

IMPACT OF DIGITAL ADVERTISING ON TRADITIONAL MARKETING IN INDIA

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Abstract

This paper is focussing the impact of digital advertising on traditional marketing in India. There are some successful traditional marketing strategies, particularly if you are reaching a largely local audience, but it is important to take advantage of digital marketing so as to keep up in today's world. Digital marketing is also known as Internet marketing, but their actual processes differ, as digital marketing is considered more targeted, measurable and interactive. It includes Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. It also extends to non-Internet channels that provide digital media, such as short messaging service (SMS), multimedia messaging service (MMS), call-back and on-hold mobile ring tones, e-books, optical disks and games. Digital marketing is a new end 21st century tool of marketing.

1. OVERVIEW

Digital marketing is a term that refers to different promotional techniques deployed to reach customers via digital technologies. It is the promotion of products, services or brands via one or more forms of digital media. Digital media is so pervasive that customer has access to information any time and any place they want it. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and now customers are exposed not just to what your company says about your brand, but what the media, friends etc., are saying as well. The world has transitioned into a digital environment. For today's businesses, it is imperative to have a website and use the web as a means to interact with their customers. process.

This research paper describes the different types of digital marketing techniques like SEO, SEM, SMM, PPC etc. This paper addresses importance and risk factors associated with digital marketing. It also

gives digital marketing tips for businesses. While marketing has traditionally been promoted through advertisements and campaigns, it is evident that the dawn of the social media age is changing the way that companies interact with their customers and market their products. In this study, seven different young Icelandic companies are interviewed through Individual Depth Interviews (IDI's) to examine the role of social media within the company, and what effect, if any, it has on the company's use of traditional marketing. The seven companies, Orthus Entertainment, Roadhouse, Ævi, Mindgames, Define the Line, Saffran, and GreenQloud, are all under five years old and participated in thorough interviews of their marketing practices based on five different roles:

acquisition marketing, retention marketing, direct marketing, B2C marketing, and brand marketing. Through an in-depth analysis of the results, it is clear that social media marketing is used mainly for retention, with

traditional marketing used for acquisition. Social media marketing also appeared to have a significant effect on the company's traditional marketing campaign, as they mainly opted to utilize free traditional PR strategies to lobby for interviews and forgo other traditional marketing methods.

One major advantage of digital advertising is that it is a variable cost type of advertising, meaning that an ad campaign is all the more easily scalable to a particular settled spending amount compared to the flat charges associated with running an ad in print. Perhaps the most important advantage to the digital advertisement is that the digital advertisement can be interactive. That interactivity can take the type of a straightforward video cut, a short flash game or even scale all the way up to an interactive computer game supported by and featuring the advertiser, contingent on spending constraints. Interactive ads of any source give a more memorable affair to the ad's watchers than less complex printed advertisements.

3. ADVERTISING AND ITS IMPORTANCE'S

Advertising is the mainstay of the financial existence of a nation. It impacts the procedure of change of the quality of goods and this quality once enhanced is maintained by the manufacturers, because advertising gives a kind of guarantee that the goods are standardized. Advertising has a great effect on our daily life whether we are aware or unaware of it. Billboards, newspapers, blurbs, TV, and magazines all pass on messages to the public about various product, companies, travel opportunities and so forth. One cannot escape the constant

invasion of such advertisements, and subsequently, advertising has turned into a global wonder in which we take part in by being the two consumers and spectators.

2 ADVERTISING ON TV, PRINT MEDIA, AND INTERNET

The principles of advertising on the internet are not quite the same as TV or print advertising. For example, with TV advertising, the marketer attempts to recount a story and entertain the consumer, frequently revealing the brand at the finish of advertisement. Such a strategy doesn't work online. Understanding how to create the best online advertising is a key strategic advantage. In traditional media, the stream of information among advertisers and consumers pursues a unidirectional and linear path. Traditional mass advertising through TV, radio or print media is normally a one-to-many passive communication strategy.

4. TRADITIONAL MEDIA

Companies have long been using many different forms of advertisements across different technologies to market their products or services to current or new customers. Due to the age of many of these different forms of advertisement companies have become well versed in their use. The forms of media, which will be considered "tradition media" are, television, radio, billboards, corporate gifts, corporate fairs or expos and finally the company's webpage. The reason for the selection of these medias for further examination is they are the medias most commonly used by the case company and other companies, as well as they have a large amount of information currently available.

Television

Television could in some ways be viewed as exceptionally current, which it is, yet it can at present be viewed as a traditional type of advertisement. There are various reasons for this; the first is although television is more than 100 years old it was not readily available until the mid-1920. Television has been utilized to an outrageous by many companies, and most companies have an understanding how to viably utilize this channel or if not, they can easily discover a company to help or create media for this platform.

Radio

Radio has been around for various generations and can be viewed as the most established type of informative marketing, where the audience members or clients don't have to see or read anything. Radios have been around for a long time and after its innovation many distinctive companies were established to spread information across this type of advertisements. As with any new type of technology, growth was ease back in part because of costs and consumers not understanding what exactly they should gain. In the late 1940's early 1950's before television was readily available, radio was probably the most widely recognized way to gain information other than conceivably newspaper or film's news.

Bill boards

Billboards and signs could be viewed as one of, if not the most established type of marketing. The reason for this is because it is one of the least difficult and most adaptable types of advertisement. When utilizing a billboard advertisement the information being passed on can vary from

promotion of a brand, to a location, to simply advising. The reason why billboards and signs have been so viable throughout history is because of their ability to catch people's eyes and easily pass on a message. Although originally billboards and signs were pictures used to demonstrate what the store does, they have turned out to be a great deal more. Currently billboards are placed in high deceivability areas, for example, in a swarmed city road, or only outside of a town by a highway.

Social media

Social media can be viewed as many things and with the increased utilization of social media in our everyday lives it very well may be hard to figure out what ought to be viewed as social media advertising or traditional advertising. One instance of this would be a poster or billboard, which has a QR code or the barcode that with an app allows customers to easily discover information on a point. In this case if the QR code leads the client to a company's Facebook page or Twitter account, does it make it traditional advertising because there is information about the product or company on the billboard or would it be a good idea for it to be viewed as social media because the majority of the information and reason for the advertisement is to have clients experience an app to arrive at the companies social media website?

Facebook

As of late Facebook has turned out to be one of the largest social media sites in the world with 1.11 billion clients as of June 2013. One reason for this is the vast amount is because of the conceivable outcomes which Facebook clients have. Companies are able

to educate people of their company or products as well as interact with them and gain new ideas about their current products or conceivable issues people are having.

YouTube

The reason for this limitation is it is mainly utilized for sharing recordings. Although different things can be appeared, for example, music, pictures, and so forth they should be in video shape. It is because of this restricted utilize that many companies probably won't think about utilizing YouTube when compared to different types of social media.

LinkedIn

LinkedIn was presented in 2003 and has developed to end up a standout amongst the most important social media sites for people to have. One reason for its rapid growth to approximately 238 million clients in more than 200 nations today, is because it tends to be viewed as to a greater degree a "business" and "adult" social media site.

5. Traditional and Digital Media Advertising Preference

Consumer media channel inclination has continued being wrangled by marketers, the same number of marketers have changed from traditional advertising assignment to digital or have increased their Internet advertising spending in light of the increasing expenses of traditional advertising in correlation (Chao et al., 2012)[1]. Regardless of the fact that consumer inclination does not stay static, examine on consumer media channel inclination has been limited. With 78.6% of the U.S. populace using the Internet, awesome development has happened in digital media. Advertising income from the

Internet created in the second from last quarter of 2012 with incomes of \$9.26 billion, meaning an 18% increase over earlier years.

Facebook, the most notable social frameworks administration webpage, is in like manner the most passed by site on the web, passing both Google.com and MySpace.com in 2010. Facebook advertising income increased by 35.9% from 2011 to 2012 and outflanked development wanted in 2013. Facebook.com earned a staggering income of \$6.99 billion for advertising in 2013, expanding all-out income by 55% over the earlier year (Edwards, 2014)[2].

6. Traditional Marketing

Traditional marketing can be considered as an outbound strategy where in an organization can pass on its image message to its expected premium gathering, loud and clear. This ought to be conceivable through print ads, radio ads, TV ads, flyers, notices, and constrained time leaflets, boards, and post cards, business cards, organizing occasions, cold calls or even referrals. These are attempted and attempted methods for connecting with potential customers.

7. Digital Advertising and Its Impact on Traditional Marketing

According to many scholars and scholars of the Internet, this new communication medium is the greatest and most significant achievement ever of and has inside just a few years changed both civilization and communication. Many meanings of the Internet exist of which the most encompassing is 'a system of systems that interconnect a large number of PCs and allows information to be transported across

several systems regardless of national boundaries' [3]. Today, the Internet has an impact on almost all enterprises all throughout the world. Advertising is no special case. Various distinctive free, and frequently contradictory, Internet study statistics about the demographics of the Internet exist yet they can easily be debated as far as validity.

8. Online and Traditional Advertising

Affirms arguments that advertising on the WWW is not the same as traditional print and online advertising in that it exhibits the open door for advertisers to interact with potential purchasers, to generate feedback and, all the while, create a more meaningful communication encounter. Online advertising does not simply establish an electronic rendition of a print, radio or TV advertisement, yet requires distinctive layout and outline. Hamill and Kitchen call for another 'Internet marketing mentality,' which ought to be coordinated at building long-haul relationships with clients, rather than concentrating on the 'hard-offer approach'[4, 5].

9. BENEFITS OF DIGITAL MARKETING VS TRADITIONAL MARKETING

It could be that a blended strategy of traditional and digital marketing can still yield returns for your business.

1. **Level playing field:** Any business can compete with any competitor regardless of size with a solid digital marketing strategy. Traditionally a smaller retailer would struggle to match the finesse of the fixtures and fittings of its larger competitors. Online, a crisp well thought

out site with a smooth customer journey and fantastic service is king – not size.

2. **Reduced cost:** Your business can develop its online marketing strategy for very little cost and can potentially replace costly advertising channels such as Yellow Pages, television, radio and magazine.
3. **Simple to measure:** Unlike traditional methods you can see in real time what is or is not working for your business online and you can adapt very quickly to improve your results.
4. **Real time results:** you don't have to wait weeks for a boost to your business like you would have to waiting for a fax or form to be returned. You can see the numbers of visitors to your site and its subscribers increase, peak trading times, conversion rates and much more at the touch of a button.
5. **Refinement of your strategy:** Basically, anything that you capture in your customer journey can be reported on and honed for greater success at the fraction of the cost of traditional marketing. After all, how annoying is it to get a couple of forms returned from a mailshot. Marketing online enables you to refine your strategy at any point in time and see any improvements or opportunities for further refinement almost instantaneously.
6. **Brand Development:** A well maintained website with quality content targeting the needs and adding value to your target audience can provide significant value and lead generation opportunities. The same can be said for

utilising social media channels and personalised email marketing.

7. **Far greater exposure:** your business can be seen anywhere in the world from one marketing campaign, the cost to do these using traditional methods would be considerable. Plus, once you have optimised the key word search content in your website you should see a long-term return on your investment and will be fairly low cost to maintain your ranking.
8. **Viral:** how often do your sales flyers get passed around instantly by your customers and prospects? Online, using social media share buttons on your website, email and social media channels enables your message to be shared incredibly quickly, just look how effective it is for sharing breaking news.
9. **Not Intrusive:** I know most people hate receiving sales mailshots or phone calls at inconvenient times on stuff that they have little interest in. Online people get the choice to opt in or out of communications and often it is relevant because they were the ones searching for it in the first place. Also, have you ever got frustrated receiving a regular email on a topic that interests and adds value to you? Nor me so don't underestimate the power of market segmentation and tailored marketing.
10. **Greater engagement:** With digital marketing you can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them buy them and provide feedback which is visible to your market. So, it doesn't

take long for good publicity to enhance the prospects of your business.

10.IMPACT OF DIGITAL TECHNOLOGIES

Unremitting technological changes are significantly altering the behaviour of consumers across the globe. Pervasive, modest, compatible, easy and advanced technology has asked customers to end up smarter, educated, associated, updated, and enabled. Marketers have also comprehended and appreciated the change brought by technology that has been enlisting its stark nearness among the consumers. This change is affecting the lives of both the marketers and consumers in solid ways. The greatest example of change is the „internet“ that has significantly altered the ways of communication, sharing and discovering information and working together. The enormous growth of the internet and particularly the "World Wide Web" (WWW) made consumers and firms participating in a global online marketplace which eventually encouraged marketers to attempt and deal with the innovative ways of marketing in computer-mediated environments.

11. CONCLUSION

In last 15 years, Indian internet industry has seen marvellous growth, and one can see the application of internet in each division and category like railways, securities exchange, shopping, banking, gaming, news, aviation, education, entertainment, visit, travel and many others. The rise of social systems administration sites and internet compatible gadgets has also significantly affected internet's adoption, and popularity in India Marketing communication can be

characterized as an exchange procedure dealing with ideas, considerations and information between two parties, i.e., the marketer and consumers with the aim of achieving commonality. Marketing communication is an activity aimed at passing on information like advancing a product, new product launch and network initiatives that a marketer wishes to share with public or customers.

Digital marketing communication has any one of kind characteristics which give digital communication an edge over traditional communication and make it a favoured decision for many. Consumers in the digital environment can have any time access to enormous information base which was unrealistic in case of traditional communication because of its outbound nature. Traditional marketing offers constrained information and low consumer engagement whereas digital marketing offers monstrous information to the consumer that a consumer can duplicate and save for future also. Traditional marketing offers restricted or no interaction with the consumers aside from personal offering.

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