



## SOCIAL MEDIA MARKETING v/s TRADITIONAL MARKETING: AN OVERVIEW

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KEYWORDS	ABSTRACT
Social media marketing, traditional marketing, consumer behavior	The communicative power of the internet has essentially replaced many of the traditional tools particularly in the world of traditional advertising in print and broadcast media. Marketing being one of the most important tools for the promotion of a new product in the market globally or for an existing product market share. The modern time period has fabricated a transformation in the marketing techniques used by the manufacturers. The traditional marketing techniques which followed the offline methods to reach the audience which included newspapers, TV or radio advertisement, mail advertisement is now shifted to the social media marketing technique. The social media marketing is now a day predominantly used approach for the products in the marketing but still a business enterprise has to decide wisely on the approach to be used for the promotion of the product depending upon the targeted audience. Thus, this paper focuses on the traditional approaches used now a day. This paper also focuses on the basic of speedy expansion of the social media marketing tool for reaching the audience

### Introduction

Marketing is one of the most important aspect to reach out consumers on large. To make a product well versed with every house hold one a business must understand the marketing tools and techniques to be used by them. The process of marketing can via online or offline mode which ever covers a great number of customers engagement creating a satisfaction level for them. A well designed and defined marketing mix technique facilitates the success of the product among the consumers within stipulated business laws.

In order to increase credibility and maintain professionalism, the current channels often encompass processes and features that flawlessly facilitate a healthy and lifetime relationships between a business and its clients as seen in the platform of Amazon online marketing giants.

The new development elements that will be incorporated in the tour website include trust, reliability, distribution, fair retribution process, and passing accurate information to target audience.

Traditionally media is considered as the vehicle or transportation means of a communicated message to be transferred to the targeted audience. Academics have categorized media into four parts;

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print, broadcast outdoor and the internet. The traditional marketing involved print outs, TV or Radio advertisements, broadcast media etc.

## Literature Review

### Social Media Marketing

**Larimo and Leonidou (2020)** said that while the use of social media as part of their strategic arsenal is growing in importance, scant analysis has systematically consolidated and improved expertise of social media marketing strategies (SMMSs). They first describe SMMS using the social media and marketing campaign parameters, in order to resolve this research discrepancy. This is accompanied by the conceptualization, which involves four key elements, generators, inputs, outputs and throughput, of the SMMS production process. The following was proposed: the social trading approach, the social information strategies, the tracking strategy for social communication, and the strategy for social CRM. SMMS is categorized in these four categories in accordance with strategic sophistication. This taxonomy of SMMSs is subsequently confirmed by the use of knowledge from previous observational research as well as from extensive interviews and quantitative surveys among managers of social-media marketing. Finally, for future study we propose fruitful guidance based on feedback from field researchers. Social media networks or digital media are as the **Soegoto & Utomo (2019)** puts it, one of the most commonly used media of contact for both people and the general population. This thesis is aimed at exploring marketing contact in social media. This study employed a descriptive approach to offer a full description of the condition of many variables

studied. Results suggest that marketing contact using social media impacts the user interest in purchasing products that consumers more commonly visit via social media such as marketing on Instagram social media. This research explores the marketing tactics of social media Instagram and the findings make social media an appropriate platform for connecting on the market. This marketing strategy can allow online sellers to control their business and it also has more real-time benefits in order to give consumers an invitation to grow new companies online.

**Tanha, (2018)** researched that the 21st century has opened doors for businesses and individuals to wide-ranging possibilities and has transformed the way corporations and customers connect. One of the most influential phenomena of recent years has been the social media. The author clarified how social media improved the conventional IMC tactics by the inclusion of the modern digital marketing trend. If a brand succeeds in establishing a brand relationship with its customers by consistently communicating with written. This analysis not only concluded such theory and experience but established potential research lines in conjunction with the gaps found by the results of the report.

### Traditional Marketing

**Bunghez C., (2020)** The goal of the study was to see how different tourism service providers, in the form of 240 travel agencies, used different sales promotion strategies. Moreover, the main objective of the research was to evaluating how far effective is using particular sales marketing tactics in order to increase tourist service sales. Group sales, early

booking, and last-minute approaches were shown to be essential strategies that have an impact on the respondents. It was also discovered that lodging with food services is crucial, but recreation services are recommended but not required, as are transportation services that offer value to the clients. The survey also found that providing free services distinguishes agencies from competitors and boosts client loyalty

**Gupta, A., Dogra, N., & George, B. (2018)** in their research, they wanted to find out what elements influence traveler decision to use travel apps on their smartphones. To achieve this goal, a questionnaire was created, and data from 343 valid responses was evaluated using statistical tests. High Hopes, socials media influencers, cost savings, discern risk, discern trust, and prior usage behavior were significant constructs of smartphone app usage intention in the study. The study's practical consequences provide app developers with important information about what tourists expect from applications. Developers frequently concentrate solely on the app's physical utility, ignoring all other factors that influence usage.

### Consumer Behavior

**Veeragandham el. at., (September,2020)** in the paper found a radical shift can be seen in the purchasing practices of the consumers from traditional markets to online services. The tremendous shift with 46% of people preferring online services amid lockdown have also shown a substantial growth from companies mainly Amazon & Flipkart in India. By the availability of options like cash on delivery the services are resulted in a hustle free working of the people in

the serve situation.

**Bhatti el. at., (2020)** discussed that with the hike in the use of internet among the people E-Commerce grew significantly.

**Javadi el at., (September,2012)** researched that E-shopping can gain popularity among the consumers on the basis of the suggestions provided by the known persons. Also, the suggestions are made by the keeping in mind the financial security involved while doing the transactions.

### Research Objectives

1. To examine the shift in purchasing approach of the consumers.
2. To analyze the factors that are creating a shift in the approach of the consumers.
3. To understand and examine the consumer behavior towards traditional and social media marketing approaches.

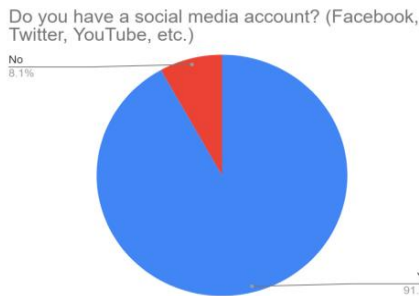
### Research Methodology

The study on the “**Social Media Marketing V/S Traditional Marketing: An Overview**” which aims to assess the consumer’s perception towards the preference of the platform. The study is based on both primary and secondary data. The secondary data is collected from various research papers, magazines, reports published etc., whereas the primary data is collected through questionnaire provided to the target audience which includes students from various universities in the age bracket of 17-25 years. The cumulative responses are 149 out of the total 153 sample size of the students. The data is collected through online questionnaire and has been sorted, classified and edited for analysis in proper format.

**Results and Discussions**

The conclusion derived from the entire study is based on the primary data collected. The following tables and graphs represent the consumer responses about the marketing approaches which they prefer while purchasing a product or may be for the purpose of acquiring the knowledge about the product only which might influence the consumer behavior. The actual consumer behavior can be seen through following tables:

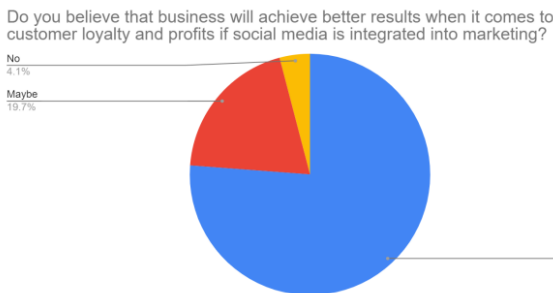
**Usage of social media platforms**



Source: Primary Data

The above pie-chart represents the responses of the consumers those who are using the social media platforms such as Facebook, twitter, YouTube. As the chart shows that a total of 91.9% of the total responses use the various social media platforms which helps them to connect to the online marketing passages.

**Customer loyalty and profits if social media is integrated into marketing**

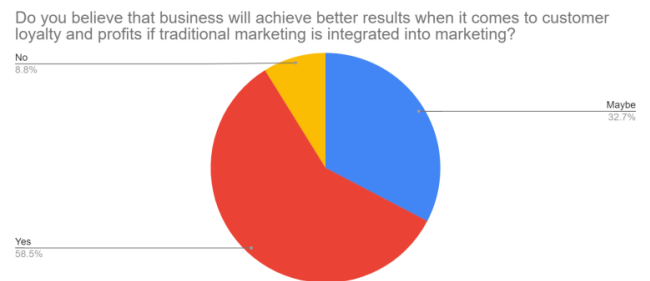


Source: Primary Data

The above chart represents the responses of the customers which are keen on the social media

marketing approach. Out of the total responses 76.2% consumers finds that social media helps in creating an integrate among the consumers while only 4.1% of responses have a negative view on it. The responses collected clearly depicts that the customers loyalty Is more integrated by the various social media marketing techniques used by the businesses. This also helps the businesses to gain a larger size of audience which helps in increasing the profit of the company.

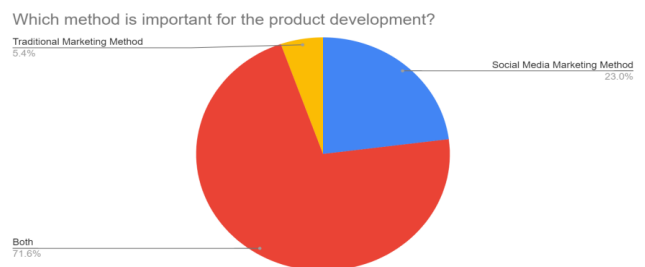
**Customer loyalty and profits if traditional marketing is integrated into marketing**



Source: Primary Data

The above represents the responses of the customers depicting their approach of reaching the product by the traditional marketing techniques which includes various platforms of print media, broadcast media etc., The chart clearly shows that consumers now a day also use various traditional methods to reach the type of product they demand for. A total of 58.5% of the consumer is still dependent on the various traditional marketing strategies.

**Method required for product development**

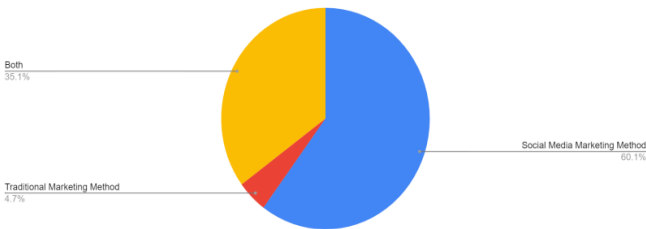


Source: Primary Data

The above pie chart depicts the approach preferred by the consumers for the product development. As the chart specifies a majority of 71.6% of consumers find that both approaches for the marketing must be used by the businesses to gain the customers loyalty towards them. Still the chart shows that social media marketing technique is more preferred by the consumers with total share of 23.0% of the responses.

**Marketing technique for the knowledge about the new launch products**

Which platform is most commonly used platform for the knowledge about the new launch products?

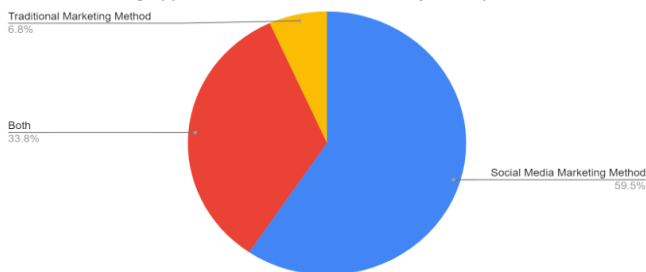


Source: Primary Data

The chart above shows the responses of the consumers related to the source through which they figure out about the newly launched products in the market. A total of 66.1% of respondent is dependent on the various media platforms for the information about the newly launched products in the market.

**Reliable marketing approach**

Which marketing approach is more reliable in today's time period?



Source: Primary Data

The above chart shows that the 59.5% of respondents now a day find social media marketing technique more reliable for approaching the

product in the market.

**Conclusion**

The trend related to the usage of social media marketing is more likely to increase now a day as the use of internet is popular among the consumers who every now and then look for the newly launched products. The ease of finding the product through online platforms by sitting at a place and looking out at the world-wide ranges is easily available by the means of social media marketing. Though consumers have shown interested in traditional marketing techniques as print media marketing and broadcast media marketing is still in demand in the India. The government initiatives to promote startups and make in India have created a large market for newly launched products which are been marketed by the various social media platforms such as Instagram, Facebook, Youtube etc,. These online platforms have create an integrity among the customers and the loyalty for the repetition in demand. The customers now a day considers social media platforms as more reliable place to search and purchase a product that has just entered the market. Thus this research provides the further researcher to compare the usages of the various marketing techniques used by the customers.

**Limitations**

The research work is done within a restricted age group which included the respondents between the age of 17-25 years which majorly includes the students who are studying in various colleges. This age group brackets can be change according to the requirements of the researcher in the future.

The factors taken into consideration for drawing

various conclusions were limited. The researcher can increase the variety of questions in the future research for the respondents.

The research is also limited to the Gwalior district of India which clearly limits the work and its results for the region only. The research can change the area of collecting the sample size by choose the area accordingly. This might draw different result in future research work.

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