

***Companies moving from traditional marketing to digital marketing.***



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## **ABSTRACT**

**Purpose:** This research aims to define all possible opportunities for moving from traditional marketing to digital marketing.

**Research design/ methodology:** The study uses qualitative research approach based on a secondary data collection from different research and authors.

**Findings:** The study finds, in the current growth of digital marketing it might be not wrong to say that digital marketing would take over traditional marketing soon. The reason is that the %65 of different industries have already shifted towards digital marketing. Also, this study finds, to analyse traditional marketing very difficult than digital marketing.

**Limitations:** To describe the differences between digital marketing and traditional marketing, using the latest sources might be more effective. It is the reason why study sources published after 2010 are selected.

**Recommendations:** Under the objective of achieving precision in the business through digital marketing. Companies use different methods to adapt to the new market and create brand differences with their competitors. Following the new techniques of digital marketing as established by marketers.


**Value:** With the information and studies collected throughout the project. The project can be considered with sufficient value for those companies that decide to be inclined to carry out digital marketing given its benefits over traditional marketing.

**Key words:** technology, digital marketing, traditional marketing and marketing strategy.

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## CHAPTER 1 INTRODUCTION

### *1.1 Purpose of the Study*

This research aims to define all possible opportunities for moving from traditional marketing to digital marketing. As well as this research define what kind of benefits digital marketing provides to customer and the companies.

### *1.2 Background*

According to previous research, individuals need to update themselves in all the professional fields in which they are involved in order to continue being productive. This upgrade can be carried out from the scope of production, scope of maintenance or scope of distribution. It can also be done from within the marketing company. (Kuberappa and Kumar,2016). The main objective of this study is to discuss how companies evolve from the use of traditional marketing to digital marketing. Definition of traditional marketing is the marketing which is not processed online (Dodson, 2016).

On the contrary, according to Tiwari, digital marketing consists of marketing that is developed through the internet, social networks, mobile phones with an internet connection, search engine marketing, and different forms of online marketing that companies carry out in order to reach your customers through them. (Tiwari, 2020). This means that the traditional marketing process involves a whole chain of processes such as printing, postal mail, telephone calls and advertising that is established outside such as billboards. Being a leap that must be made from print media to online media. That is, from the newspapers that are the written medium to the online portals that are the digital medium. In this way, the goal of reaching consumers through marketing carried out by the company is achieved (Minculete and Olar, 2018).

As a result, the main difference between digital marketing and traditional marketing is that it first reaches customers online, that is, through the social networks of the main search

engines on the Internet ... However, traditional marketing reaches its consumers through the most classic media, such as newspapers, magazines ... (Dodson, 2020).

Efficiency is the fundamental reason that leads companies and different organizations to lean towards a strategy with digital marketing instead of towards traditional marketing. (Lawrence et al., 2018).

Deciding to use the digital marketing strategy helps companies to reach a greater number of consumers more effectively and efficiently and as a consequence have a greater number of clients. In reference to the reports prepared by smart insight, the companies that prefer to use traditional marketing are those that have not developed a clear strategy, have little planning and their objectives are useless (Zhu y Gao, 2019). These companies that select not to use a digital marketing strategy do not know what their objectives are or how to achieve them. Unlike companies that follow a digital marketing strategy that are much more efficient and have intelligent digital marketing goals (Durmaz and Efendioglu, 2016). These conclusions lead marketing professionals to deduce that companies and organisations that focus their strategies on digital marketing result in their companies making progress.

Among all the advantages obtained, one of them is that companies see their number of customers and the audience increase on the online pages. Another advantage is that the use of online sites results in information that traditional marketing could not provide. That is, companies can feedback with this data obtained, which is the customer's responses to the use of their products or services (Todor, 2016). With this change towards digital marketing, companies get a clear perception of the strengths of their services and products, as well as the weaknesses that may arise. Therefore, companies can compete with the leading companies in the market. The way in which they will compete will be for the best qualities of their products and services that have been improved thanks to the selection of following a digital marketing strategy (Kayumovich, and Annamuradovna, 2020).

The development that the planning and execution of digital marketing entails is to digitally recreate a person, that is, what is their gender, age, place where they are, work they perform, their priorities and interests (Todor, 2016). This technique is called “MakeMyPersona” and “PersonaCreator”, that is, these two applications develop and identify the type of clients with the characteristics that they have detected (Dodson, 2016). In this way, companies manage to create products and services and satisfy the needs of their customers with these new digital techniques (Minculete, and Olar, 2018).

Obtaining products that meet the needs of customers and the quality of these products to attract even a greater number of new customers. Currently, companies are focused on what is known as blogging, it is a much sharper approach in digital marketing that consists of creating higher quality online content (Durmaz, & Efendioglu, 2016). Blogging aims to increase visitors to websites. For this increase, it is necessary that the website remains regularly updated. As a result of this website update, search engines will prioritize it when customers search online. Finally, the platform that has been updated regularly can be used as a digital marketing strategy (Lawrence et al., 2018). One of the benefits that digital marketing has is that it allows customers to reach companies with great ease through their websites. Within these web pages of the companies, the option "contact us" is normally established, which provides online help. This portal usually clarifies doubts about the services that are offered or the products that are on the web.

Companies have the need for visits to their web pages and as a result they increase their income and reach the objectives proposed by the company. The means of reaching these objectives is through the connection between the company and the potential customer, that is, when a customer makes an online purchase of a product or service (Todor,2016).

At the same time of this purchase, companies seek that customers find in the most optimal way the way to get to the website. To do this, companies ensure that digital marketing is used in an excellent way. (Zhu and Gao, 2019).

A disadvantage for companies in terms of potential customers is when web pages ask about irrelevant customer data or information. Therefore, it is necessary for companies to ensure that their web pages do not have any barrier for clients of this type (Lawrence et al., 2018).

As a final result, the importance of a good use of technology is crucial for a good development of digital marketing. If not put to good use, all efforts and time spent can be wasted. To avoid this problem, a good use of new techniques and tools focused on a marketing strategy is necessary. For this you need a tool that comes from a famous marketing provider called Vendasta. This tool is known in the marketing industry as “Snapshot Report” (Durmaz and Efendioglu, 2016). This tool is able to help the company to locate the origin of the clients and the audience of its web pages. But not only this, but it is also capable of helping companies in the use of digital marketing tools. Thus, obtaining a more effective performance of the digital marketing process. (Kayumovich and Annamuradovna, 2020).

### ***1.3 Questions of Research***

Find out and identify the questions and objectives are very significant necessity, which can provide what the dissertation is about.

- Why are the companies selecting digital marketing more than traditional marketing?
- Which benefits can customers have if the companies use digital marketing?
- What are the differences or advantages which are included to digital marketing but not included to traditional marketing?

### ***1.4 Objectives of Research***

- The reasons that companies would prefer digital marketing than traditional marketing and what are the main reasons.
- Discussion about what are the benefits of digital marketing to customer.
- Finding the opportunities and progress, which are companies use for moving from traditional marketing to digital marketing.

### ***1.5 Importance of Research***

The important point on this dissertation, it is to obtain as a result of this research a more appropriate understanding of digital marketing. In addition, this dissertation describes all opportunities for moving from traditional marketing to digital marketing.

### ***1.6 Problem Statement***

The main problem which researcher had at the beginning of the research was the limited research about difference between digital marketing and traditional marketing. As well as the researcher does not trust all data especially which are online, so that is the reason researcher did effort for having most reliable and relevant data about dissertation. These were the problems which researcher had to face.

## **CHAPTER 2: LITERATURE REVIEW**

Due to the constantly changing world and technology, the marketing strategies and approaches have also evolved. According to previous studies, business needs to modify their approaches to fulfil their goals and reaching their customers as there is a major change in technology (Miller, 2012). After the advent of the internet and advanced gadgets that are daily used by the customers, marketers have shifted towards advanced and technologically equipped ways to reach their customer, which is popularly known as digital marketing. As per the

research, the internet has wide qualities that can be used for the implementation of digital marketing tactics which is the reason that more and more businesses are investing in their digital marketing budget (Minculete, and Olar, 2018).

### ***2.1 Range of Approaches to Digital Marketing***

According to recent research, companies are no longer using traditional marketing strategies to reach their customer; rather, they are focusing on implementing strategies that are endorsed with digital platforms and ads (Tiago, and Veríssimo, 2014). Previously companies relied on pamphlets, television, radio and boards. However, the times have changed, and a more technological approach is needed to reach the customers and promote the products and services offered by the companies. As per studies have concluded that a good business is the one that adapts to any altering situation and can prepare themselves to any upcoming challenges (Hendriyani, and Chan, 2018). Companies must have flexible structures that can help them in achieving an effective result. According to research, more and more customers started to use smartphones. They were more active on the internet and social platform, which became one of the main reasons for the company's top shift towards digital marketing.

The modern approach towards marketing demanded that there is a need to acquire a digitise approach to cater to the needs of the customer. While traditional marketing previously focused on making the process and services available for the customer (Kingsnorth, 2019). Still, it was observed that through digital marketing marketers are required to concentrate on the needs of the customer and use this information to make such products and services that will satisfy a need and hence customer were more willing to buy such products (Jackson, and Ahuja 2016). The studies have shown that companies emphasised on this point and shifted towards digital marketing to promote their business further. This modern technique focused on communicating with the customer, understanding their needs and using this to fulfil their needs

which will enable them to come back to buy again from the company (Chaffey, and Smith, 2017). Previously, the companies were unable to communicate with the customer to gain insights into their needs and what kind of products they are looking for. Still, with technology, this was easy to do, and the companies shifted towards digitalisation.

## ***2.2 Expansion due to digital marketing***

As per the research has concluded companies were reluctant to expand while relying on traditional marketing. Still, due to digital marketing, small businesses had an opportunity to expand and further promote their brands (Kannan, 2017). As digital marketing became popular in the business world, its wide scope also becomes known and the constantly changing time has made businesses to stay aware of the trends and the changes that were difficult to do with traditional marketing. Hence, companies acquired new and more advanced strategies to stay mindful of the changes and trends that are popular (De Pelsmacker, Van Tilburg, and Holthof, 2018). These strategies include Search Engine Optimisation (SEO), mobile marketing which included MMS, SMS and app marketing and content marketing.

Another essential change as per the research was the popularity of the internet and the fact that customers were focused on first viewing the website of the company and then to acquire the services or to purchase the products (Todor, 2016). Hence the need to create an internet presence was a mandatory need for the companies which further contributed to the shift towards digital marketing. The most evident benefit of digital marketing was the efficiency it provided as companies invested less as compared to traditional marketing, and it provided better results than digital marketing (Lawrence, Deshmukh, and Navajivan, 2018). Companies made the shift as they established their digital presence and implemented more strategies to promote it and use it for reaching and communicating with customers. According to the research, companies do not have to print ads, direct mail, TV ads. To promote their business and wait for the customers to get their message (Patruti-Baltes, 2016). Companies started to use digital

marketing to deliver their message to the customer, and it proved to be a more effective way to do so. Moreover, companies discovered that with the help of digital marketing, they were able to expand their target audience and reach them on a global scale. Digital marketing helped the business to narrow their demographics and reach the audience more easily and communicate with them (Nazimsha, and Rajeswari, n.d).

#### ***2.4 Customer empowerment***

This benefit was the reason for the companies to move towards digital marketing and design their website, apps and social media platform to reach their customer, communicating with them to know about their needs and also to create a good online experience for them as they visit a company's digital presence (Todor, 2016). The need for digital marketing became a mandatory element of the company's marketing strategy, and marketers started to research various ways to enhance their digital appearance. Some researchers reported that some companies partly shifted towards digital marketing but also keeping some aspects of traditional to fill the gaps that were present in digital marketing (Lawrence, Deshmukh and Navajivan, 2018). The companies which aspired to expand their business on a broad level and to use the collected data to use it to know the customer's needs and want and ways to meet those needs effectively.

According to previous studies with the advent of digital marketing, numerous ways also came, which helped in the mission to create a more effective digital presence for the company (Kannan, 2017). The business-focused their marketing team's attention in building mobile-friendly apps that the customer can use as research has proved that people are more present on their phones. The use of social media and the information shared on these platforms also made companies realise that their presence on these platforms is essential, and the gathering of this information is also important (Todor, 2016).

### ***2.3 Reason behind digital marketing***

Research has proved that there are various reasons for many proven facts back to the popularity of digital marketing and its success (Patruti-Baltes, 2016). According to study, people on average spend 35 hours on watching TV, and 60% of those people use smartphones while watching TV, which incorporates in the fact that the people are more interested in digital platform and the integration of these two marketing strategies is also essential. Research has concluded that 25% of people go online after the TV ad to check out the online platform of the company. Another evident reason was the major change in the technology and the customers being more active on digital platforms and their activities on these platforms (De Pelsmacker, Van Tilburg and Holthof, 2018). Another reason for the transition from traditional to digital marketing is the invention of artificial intelligence, and virtual reality is proving to be a beneficial tool for the strategies that are adopted for marketing campaigns. Another reason is that with the changing times the customer is more empowered, as they are not just satisfied with the ad rather, they conduct a search on their own through internet and can gain immense information regarding almost everything (Jackson, and Ahuja, 2016).

The demand for this digitalisation is to communicate with the customer and make the communication interactive that the customer is compelled to share their needs with them. This demand has driven many digital marketing campaigns and enabled marketers to think of innovative ways to reach customers (Miller, 2012). As per research, there are around 88% people who own a mobile phone and 50% people have smartphones, and there was a prediction made by the researcher that there will be 600 million smartphones which would sell in the upcoming future. These findings further shed light in the effectiveness of digital marketing and the presence of customers on these platforms (Minculete, and Olar, 2018). Brands can increase their performance if they make customer-friendly apps and website, which are easily accessed by the customers.

## ***2.4 Wide range of digital tools***

Companies are focusing on designing strategies that can be effortlessly seen by the customer which can create the brand awareness. It is examined that the constantly changing environment of the business has led companies to be more open to changes and to adapt all the unique ways that are becoming popular with the changing times (Kingsnorth, 2019). Digital marketers are now faced with the challenge that they need to be more vigilant in placing their information in a way that reaches the customer while he searches for brands. This can only be achieved with innovative and effective digital marketing strategies (Tiago, and Veríssimo, 2014). Through digital marketing, companies can gain information on the type of searches customers are conducting, which they use for their advantage to implement these searches in boosting their products and services. Due to the demand for digital, information has become the key and the need to understand the target audience is becoming more necessary (Chaffey, and Smith, 2017). Due to this, marketers rely on big data another effective tool of digital marketing that has proven to be more beneficial. Through relevant data, marketers collect relevant information regarding their target audience and apply this information in studying them.

## ***2.5 Tracking of Digital Metrics***

Digital marketing is widely based on metrics and the track and report these metrics daily which is usually maintained by a technical person. However, every marketer needs to have a basic understanding of them because their strategies are widely based on increasing these metrics (De Pelsmacker, Van Tilburg and Holthof, 2018). The higher the parameters are, the more it is easy for them to achieve their plan. This kind of tracking was not possible with traditional marketing as the tools used in conventional marketing required to keep track of TV viewing, radio listening or the amount of newspaper sold. However, today, with the unique and effective tools of digital marketing, the tracking and the result of strategies can be effortlessly

found by the technological means (Nazimsha, and Rajeswari, n.d). This tracking enables marketers to stay aware of what is working and what needs more refining to be successful.

Due to globalisation, companies can reach a wide range of customer, which implicates that the nature of the target audience is different, and their behaviour in purchasing is also altering day by day (Todor, 2016). According to the research, digital marketing has helped marketers to track the nature of customer and their behaviour in approaching based on their geographic is becoming easy. As more and more people spend time on social media platforms and the information, they share is more controlled by the customers (Patruti-Baltes, 2016). This information is helpful to digital marketers who actively search for information to understand customers and learn about their behaviour and the kind of products and services they are interested in.

## ***2.6 Brand Awareness and Opportunities***

Due to the arrival of digital marketing, brand awareness has become even easier because of the customers being more and more aware and advanced digital platforms. Companies rely on these digital tactics to create ads, and social media campaigns to make the customer aware of their brand (Nazimsha, and Rajeswari, n.d). The customers who are actively searching for products and services which are related to the ones offered by the brands are easily connected with the unique tools of digital marketing such as SEO and SEM. These tools and relevance cannot be created with the help of traditional marketing and hence another reason that supports the application of digital marketing (Hendriyani, and Chan, 2018).

Technology has provided many ways to digital marketers which aid them in reaching their customers and making them aware of the brand that can fulfil their needs. The advent of Email marketing has also helped digital marketing which is much different from direct mail that usually took time to reach the customer and even some of the customers did not open their mails, so that was a major loss of time, money and efforts by the company (Chaffey and Smith,

2017). However, with the advent of email marketing, companies can better reach their customers and create awareness and also to use this strategy as a mean to provide a better experience to the customers (De Pelsmacker, Van Tilburg and Holthof, 2018). Customers are more interested in the changing trends and techniques that are acquired by the companies to implement it in their strategies.

Due to the wide scope of digital marketing, there is now an abundance of opportunities and ways for companies to promote their brand better and communicate with the customer. The digital world has invented many unique technologies and tools that are helping companies in accomplishing their marketing goals (Minculete, and Olar, 2018). As per the research, these tools include SEO, SEM, mobile marketing, social media marketing, email marketing. These are just some of the example of the many tools that the digital has now offered to the customers. These techniques are currently developing, and much more is being introduced by the developers who are inventing and aiming towards a future that is more equipped with digital tools (Hendriyani and Chan, 2018). As per the research, it is predicted that shortly, people will be engaging more with their digital surroundings, and the information shared by the people will increase as well (Kingsnorth, 2019). The companies are making sure to use this information in their mean to reach their customers as well as to implement the findings from this information to implement in their marketing objectives. This approaches and goals can never be achieved by traditional marketing as people are now moving away from the tools and dimensions of this type of marketing.

## **CHAPTER 3: METHODOLOGY**

### ***3.1 Introduction***

This research section explains the research methodology and strategies in order to gather the information that will allow the author to fully explore research aim which is how did organisations move from conventional marketing strategies to digital marketing strategies. This

section provides information on primary and secondary information classification strategies (Park and Park, 2016), as well as quantitative and qualitative information classification strategies, as well as ethical thinking to adopt before conducting reasonable and sound research.

To obtain credible research analysis, the most appropriate and realistic research philosophy must be chosen, as the researcher may choose to use a qualitative or quantitative research procedure. The first is based on words and perception, not numbers. The latter, on the other hand, is based on numbers with a construction plan for evaluation of materials in numerical structures (Allwood, 2012).

### ***3.2 Research philosophy***

In this study, the idea of the research is seen as a strategy that can help the professionals to take the study correctly and effectively. In their research, the researcher typically uses three types of “research philosophies” (Davies and Hughes, 2014). These widely used research methods greatly help researchers to understand the research idea and further advice analysts to gather information based on actual past research experiences, knowledge, or strategies (Lund, 2012). The main reasoning behind the research is known as “interpretivism” which is seen as a basic structure and a pure kind of philosophy of quality. The researcher gathers comprehensive information by examining various substances from people and social things (Richard, 2013).

The second type of research philosophy is known as “positivism” in which analysts conduct credible social research by conducting various studies based on previous research (Davies and Hughes, 2014). Finally, the third philosophy of research is known as pragmatism, in which author evaluate the different beliefs and assumptions of society from a fruitful point of view and emphasise the real existence of people on the Internet. Furthermore, experts in the theory of test pragmatism use research to study people’s reality using previous research in related regions (Park and Park, 2016).

The researcher involved in this study conducted the study based on “positivist reasoning” since the information is gathered through reflections on previous research and secondary sources found before the study. Phenomenological research methods are largely based on educational gatherings of many people or gatherings of people (Arghode, 2012).

### ***3.3 Research Approach***

Quantitative research strategies cannot be used in this particular work because this type of research technique uses numbers. In this study, a qualitative examination strategy has been selected taking into account the absence of a standardised strategy, and the information collected on support is based on the responses of the respondents (Davies and Hughes, 2014).

Researcher successfully uses two unique types of data collection plans to conduct accurate and valuable research. The first is a deductive strategy that relies on an existing prior examination, and investigators should evaluate it based on prior research. Additionally, researchers have been found to use a deductive exploration strategy to retest and study previous studies and then evaluate previous scans by linking previous scans to economic well-being as indicated by ancient conditions (Arghode, 2012). Additionally, an optional data collection method that researchers also use when conducting a study is the “inductive test strategy” (Arghode, 2012). Inductive research strategies are also based on inductive thinking. In this research methodology, the researcher has focused on the information that demonstrates an insight on how the firm changes from conventional marketing methods to traditional marketing methods (Blackstone, 2018). Therefore, inductive research strategy looks at the community and online experiences of some people and then propose a verification process based on previous research. Also, inductive thinking focuses strongly and effectively on demonstrable learning by meeting real people (Park and Park, 2016). After considering the two research structures, the researchers decided to use a deductive approach in this study, as all the information for the study was collected based on the social diversity of the workforce in terms of friendship.

### ***3.4 Sample strategy***

It is strongly related to sampling technology and encourages researchers to evaluate unique samples. In the exploratory examination, the sampling strategy plays a vital part, and several different ideas that the researcher has made about the different qualitative sources selected for the investigation are taken by those strategies (Lund, 2012). Given such a range of products, the effect of an advanced type is achieved by highlighting the entire range. In this research, qualitative sources that circulated between 2010 and 2020 eventually became part of the thematic study, followed by selected sources to be published regarding research aim which is how conventional marketing strategy can be converted to traditional marketing strategy (Allwood, 2012). The researcher uses the keywords strategy to search the authentic and relevant data which is related to the current topic in order to fulfil the aims and objectives.

### ***3.5 Validity and reliability***

Research validity refers to the relevance of selected information in a given situation, while a reliability assessment determines reliability, and high validity and reliability must be consistently guaranteed. Reliability within the study denotes to the reliability of the information obtained and is often important in qualitative research where reproducibility is critical. Three main components are considered reliable. First, the stability, including the study evaluation, must be constant enough to achieve equivalent results in the highest repetitions (Brannen, 2017). The next component deals with intrinsic reliability which is related to the safety and accuracy of the various qualitative sources. The third is relative reliability, which is part of the reliability that depends on the author's judgment and the degree of agreement between different analysts. Relevance means that you are using the right tool at the right time and when it works consistently and reliably in all your work. Credibility requires integrity, which means that if an estimate is not credible, it cannot be (Wisdom et al., 2012).

### 3.6 Exclusion and Inclusion Criteria

Inclusion	Exclusion
The source must be published after 2010	The source must be published before 2010
A selected source has maintained aspects of confidentiality	Selected source has not maintained aspects of confidentiality
A selected source has focused on ethical consideration regarding participant form and consent form if the source has chosen the primary methodology for data collection	Selected source has not focused on ethical consideration regarding participant form and consent form if the source has chosen primary methodology for data collection
The selected source is exhibiting relevant information relating to the research objectives	The selected source is not exhibiting relevant information relating to the research objectives.
A selected source has demonstrated a recommendation regarding future research.	The selected source has demonstrated a recommendation regarding future research.

*Table 1. Inclusion and Exclusion*

### 3.7 Identification of Analytical Tools

The device depends on peer-reviewed materials; the corrective measure requires innovative researcher and available resources to gather information (Davies and Hughes, 2014). This study uses additional information from existing sources. One of the main advantages of using this strategy is that it saves the author's time and money compared to primary/quantitative. The answers to this research were drawn from various studies conducted in some parts of the UK. Those surveyed included people who identified the information

through current and popular advertising, thus including the exhibition manager and commercial designer they spoke with (Park and Park, 2016).

### ***3.8 Research limitation***

All qualitative sources were used to collect the relevant data, but there is a limitation of time for the researcher. There is a lack of relevant data related to the current topic. Therefore, the researcher takes additional time to search for authentic data (Lund, 2012). The researcher was completely aware of the essence of the study and had complete independence at each stage of the study. The optional resource used in this research has some limitations, as it provides a limited measure of the respective roles in a persuasive, exploratory decision by providing some examples (Davies and Hughes, 2014). Innovative change in customer behaviour is now another factor limiting the research results.

### ***3.9 Ethical Consideration***

Several ethical considerations must be in focus for this research in which one of them is confidentiality. According to the study Park and Park (2016), the word confidentiality refers to a condition in which the researcher knows the identity of a research subject but takes steps to protect that identity from being discovered by others. Because most research requires signed documentation of consent, subject anonymity is not as common in human subject's research (Lund, 2012). Another ethical consideration that focuses on this research is that researcher must give accurate credit to the selected source once he/she utilises the information. Giving proper credit to the references within a study raises reliability to the study (Allwood, 2012).

## **Chapter 4: Results and Findings**

### ***Significant factors enhancing the utilisation of digital marketing:***

There are two marketing approaches traditional marketing and digital marketing. Many enterprises struggle to choose one approach at a time as their budget cannot be stretched to

utilise both methods. The keen decision of selecting one of the two approaches needs much more attention of the marketers. Marketers focus on these aspects that which approach will generate more revenue, which method will create brand image among the target market, the agencies which are conducting marketing techniques are reliable or not. These aspects drive more motivation and interest of the marketers to decide whether to go with traditional marketing or digital marketing. To differentiate the two broad approaches examples of flyers, newspaper, T.V., radio, mailboxes, commercials, and billboards include in traditional marketing. Hence it was examined in this research that when a company decide to invest in constructing a website of their own or advertising their products under several banners on social media such as Facebook, Twitter, YouTube and Instagram, this type of strategy is called digital marketing.

For having a sound marketing budget is essential for the enterprise, moreover, to allocate, the budget of marketing adequately is also significant. In the light of studies of Kuznetsova, and Kublin, (2018), in this era of competitive marketing, it becomes hazardous to sort any wrong decision or strategy to conduct marketing approaches. A marketer can make a huge difference by selecting the appropriate procedure for doing the marketing of the enterprise or products it offered. By having the transparency of both the approaches, a business can depict that which method is more suitable for them to conduct marketing (Patrutiu-Baltes, 2016). Henceforth it was analysed in this research that if a company want to elevate their brand name and increase their availability or to grow their target market, they simply hire a reputed media agency to take care of it.

### ***Stress-free for Marketers:***

However, some businesses do not focus on their marketing strategy and providing value to their customers yet some companies, for gaining the drastic increase in their profit chart, focusses on to allocate the marketing budget adequately. Despite the massive usage of the internet worldwide, several users do not use the internet for searching, evaluating, or conducting

any kind of transaction. Regardless of that, a considerable chunk of the population utilises the benefits of the internet for multiple purposes. For running the business effectively and efficiently, it is required that one should be practising and pursuing op level engagement with consumers via digital marketing. Matondang, Rahma, and Haramain (2020) stated that there is no room for using outdated approaches to conduct business operations in this highly complex market. Thereby this research analyses that business needs to look beyond the picture and utilise the techniques adequately to overcome the obstacles and determining the stable position in the market.

### ***Readily Access to Consumers:***

Digital marketing refers to the marketing-related work that a business conducts via the internet and other electronic devices such as mobile phones, tablets, and laptops. Regardless of the size of the business operations, it can be connected with the consumers and can target the market effectively. Digital marketing is also crucial nowadays as the number of consumers is logging on internet sites as the usage of internet is increased drastically, user's conduct their day-to-day activities there, including purchasing and selling of goods and services. It is of very significant importance that businesses should connect with customers in the best possible way to conduct successful marketing of the products and the successful propagation of business operations. According to the study of Pandey, Nayal, and Rathore, (2020), it was illustrated that many users are spending more time on the internet that enables the business to connect with the users more effectively. Another major contribution of technology advancement is that more digital ideas are brought into life, which elevates digital marketing standards. Digital marketing is also referred to as inbound marketing. That means through vigorous marketing of the product, consumer search it on the internet, instead of marketers going out for finding consumers.

***In Light of Statistics:***

In the observance of the current growth of digital marketing, especially in the U.K. region, it might be not wrong to say that digital marketing would take over traditional advertising soon. According to the study of Pyykkö (2020), it is stated that 65 per cent of different industries have already shifted towards digital marketing approach. It is observed that more than 82 per cent of buyers conduct research online before buying a product or service. According to the stats published by the marketing agency, more than 64 per cent of adults use social media regularly. Moreover, about 90 per cent of B2B marketers are dynamically marketing via LinkedIn. Durmaz and Efendioglu, (2016), in his study, depicts that about 80 per cent of B2C businesses declare social media as the most effective content marketing team.

***Wide Audience Range:***

Digital marketing allows the brands to construct a better and long-lasting relationship with its customer through interacting via surveys, videos, and webinars. Through various social media channels, customer can instantly be connected with the business. Operations of business flourish when it propagates the concurrency of the customers (Herhausen et al., 2020). Also, digital marketing enables marketers to engage with the customers and resolve the issues without wasting precious time. This study analyses that in traditional marketing, it is very difficult to pursue direct interaction with customers. In this advanced technological era, digital marketing permits marketers to measure the impact of their marketing techniques via analytics tools offered by a media marketing agency.

Marketers can assess a ton of information that how many people are visiting/leaving the site, what kind of gentry is purchasing the goods/services from the site. Changes can be done accordingly to the data fetched from the analytics tool. Digital marketing allows marketers to play a clear-sighted marketing game. Whereas in the case of traditional marketing approach, these benefits are none to existence. According to the study of Herhausen et al., (2020) it depicts

that traditional marketing is limited in many ways. Yet, one of the prime limitations is that marketers cannot go beyond the local audience. Though utilising digital marketing techniques effectively, marketers can reach different cities and parts of the world by customising the marketing campaign, respectively. Hence it is proved from the study that via digital marketing, marketers can manage to pursue their marketing in other regions having a large number of consumers, quite effectively and effortlessly.

In the light of the study of Shaltoni (2016), it is observed that with the facts and data provided, digital marketing is the most effective way to opt as a marketing approach of the company. It is pursued that to gain rapid growth of the business; marketers must give digital marketing a shot. The risk incurred is little, yet great rewards are waiting ahead. Digital marketing allows one to focus on other business operations effectively while the marketing segment is taken care of by digital marketing agencies.

### ***Benefits of Digital Marketing:***

While some of the businesses are still conducting a traditional marketing approach to target their targeted market, despite the fact of the immense usage of internet, traditional marketing is not only the way to target the market. Nowadays, technology has grown immensely and empowered businesses to target, the customers like never before (El Junusi, 2020). Some of the benefits and limitations of digital marketing are as follows:

#### **Little Interaction:**

One of the major advantages of digital marketing is that businesses do not need to interact with the customers individually, the marketing agency takes fully care of the interactions and techniques used to attract more customers towards the company. Henceforth it was analysed in this research that in traditional marketing, the company needs to track each aspect for acquiring the popularity of the product among consumers and then evaluating techniques to turn those consumers into customers.

### Cost Alteration:

For conducting the marketing of the product offered, it is required that marketers account a handsome budget for marketing. Digital marketing has reduced the cost of marketing which was a skier in the traditional approach (Sharma, Sharma, and Chaudhary, 2020). It is better to invest one time for the website than spending more and more on billboards and newspaper. Moreover, the updating and adjustment of ads and plan can be done easily and effortlessly. It does not dent the marketing techniques of the company while in the traditional approach, the method is prolonged, and is nearly impossible. Therefore, this study show that DM is relatively less costly as compared to traditional marketing.

### Customisation via Clicks:

In Traditional marketing, the errors or updating, require more money and alteration of the technique from the beginning. Since it is very difficult to make amendments when a minor error pops out, and flyers, billboards, and ads are already published for marketing purpose. While in the case of digital marketing, the adjustment and updating of ads and strategies are just one click away. Digital marketing diminishes the efforts required to update or formulate a new plan completely. Hence it is illustrated from the study that to make amendments in marketing techniques via digital marketing require less effort.

### Viral:

In digital marketing, the content is shared extremely quickly. The share button present on various social media sites, emails, and website enables the content to pass around instantly with the required target market (Andhyka, 2018). Conceive that only 20 individuals having a friend list of average 150 people did several shares, a huge chunk of the population will witness the content. It requires high-quality content to increase the number of views on the content. Hence the research examined that data can be shared extremely quickly in digital marketing.

### Brand development:

Digital marketing helps businesses to develop their brand using the digital platforms available for marketing of the products and services. Highly interacting blogs and platforms of the company that are admired and providing useful content can create brand name and reputation of the business.

### Glocally:

It is said that the world has changed into a global village. It is not possible without the digitalisation. Ad campaigns run through digital marketing has allowed them to witness from any corner of the world. It initiates the local start-ups to go global and make an effect in the international market (Matondang, Rahma, and Haramain, 2020). Numerous studies illustrate social media and digitalisation as the prime factor of their success. It is illustrated from the study that digital marketing is a vital aspect for initiating business operations in a new environment market.

### Real-time result:

With traditional advertising, marketers need to hang tight for a considerable length of time, some of the time, even a long time before the lifts begin to turn up. In this, the clash of traditional versus web-based promoting, internet marketing wins attributable to its fast outcomes (Andhyka, 2018). Marketers can see everything progressively, including several guests, most active time, change rates and bounce rates. At the point when marketers extract consent information regarding the findings, they do not waste much time to make amendments regarding the issue. Therefore, it is observed that results and findings regarding the consent can be addressed adequately and efficiently.

### Non-intrusive:

Many consumers purchase newspaper only for the information and news available in it, not for the advertisement. Same as that individuals do not tune in to the radio for advertisement, they tune in for music and climate observations. People purchase the magazine as well for

reading, but not for the advertising present in them. In this manner, traditional marketing, for the most part, goes disregarded (Durmaz, and Efendioglu, 2016). With digital promoting, a marketer can pick whether you need to see it or not. It is not pushed into your face, aside from the irritating popup promotions. One can decide to overlook that email as long as you need. Marketers can decide to quit online networking conversations on a specific brand page. Marketers can likewise target intrigued crowd as the long-range informal communication destinations keep a tab on what you search for on the web.

#### Strategy Refinement:

The very purpose of getting results, and the investigation progressively is to have the option to make up for lost time continuously (Gordiyevskaya, 2020). At the point when marketers know how things are going down, marketers will get an opportunity to improve them from terrible to better and better to great. Through digital marketing, marketers could face negative criticism, yet the information readily available, helps them to execute changes rapidly.

#### ***The transition of Traditional Approach to Digital:***

According to the survey conducted by research, analyst, it is mentioned that almost 3.8 billion searches are conducted on Google per day regarding the shopping/reviewing of products. Enterprises need to locate their product/services online to gain more acquisition of consumers. Another advantage of digital marketing is that the segmentation of the ideal market is much more forward. Through customisation of several ads via digital marketing, customers are appealed with their needs at adequate timing.

The engagement between consumer and business is more effective in digital marketing as compared to traditional marketing. With the mainstream usage of internet, came around in the early 2000s, has dramatically changed the dynamics of marketing. Today, the purchasing, reviewing, and even learning is an all-time high on the internet. With the help of research

offered by the internet, now it is of more significant importance to educate the consumer about product dynamics rather than airing ads on T.V. (Patruti-Baltes, 2016).

Many people nowadays are opting to view stream channels and content such as Netflix and YouTube. With these changes, streaming databases kept hold of the history of the consumer according to customer preferences. They allowed the marketers to publish ads with regards to the history and data gathered from the insights of consumer preferences.

Digital marketing is the necessary supplement for the organisation to carry out their marketing techniques and to elevate their sales graph (Key, 2017). Due to the offerings of various tools offered by digital marketing, it is easy for marketers to assess the correct findings and data as per the requirement of the business. Marketers can create high awareness of the service/product among the consumers by utilising digital marketing effectively.

In the context of globalisation, digital marketing is an important marketing strategy. The advantage of using DM is that it allows them to focus properly on the customers and get a good return on the investment. This is useful not only for old but also for new businesses. For new products, this is very good advertising and campaign method. The scope of this study could have been better in terms of finances and customer satisfaction. The rapid development of DM has created new opportunities and new marketing methods.

Digital marketing has grown with various designs, and in digital marketing, it has grown (Candelo, 2019). DM is a qualified platform that includes websites, emails, mobile apps and social networks. DM can be added to channels other than the Internet and is becoming more and more popular in modern technology. This enables market participants to define and track return on investment, customer satisfaction and more. In general, the return on investment is a ratio of net income from the investment. In the market, the return on investment can be used as a profit that is obtained without dividing strategic investment costs by investment costs (Suciu, 2018). Using the profitability of methods in traditional financial formulas can lead to inaccurate

data, as it is difficult to redefine values simply because marketing has already yielded profits. When a marketing manager works with an Excel spreadsheet, examines the effects of subjective actions and past expenses.

Large companies are expected to have mobile websites, hire outside experts to manage search engine optimisation projects, and social media marketing companies will run and run social media campaigns. Small business owners can develop, change and expand along with using social media marketing information. Experts and scientific literature suggest that companies outsource some or all of their digital marketing efforts, but 55% of companies do not have small websites in the United Kingdom, mainly due to financial constraints (Pyykkö, 2020).

The amount of investment in digital marketing depends on the company's current marketing strategy (Suciu, 2018). The lack of opportunities to enter the market and stimulate sales growth widens the gap between large and small companies, which means that small companies have a different digital footprint and technology uptake rate than small companies. The technology adoption of the model has been explored through research, such as the use of social networking sites in marketing. Thereby the ability to detect and respond to opportunism and to implement active intrinsic practical technologies is imperative in digital marketing.

Examining the incentive for enterprise technology programming includes, among other things, the readiness for information technology and forcing enterprises to change enterprises. In particular, we analyse the technology recording model and the self-employed behavioural model based on consumers' motivations to do it themselves (Candelo, 2019). The reason for the composition of these models is due to the similarity of the self-employed and the owners and managers of small businesses. As with DIY, small business owners/managers usually have limited resources and may feel that market solutions do not exist or are of unsatisfactory quality (Wang, 2020). Hence the success of small businesses is largely determined by the ability of

owners and managers to complete these tasks successfully. It is advisable to trade with each other as outsourcing costs can be high and could not provide the necessary service or quality.



## Chapter 5: Conclusion

Through the globalisation and branding process, the company has put a lot of effort into outperforming its competitors. Companies use different methods to adapt to the competition and make a difference. As customers' needs grow, it becomes more difficult to meet and satisfy their needs. Furthermore, since the beginning of the 21st century, technology has evolved rapidly and brought about changes in all aspects of our lives. These changes will inevitably affect companies, which will increasingly use information and communication technologies in the market. One of the best things about the internet is that it solves everyday problems quickly and easily. Besides, technological advances have brought about some changes in consumer awareness.

Now consumers can find and compare various products and services, even though social media. The first step in digital marketing is the precision of the business that is constantly changing and maximising its websites. It has become important to understand what search engines consumers use and whether they can find specific companies on the search engine map. The old well-known online newspaper ads were replaced. Countries are trying to revive their economies. With the transition, however, the demand for goods and services will not be able to meet the needs of consumers. Due to limited performance, the company can sell all its products. Over the years, welfare gradually improved, and the economy stabilised. When television came into Western society, the world was just a new understanding. The shift in market share shifted the balance of power from supplier to customer, with the result that suppliers began to use different promises to attract and persuade customers.

This situation forces customers to request products or services before purchasing them. With the advent of new concepts, fierce competition has increased the popularity of the term brand and advertising. By understanding new marketing, companies need to change their thinking and put consumers in the spotlight to meet their needs better. Companies that

understand traditional marketing methods treat customers more than their structure and strive to meet their needs. From the consumer's point of view, the value of a marketing plan can be seen in the positive difference between the benefits that customers offer from consuming goods and the challenges they face at the same time. This enables consumers to meet their needs, and the company actively uses e-commerce and digital marketing to exclude its competitors.

This establishes bilateral communication between the customer and the company. Digital marketing is very different from traditional marketing. As the digital marketing environment is different, brands that cannot compete under normal circumstances can compete with each other. The goal of digital marketing is to provide customers with services as quickly as possible and expect customers to guide them rather than trying to change perspectives like traditional marketing. In digital marketing, customers can quickly and easily approach and form opinions about products and services by comparing similar products and thus speeding up the buying process. Besides, time spent in a store is generally considered a major problem, but now this problem has been solved with an online store. The main goal of internet marketing is to take advantage of existing infrastructure to make a profit. Product development, pricing, advertising and distribution also take place on the Internet.

Research on technological programming and the distribution of innovation examines post-implementation variables such as satisfaction, attractiveness and willingness to continue using. The intention to use technology influences actual behaviour and the use of digital technology creates expectations, increased knowledge and personal experience of marketing strategies and the use of technology. The research further concludes that the introduction of new insights and real experiences will influence the decision of small owners/managers to continue to use, adapt or discontinue digital marketing. The desire to quit smoking differs from dissatisfaction because it recognises that digital marketing is powerful and often replaces new products and services. Satisfaction with the use of technology comes from the recognition that

there is an acceptable gap between people's expectations and experience. Distributors who use multiple digital media are considered happier than non-digital markets, and satisfaction with technology can increase its use. However, the proportion of small businesses using digital advertising technology is low.

The goal of search engine optimisation is to link the target audience and websites through search engines. This means that it is at the top of the list of search results. SEO covers most of the search engine revenue from online advertising. SEO helps to rank search engine results and put them at the top of the list. In a search engine advertising engine called PPC, users pay a fee to the search engine. Websites only pay when they click on their ads and direct users to their pages.

On the other hand, clearer methods are used to promote digital media such as CPM, cost per click. For advertising companies, the Internet has real value and therefore contains measurable content. Advertising changes from day to day as it attracts customers by offering product information.

Advertising helps to create a positive outlook on the product, which increases customer loyalty and increases their interest. On the other hand, with detailed information about the products and services that accompany the advertisement, customers can make health decisions. This gives companies a measurable response to digital media advertising. Besides, digital media advertising is far more effective than traditional advertising. This provides an opportunity for the rapid growth of digital marketing. With the development of technology, we can face new advertising methods every day. Today, bandwidth has increased, and technology has become affordable, making it easier to reach the target audience with video ads.

Once a company has a clear understanding of its goals or objectives and has determined how its marketing strategy will align with its goals/objectives, the company can begin to review and adapt its digital marketing strategy based on the principles they offer. Opportunities and

challenges of traditional marketing. Digital marketing strategies need to be constantly refined and developed. As the Internet provides feedback and data collection almost instantly, digital markets must constantly streamline and improve their online marketing efforts. A consumer-oriented mindset assumes that consumers must be at the heart of all decisions and is essential to creating a successful digital marketing strategy. Not only do modern digital marketers offer many new tactical opportunities, but they also offer unprecedented tools for measuring the effectiveness of selected methods and techniques.

Compared to the past, digital technology also offers more opportunities for users to communicate and engage. That is why it is important to think about how brands can create an interactive experience for customers rather than simply conveying a message. One of its main advantages is that digital marketing is very experienced. Almost everything is measured: from behaviour to action and from action to results. This means that digital marketers need to think about the return on investment. Each policy must have an integrated testing environment and the ability to maintain flexibility and vigour in an environment that changes with consumer behaviour. When a company defines a strategy as an action plan to achieve specific results, the relevant outcome of the digital marketing strategy corresponds to the brand and the brand or goals of the company.

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