singular moment in time, hence demonstrating efficiency and cost-effectiveness. Despite the limitations imposed by the restricted time frame and insufficient resources, the researcher made the deliberate choice to use a quantitative methodology. The sample size of 1460 was estimated using Rao-soft software. A total of 1600 questionnaires were sent, out of which 1563 were returned. However, 63 questionnaires were discarded due to incomplete responses. A total of 1,500 individuals from China were contacted & interviewed for the research. All participants were contacted at the designated sites mentioned before, forming a convenience sample. The responsibility of monitoring factory operations was assigned to the responders. The researcher furnished participants with pertinent details about the study and remained accessible to address any inquiries that arose throughout their wait to conclude the monitoring procedure. In the study, the researchers orally presented the items of the questionnaire as response categories to individuals who were either illiterate or confined to a wheelchair. Subsequently, the respondents transcribed their replies verbatim. In certain geographical regions, inhabitants were distributed a set of questionnaires simultaneously.

Sampling: Data for the study was collected through a questionnaire. Sample Size calculated through Rao-soft software was 1500, a total of 1600 questionnaires were distributed, out of

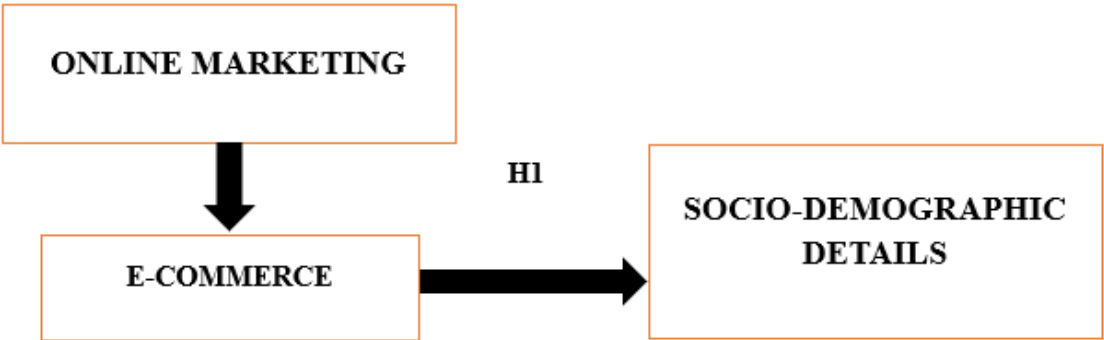
which 1563 questionnaires were received back, and 63 questionnaires were rejected because they were incomplete. The final number of questionnaires used for study is 1500.

Data and measurement: A questionnaire was used as the main source of information for the study (one-to-correspondence or google-form survey). Two distinct sections of the questionnaire were administered: Both online and offline channels' (A) demographic information, and (B) replies to the factors on a 5-point Likert scale. Secondary data was gathered from a variety of sites, the majority of which were found online.

Statistical Software: MS-Excel and SPSS 25 were used for statistical analysis.

Statistical tools: To get a feel for the data's foundational structure, a descriptive analysis was performed. Descriptive analysis was applied to understand the basic nature of the data. Validity was tested through factor analysis and ANOVA.

7. CONCEPTUAL FRAMEWORK:



8. RESULTS:

8.1 Factor Analysis:

The process of verifying the underlying component structure of a set of measurement items is a widely used application of Factor Analysis (FA). The observed variables' scores are believed to be influenced by hidden factors that are not directly visible. The accuracy analysis (FA) technique is a model-based approach. The primary emphasis of this study is in the construction of causal pathways that connect observable occurrences, latent causes, and measurement inaccuracies.

The appropriateness of the data for factor analysis may be assessed by using the Kaiser-Meyer-Olkin (KMO) Method. The adequacy of the sampling for each individual model variable as well as the overall model is assessed. The statistics quantify the extent of possible common variation across many variables. Typically, data with lower percentages tends to be more suited for factor analysis.

KMO gives back numbers between 0 & 1. If the KMO value is between 0.8 and 1, then the sampling is considered to be sufficient.

If the KMO is less than 0.6, then the sampling is insufficient and corrective action is required. Some writers use a number of 0.5 for this, thus between 0.5 and 0.6, you'll have to apply your best judgement.

- KMO Near 0 indicates that the total of correlations is small relative to the size of the partial correlations. To rephrase, extensive correlations pose a serious challenge to component analysis.

Kaiser's cutoffs for acceptability are as follows:

Kaiser's cutoffs for acceptability are as follows:

A dismal 0.050 to 0.059.

- 0.60 - 0.69 below-average

Typical range for a middle grade: 0.70–0.79.

Having a quality point value between 0.80 and 0.89.

The range from 0.90 to 1.00 is really stunning.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.919
Bartlett's Test of Sphericity	Approx. Chi-Square	7316.121
	df	180
	Sig.	.000

This demonstrates the validity of assertions for sampling purposes. To further verify the relevance of a correlation matrices as a whole, Bartlett's Test of Sphericity was performed. Kaiser-Meyer-Olkin Sampling Adequacy Value is 0.919. The p-value for Bartlett's sphericity test was determined to be 0.00. Bartlett's test of sphericity showed that the correlation matrix isn't an identity matrix, with a significant test result.

8.2 Test for hypothesis:

a) Dependent Variable:

➤ Socio-Demographic details:

Socio-demographics refers to the many attributes and traits that pertain to a certain population. In various surveys, socio-demographic factors such as age, gender, ethnicity, education level, income, kind of customer, years of experience, and location are often taken into account and requested.

b) Independent Variable:

➤ Online Marketing:

The phenomenon of acquiring commodities and services via the use of the Internet is often

known as "online shopping." When individuals engage in online shopping, they often do so via a commercial entity commonly known as a website, e-shop, e-store, virtual store, web shop, Internet shop, or online store. Online retailers use various types of media, such as text and photographs, to provide comprehensive product descriptions for the things they offer. Customers often have the opportunity to get more information on the products they have purchased on the website from where they made their transaction. Typical instances of the information that may be conveyed include guidelines pertaining to crisis response, optimal utilisation of the product, and its manufacturing process. Certain individuals possess the ability to provide guidance or assist in navigating the procedure in a sequential manner. Given that consumers are already engaged in online activities, it is advisable for them to consider perusing the experiences of other individuals pertaining to the products they want to get. Certain online retail websites often provide a designated section where clients are able to furnish their feedback and remarks. Numerous corporations prioritise customer input. According to Huang et al. (2016), it is uncommon for a conventional retail outlet to provide consumers the chance to seek information about a product from other customers in this way.

• E-commerce:

Internet sales are called "e-commerce" and "electronic business." The information, strategies, or tools for consumers and merchants include encrypted mobile payments or mobile shopping. Most online companies utilise an online store or platform to handle their ecommerce activities, including marketing, sales, & order fulfilment. E Marketer predicts that by 2022, worldwide e-commerce retail sales would exceed \$5 trillion, accounting for 25% of retail sales. Even with the predicted moderate pace, overall spending will reach \$7 trillion by 2025. So, let's examine the history of the internet, commerce, and its effects on business to understand the concept. Customers are also predicting the future of e-commerce and weighing its pros and cons. Our Make it Big Podcast airs every other week (Kim et al., 2016). World-renowned ecommerce experts discuss industry trends, news, growth plans, and success stories in this podcast. On the basis of the above discussion, the researcher formulated the following hypothesis, which will analyse the relationship between e-commerce and socio-demographic details.

H₀₁: There is no significant relationship between E-commerce and Socio-demographics details.

H₁: There is a significant relationship between E-commerce and Socio-demographics details.

As per the hypothesis formulation H₀₁ is null hypothesis and H₁ is the alternative hypothesis.

Table 2: H1 ANOVA test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	65692.704	496	5474.392	2829.974	.000
Within Groups	168.296	1003	1.934		
Total	65861.000	1499			

In this study, the result is significant. The value of F is 2829.974, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means the “H₁: There is a significant relationship between E-commerce and Socio-demographic details” is accepted and

the null hypothesis is rejected.

9. CONCLUSIONS:

Internet marketing is considered a very advantageous strategy for businesses of all sizes, owing to its cost-effectiveness and remarkable efficacy in targeting potential customers. Individuals who are proprietors of companies or responsible for event coordination might potentially benefit from engaging in various forms of advertising. None of them has perfection in every aspect. In contrast to traditional marketing, e-marketing is not limited by factors such as location or population size. This is due to the fact that clients are unable to physically interact with the items being sold in e-marketing, thereby eliminating the constraint of touch and feel. Internet marketing has the capacity to provide more productivity, exhibit swifter progress, and entail less complexity due to a multitude of factors. E-marketing has advantages that, on average, surpass the benefits offered by traditional means of promotion.

10. LIMITATION:

To develop mathematical expressions suitable for use in quantitative approaches, it is necessary to first depend on mathematical models and establish underlying assumptions. The applicability of these fundamental principles to difficulties faced in various situations is a subject of debate. The improper use of quantitative approaches has the potential to provide catastrophic outcomes in the absence of due diligence. The need to employ skilled professionals contributes to the elevated expenses associated with quantitative methodologies. Major corporations tend to apply quantitative approaches to a limited degree due to the considerable costs associated with several applications that may not provide commensurate benefits. In the context of decision-making, managers tend to place a greater emphasis on their own intuition and judgement rather than relying on quantitative methodologies. The potential sources of mistake in quantitative procedures include several aspects, such as the presence of faulty data, conflicting definitions, the use of an unsuitable sample, the adoption of an improper methodology, inadequate comparisons, and the incorrect presentation of conclusions. The investigation of qualitative phenomena is not feasible via the use of quantitative techniques, since these approaches do not account for the intangible and unmeasurable aspects of human elements. In the process of making assessments, such as evaluating the capabilities, demeanour, and level of motivation of managers, these factors are often overlooked. However, it is possible to convert comments pertaining to intangible concepts into quantitative ones in order to use the available methodologies. One approach to assessing the cognitive abilities of a manager involves evaluating their capabilities across many dimensions and assigning corresponding ratings.

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