

# Comparative Study of Traditional Advertising Vis à Vis Digital Marketing – With Reference to FMCG Products

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## Abstract

Marketing has been growing for decades in one form or another. The main purpose of marketing is to make goods and services available to customers as per their needs and wants. Traditionally, marketing used to be done through limited mediums like television, print media, and so on. However, with the changing times and with continuous improvements in information technologies, there has been a shift to modern ways of marketing. Digital Marketing has provided the great opportunity and a huge platform to the marketers to connect to the target audience. India is one of the largest growing markets in the world and the scope for digital marketing is going to increase the most. Modern tools include social media advertisements, e-mail marketing, and so on. This study will focus on how companies and various firms are moving towards the use of modern ways of advertising, and how it is getting easier for them to use these mediums and in connecting the tastes and preferences of a larger customer base.

**Keywords:** Marketing, Digital Marketing, Traditional Marketing, Cost Effective, Customer Knowledge

“Good Marketing makes the company look smart.  
Great Marketing makes the customer feel smart.”

– Joe Chernov

## Introduction

The ever-changing technology and increase in the use of the Internet has provided us with more efficient means of doing marketing and business. There has always been the 4Ps in marketing, i.e. product, price, place, and promotion. In digital marketing, though the product and

the price remain the same, the place/access to the products and services are available online, and promotion is done through mediums such as mobile phones, videos, e-mails, and so on.

This has provided an opportunity for growth and building relationships with customers, not only through the means of better reach, but also through tracking their habits and behaviours, and providing them with better assistance for solving their queries.

Traditional marketing is the oldest form of marketing, which is not online. It includes print media, outdoor advertising, and so on. It has been an effective medium to connect with the local audience; however, with new technologies, artificial intelligence provides smarter ways to advertise on social platforms. Modern marketing mediums help marketers gather information about consumers' habits and behaviour (customer knowledge), and provide them with tools such as e-mail, mobile phones, and social mediums to easily connect with customers and earn profits.

Marketing has always been the core part of all goods and services provided by the sellers – be it TATA Salt, advertised as “Desh ki Sehat, Desh ka Namak”, on different platforms; pamphlets of coaching centres distributed outside schools or exam centres; hoardings of various political parties and their advertisement on television, radio, or social media platforms, such as the online video advertisement that appears. These are also ways of marketing.

Therefore, the objective of the study is to find out the difference between traditional marketing and digital marketing with respect to the FMCG industries, through case studies. The other objective is to study the transition from traditional marketing to modern marketing, and

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compare them with respect to the 4Ps benefits thereof. And to discuss the opportunities provided by the modern medium of advertising with respect to the traditional medium.

## Traditional Marketing

Marketing has always been about getting your message to the audience, i.e. the right people, at the right place, at the right time, and with the right medium. Traditional marketing is that form of marketing which uses offline tools to reach out to the audience. The traditional approach of advertising uses mediums such as the television, print media, radio, hoardings, billboards, public transports like buses and trains, and so on. This approach has been used by companies for decades and has been helpful in connecting them with the local ground-level audience, to inform them about products.

### 4Ps of Traditional Marketing

The 4Ps of marketing also known as the marketing mix. It includes:

- *Product*: The product is anything that can be offered in a market to satisfy the consumers' needs and wants.
- *Price*: It is the economic value of the product that the consumers pay, kept in accordance with the market conditions, e.g. competitor's price, input cost, and so on.
- *Place*: Place refers to the geographical location where the company sells its product.
- *Promotion*: It is the tool used for paid advertising so that the product reaches the target audience. In traditional marketing, the advertising mediums used to persuade and stimulate the audience are through channels like TV ads, print media, and so on.

### Case 1

For instance, Vimal Elaichi and Rajnigandha (with tagline 'Munh mein Rajnigandha' and 'Kadmo mein Duniya'), and other such companies, have been using the television for advertising from a long period of time. However, they are not restricting themselves to the television advertisement; we can see huge billboards on roadsides, as part of their traditional marketing.

### Case 2

Pidilite's Fevicol advertisement on television focusing on the epicentre of the ad, i.e., the sofa which is made

with Fevicol being used for generations, gluing the Indian family together, over time, with the tagline #mazbootjodh is one with which everyone can relate.

Traditional advertising helps in creating impactful images in the minds of the audience, leaving a long-lasting impression. This is also used by the companies to advertise their newly launched products.

### Case 3

The strategy of HUL's for their product 'Fair & Lovely', using huge billboards and newspaper advertisements, is another example.

Billboard advertising has been widely used by many companies, with printed graphics and designs that become an effective tool for outdoor advertising campaigns, to build brand awareness.

### Case 4

Amul still focuses on television and newspaper advertisement. Their creative advertisements related to the current issues is one of their ways of connecting with the audience.

However, to cope with the changes in technology and to connect with tech-savvy customers, it becomes imperative to shift from traditional marketing to digital marketing. With increased use though, traditional marketing involves some disadvantages – it becomes expensive compared to digital marketing. Therefore, it can also be said that it takes a longer time to execute and does not have the same ability to target, segment, and position the audience as digital campaigns.

This broader approach of digital marketing allows digital advertisements through videos, mobiles, and e-mails on different social media platforms.

## Digital Marketing

The introduction and growth of the digital marketing revolution can be marked in 1995 with the launch of nationwide Internet services by VSNL. Though, at that time, as there was a lack of awareness, it was used less. During the 1900s, Internet users increased with the introduction of online platforms such as Yahoo, Google, and many more.

According to sources, the numbers of Internet users in India went up to 17.6 million in 2012. With such a fast Internet penetration rate, the use of this platform for marketing increased, as more people were available on this platform. Marketing activities increased with a hike in engagements.

With the entry of e-commerce players such as Amazon, Flipkart, Myntra, and so on, the game of Internet marketing has gone to the next level, with the use of promotional techniques like coupon codes, promo codes, discounts, seasonal sales, and so on, leading to a new trend of online shopping. Nowadays, businesses are focusing on expanding their social media presence by creating intelligent and attractive content.

Digital marketing is the technique to promote products or services of any type of organisation, using online tools like search engine optimisation (SEO), search engine marketing (SEM), e-mail marketing, content marketing, and so on.

It provides various advantages; it is economic, i.e., it provides affordability. With the availability of a wide audience, it is inclusive of potential customers; one can also measure its performance with the use of available analytics and make use of it in the best possible ways, uncovering new market opportunities.

The content digitally marketed nowadays is such that people are able to relate to it; the content can be optimised according to the needs and preferences of the target audience.

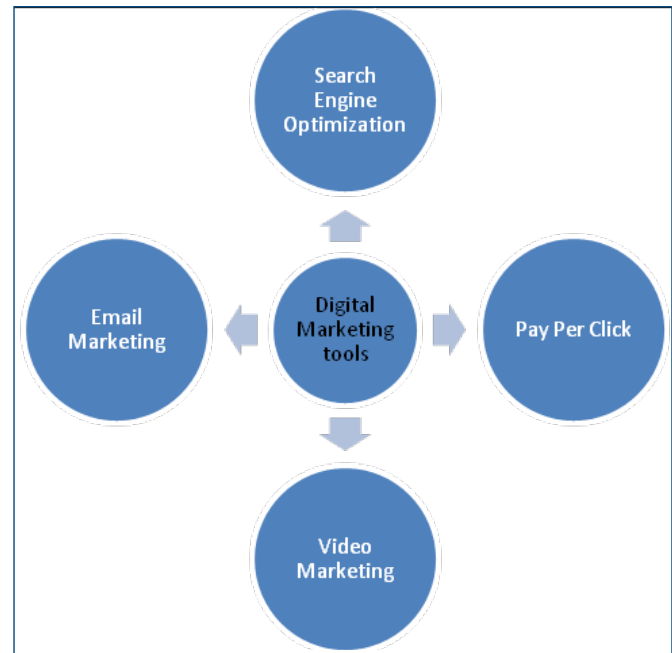
#### Advertising through the Digital Mode

There are 4Ps of marketing, i.e. product, price, place, and promotion.

The product and price remain the same for the company offering its products through either the traditional mode of advertising or digitally. However, place and promotion differ.

**Place:** In digital marketing, the place becomes the online platform where the buyers and sellers are available. As we have seen, various channels like Facebook, Instagram, Google, and many more are used to place products on online platforms, making them available 24x7.

**Promotion:** This includes the modes of advertising and promoting the products with modern technology, using the Internet on channels such as mobile phones, e-mails, and social media through display ads such as banners, social media posts, and many more.



Source: Developed by the researcher.

**Fig. 1: Tools of Digital Marketing**

#### Case 5

Such a strategy was used by Maggi, which convinced people to share their stories and experiences with Maggi; later, these were advertised, making it more relatable and helping in gaining trust and credibility.

Marketing digitally has made it possible for companies to reach a wider audience locally, nationally, and at the global level, increasing their Web footprint. This is enhanced through proper segmentation and effectively using optimisation tools, thus reducing overall costs.

#### Case 6

Facebook marketing provides such optimisation. They have a tab titled ‘Marketplace’ where products are advertised, which can be customised as per the marketer’s needs. The region can be selected and the budget limit can be set up, as per the needs. This helps marketers engage with potential customers and in measuring success.

The data generated through Google Analytics and Social Media Metrics are further filtered and analysed to reach out to the target audience intelligently and boost sales; for example, the repetitive advertisements of Grofers on Facebook, Instagram, search engines, and so on,

regarding discounted groceries and household products. This resulted in increasing the revenue of the firm, as well as its brand value.

The pop-up ads, ads while watching videos, or some regular advertisements seen while scrolling the content on the Internet are considered the new hype and trend in digital marketing.

**Case 7**

Companies like Zomato and Swiggy advertise on different platforms with different digital methods, such as videos, pop-up ads with highlighted discounts, campaigns, and hash tags.

Their daily pop-up advertisement becomes effective, as it reminds the users to visit their app and order online. By providing various discounts, it attracts the audience to order online; this is a way of digital advertising.

**The Transition**

There has been dynamic transition from the traditional way of advertising to digital marketing; and this has encouraged a competitive environment among brands, which are focusing on customer experience and being creative enough to be distinct in the market.

In the market, change is the law. Restricting oneself to past ways of doing things will make certain that you miss future growth opportunities.

It is considered, “Traditional marketing talks at people whereas latest trend of marketing tools talks with people”. It helps not in buying engagement, but in building them.



**Fig. 2: The Transition from Traditional to Modern Marketing**

Traditional advertising allows one-way communication, and is restricting in terms of physical boundaries, and also in not providing relevant data and insights of audience engagement, therefore making it outdated.

Since a large number of people are connected to the Internet, the best strategy is to meet them where they are.

It is considered best for businesses today to accept and adopt the digital changes and cope with the wide opportunities and innovations available on this platform. This will help them remain competitive and updated in the marketplace.

**Case 8**

Dove, a personal care company owned by Unilever, with a unique brand identity, journeyed from television and print media ads of ‘7 Day Test’, featuring its 1/4<sup>th</sup> moisturising cream, encouraging users to conduct an experiment and experience the change by comparing one side of their face with the other. Its transition to ‘Campaign for Real Beauty’ on digital platforms, with more interaction and engagement, has changed the concept of beauty. Their latest campaign of #StopTheBeautyTest, with the tagline “Khaamiyaan Nahin, Khoobiyaan Dekhiye”, has created a strong impact by delivering a social message with a blend of effective marketing on digital platforms, connecting with a wider audience.

**Table 1: Comparative Chart: Traditional Marketing and Modern Marketing**

<i>Basis of Difference</i>	<i>Traditional Marketing</i>	<i>Digital Marketing</i>
Target Audience	It is easy to connect with local consumers through traditional means (with reference to Case Study 4).	Digital marketing lets organisations reach the target consumers globally from all over the world (with reference to Case Study 6).
Marketing Cost	This is expensive as it involves printing and radio/TV advertisements, which adds more to the budget. As per the data, the cost to reach an audience of 2000 through broadcasting is \$150, through newspapers is \$250, and through magazines is \$500.	It is less expensive than the traditional method of marketing as everything is online, and the use of social media websites just requires an Internet connection and nothing more. Now, there is availability of mediums like PPC, which optimises the budget. As per the data, the cost to reach an audience of 2000 with search engines is \$50 and through social networking is \$75.

Basis of Difference	Traditional Marketing	Digital Marketing
Marketing Analysis	With this method, the company must wait for weeks or months to get the results. As in Case Study 1 & 2, we do not get an insight of who actually sees the advertisement.	It gives quick results, and thus, it is easy to get the real-time marketing results. As in Case Study 6, with the use of digital mediums, through analytics, we are able to examine the locations and the type of audience interested in the products.
Strategy Refinement	It does not provide real-time results; drafting the marketing strategy takes time, as it is dependent on the marketing results. For example, it takes time and a strategist team to determine where to place the advertisement, with the available budget.	It provides real-time results; thus, strategy refinement becomes very easy and the marketing teams can opt to change or update their market strategy as per the market results. For example, there are special, dedicated social media sites for FMCG products, i.e. Nature's Basket, JioMart, Dailyneeds247, and many more, through which interested companies could advertise and sell their products. This results in providing better business opportunities and growth for them.
Interruptions	Consumers cannot choose to skip the advertisements causing interruptions. As in Case Study 3, people cannot skip the ad shown to them in between any programmes on the TV.	This method lets the consumers skip the interruptions and continue to engage with the products and services. As in Case Study 7, people can remove the notifications in the settings or even block them if they are not interested. Further, through online mediums they have the option to skip the ads of organisations they do not want to see, and continue watching the content of their choice.

Source: Developed by the researcher.

## Literature Review

A number of research papers have discussed and provided a detailed insight on traditional marketing and digital marketing. The findings from the literature are presented below.

According to Raluca, in her 'Blending traditional and digital marketing' (2016), though changes in automation have made a new reality, and many companies are adapting them, the tools of traditional marketing cannot be ignored. The effective mix of both is required to reach the target audience. The digital medium has provided us with a huge amount of data through websites and social media, which helps in analysis and forecasting.

Raluca has discussed the advantages and disadvantages of both traditional marketing and digital marketing. The advantages of digital marketing are: cost efficiency, interactivity, wide audience, duration, rich content, easy to measure, adaptability, and personalisation. On the other hand, the disadvantages of digital marketing include slow Internet connections, technology being prone to errors, and frauds on virtual promotions.

Further, digital marketing provides us with tools to measure its success, such as traffic, organic search, referrals, PPC, conversions, and so on.

Madhu and Deepak, in their study 'A critical review of digital marketing' (2018), discussed some current and future trends in marketing. The Internet has come out as a distinguisher, providing a platform to sell and market products. More consumers are available on social media sites, which benefits marketers; digital marketing includes SEO (Search Engine Optimisation), SEM (Search Engine Marketing), content marketing, SMM (Social Media Marketing), mobile marketing, interactive marketing, e-mail marketing, viral marketing, online public relations (Online PR), and influencer marketing.

They have provided us with data regarding the increase in users of mobile phones and the power of the Internet/digitalisation. This means the more the digital tools and the more the engagement of users, the better the opportunity for marketers to enhance their business and make profit by reaching the target audience. This has been exemplified through practical examples of companies who have reached great heights by utilising the power of the Internet/digitalisation; one such company is Facebook (the world's most popular social media platform) and the other is Uber (the world's largest taxi services company).

Mere presence and advertising on the Internet is not the only solution. The main aspect of digital marketing

is Web analytics. Web analytics helps collect, measure, understand, analyse, plan, report, and predict the Web activities of the businesses. This data is helpful in analysing the statistics and providing results to improve the ROI and conversions. The data is used by companies in their study to find out the 'preferred Internet marketing approach'; it was found that e-mail and websites are the most effective tactics and the least difficult to execute.

Digital marketing is a cost-effective tool and has a great commercial impact on the business, with a wider market. In addition, the buying pattern of buyers is changing, with an increased presence on social networking sites and in their choice of shopping; for example, Amazon Grocery store and BigBasket.

Suginraj, in her paper 'Growth of online marketing in India – A study' (2017), has studied the growth trend of digital marketing in India and its impact on the e-commerce industry. The pace of change continues to be rapid, with digital channels constantly growing in volume and strength. More users are spending their time on social media sites and Internet surfing. In addition, many e-commerce website platforms are providing goods and services online.

Suginraj pointed out the data of 'growing mobile phone subscribers in India', which has provided a better opportunity to communicate. One such way is SMS marketing. This growth in users and penetration at this fast pace has given a boost to the new medium of marketing, which is online advertising.

With increase in mobile users across the world, companies have been made to focus on content marketing and video marketing, with more interactive content and with a positive response in terms of ROI.

Computerised promotion is the most effective tool. Umesh's study, 'Trends in digital marketing in India' (2020), discusses the trends and scope of digital marketing. This provides advantages such as accessibility and speedy results.

India is one of the largest growing markets in the world and the scope for digital marketing is going to increase. Data shows that by 2020 more than 20 lakhs jobs will be produced in the Indian digital marketing industry, which is a huge scope in this industry.

The tools which could be used to make the advertising more effective and pertinent include the use of Chatbots

which provide easy access to solutions to one's problems related to the products and services; it is an interactive medium. Consumers receive answers to a wide range of questions in a smart way; issues are also resolved without human intervention.

According to the author, other mediums like YouTube ads, Instagram advertising, and so on provide distinct features and publicising options to help brands achieve their business goals.

## Data Collection and Methodology

The study is based on qualitative data analysed using various Indian case studies. In addition, secondary data have been used in this comparative study. The secondary data and information have been collected from different scholars and researchers, published e-books, and articles published in different journals. Company-related advertised case studies and information which are used are available publically and can be used to prepare the comparative research report.

## Results and Discussions

Traditional marketing was the approach to which people were accustomed. From magazines and newspapers to billboards advertising, people are used to traditional marketing methods. This includes other mediums as well, such as television advertisements, radio, and so on. Though it provided advantages to the marketers, as per earlier trends, as a medium to connect with the local audience, in the age of the Internet, where everything is online, with an increasing number of users, that is, in the age of digitalisation, digital marketing has provided a great opportunity and a huge platform to the marketers to connect with the target audience.

There are various mediums through which Internet marketing could be done, such as Google, various social media platforms, and so on. Marketing could be done through tools such as SEO, SEM, video advertising, e-mail marketing, and so on.

Overall, the medium of interactive marketing has provided an upper hand and has a distinctive feature from traditional marketing.

Since the increase in penetration of users on these online platforms, digital marketing has been used by

companies as a strategy; they integrate their business on online platforms because of the growing trend in digital marketing.

The aim now has been not only to advertise, but also to ensure that the content is in a form that can be used on any medium and tool, and has a greater visibility, reaching the relevant audience, thereby resulting in their conversions to their brands.

So a change in this trend could be seen with this drastic improvisation in the advertising medium. The main objective now has been to connect directly with the audience and target them with tools, by segmenting them and reaching them in the best way possible. After Internet advertising, the results could be analysed through Web analytics, and improvements could be further carried out, on the basis of it.

There has been data which shows that the presence of users is growing constantly and people are spending more time on social media sites and Internet surfing.

Reaching the people where they are available is the best strategy for business growth. Through this opportunity, many big e-commerce companies are providing goods and services easily, reaching the people through a single click.

Interaction on the Internet now looks more physical, as opposed to the anonymity of identity in the past. It targets the interested audience with the marketing information needed by them for satisfying their tastes and preferences. With respect to the FMCG industries, their presence on the social media platforms has increased, such as the case discussed above of Grofers, which made a huge profit during the COVID situation.

Connecting the two poles, that is, the manufacturers/companies/marketers on one end and on the other end being buyers/target audience.

There are many innovative ways to reach the audience and customers in a timely, relevant, and cost-effective manner which can generate traffic, even for free, on many websites on the Internet.

According to the study by Suginraj (2017), 'Growth of online marketing in India – A study', digitisation is taking place at a high speed. All reports and surveys conducted around the globe are showing that digital marketing will

grow more in the coming years. The youth of India is very technology-friendly. Mobile devices are expected to reach around three billion units worldwide. So, as more people use smart phones, tablets, and other mobile devices, the potential of the Internet market continues to grow.

Many discussions have been had over the growth of digital marketing and the tools to measure the success of it, such as conversion rates, buy leads conversion, and tracking the behaviour of the consumer through organic search, Pay per Click (PPC), and so on. The advantages are: it is cost effective and provides easy interactivity with the audience.

Digital marketing could be further widened by suggestions, such as improvements that need to be carried out in technical advancement. With the right feedback and analytics, it could be improved by providing and enhancing the service base. To improve transparency, availability of a detailed description plays an important role.

Though there is a growth in Internet marketing, with a huge buzz driving people to spend more of their time online, with increasing visibility on the market and rising brand awareness, the earlier approach of marketing, i.e. traditional marketing, cannot be ignored.

According to various studies and practical examples, there are organisations which are using an effective mix of both traditional and digital marketing. This is essential as there is an audience attached to the traditional marketing, who spend time watching the television, listening to the radio, reading magazines, and so on, and there is also an audience who spend most of their time online. Therefore, connecting with them is equally important.

Advertising on both the platforms, i.e. televisions and magazines, as well as on the social media platforms, is done by companies such as Nestle – Nescafe's advertising of cold coffee on television as well as their Facebook contest, Instagram posts, and YouTube ads.

An effective blend of both the traditional and the modern way of marketing results in the best way of reaching the audience. Organisations cannot completely get rid of the traditional way of approaching the masses. For example, as discussed in the Dove case study, which advertises on the television, as well as on various social media platforms with the social message reaching a wider mass audience.

Hence, it could be suggested that fulfilling business goals and objectives should be a priority, though it may be with the use of online platforms or traditional methods. Reaching the audience and connecting with them by providing them with the best products and services helps them stay engaged with the organisations for a longer time.

## Conclusion

Traditional marketing, which includes print media, telemarketing, billboards, and so on, was effectively used before the advent of the digital world; the latter included the use of mobile phones through which companies can know the behaviours and habits of the consumers and fulfill their needs. However, as Bill Gates cited, “The Internet is the town square for the global village of tomorrow”, after understanding the progress and the endless opportunities for marketing that Internet offers. In spite of this, traditional marketing cannot be completely neglected. Its liveliness can be experienced through the amusing radio ads while travelling in cars, attractive banners and hoardings on the highways, or just some memorable television advertisements seen while surfing the channels. Therefore, it is important for companies and marketers to use a judicious mix of both traditional and digital marketing approaches smartly so that it positions the product in the mind of the consumers and fulfills the company’s objectives as well.

## Limitations of the Study

Though the online medium has provided more options of success in reaching the audience, the selection of the marketing tool where the audience is, an analysis of the social media platforms one wants to use for advertising, and the result analysis remain big tasks. The online platform does not guarantee success. The guaranteed case studies could have been analysed with figures.

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