

Comparative study about effectiveness of digital and tradition advertising for Small Businesses

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ABSTRACT

Advertising plays an essential role in the growth and development of small businesses by helping them create brand awareness, attract customers, and increase sales. Over the years, advertising methods have evolved significantly from traditional forms such as newspapers, television, radio, and billboards to modern digital platforms including social media, search engines, and online display advertisements. With the rapid growth of internet usage and digital technologies, small businesses are increasingly adopting digital advertising strategies alongside traditional marketing methods.

The purpose of this study is to compare the efficacy of traditional and digital advertising for small businesses. Understanding how these advertising strategies affect consumer reach, engagement, cost effectiveness, and overall business growth is the main goal of the study. It also looks at how consumers and small business owners view the benefits and drawbacks of both forms of promotion.

A structured questionnaire disseminated via Google Forms was used to gather primary data for the study. A total of sixty-three replies were gathered from customers who are familiar with advertising methods, marketing experts, and small company owners. Google Forms generated charts and graphs, as well as percentage analysis, were used to analyze the gathered data.

The results show that digital advertising has a number of benefits, including improved customer interaction, cost effectiveness, real-time performance tracking, and a larger audience reach. Social media, search engines, and online ads are examples of platforms that let firms target particular groups and more precisely gauge the success of their campaigns. However, because it helps establish reputation and reach customers who might not actively interact with digital platforms, conventional advertising is still vital, especially for smaller firms.

The study comes to the conclusion that although technical improvements have made digital advertising more prevalent, conventional advertising is still crucial for establishing local exposure and brand trust. The best marketing outcomes for small firms can be achieved by combining traditional and digital advertising techniques.

Keywords: online marketing, digital advertising, traditional advertising, small enterprises, marketing tactics, and customer interaction.

INTRODUCTION

A key element of corporate marketing strategies has always been advertising. It enables companies to interact with prospective clients, advertise their goods and services, and build a powerful brand presence in cutthroat markets. Effective advertising is crucial for drawing clients and guaranteeing long-term viability, especially for small enterprises.

In the past, companies advertised their goods and services using billboards, radio, television, newspapers, magazines, and posters. These types of advertising assisted companies in reaching sizable audiences and building brand recognition in particular geographic areas. Due to their decades of effective use, traditional advertising techniques are frequently seen as trustworthy and legitimate.

However, the advertising scene has seen a substantial transformation due to the internet's and digital technologies' rapid expansion. Through online channels including social media, search engines, websites, and mobile applications, digital advertising has become a potent marketing tool that helps companies connect with consumers. Businesses can advertise their products to specific audiences based on demographics, interests, and online behavior by using platforms like social media networks, video-sharing websites, and online search engines. When opposed to conventional advertising techniques, digital advertising offers a number of benefits. It enables companies to measure client engagement, monitor campaign results in real time, and modify marketing tactics as necessary. Additionally, because digital advertising enables small firms to promote their products with comparatively less expenses than traditional media campaigns, it is frequently more economical for them.

Even with these benefits, traditional advertising is still a crucial part of marketing plans, particularly for small local firms. Newspaper, television, and outdoor billboard advertisements continue to be trusted by a large number of customers. Additionally, traditional advertising can reach individuals who might not be actively using digital channels and establish a powerful visual presence. In order to maximize their return on investment, small businesses must carefully select the best advertising techniques because they frequently have restricted marketing expenditures. When making marketing decisions, it is crucial for business owners to comprehend the relative efficacy of digital and traditional advertising. The purpose of this study is to evaluate and contrast the efficacy of traditional and digital advertising for small businesses. The study looks at how customer reach, engagement levels, cost effectiveness, and overall business growth are affected by both advertising strategies. The study aims to determine which advertising tactics are more successful in the cutthroat corporate world of today by examining respondents' perspectives and experiences.

LITERATURE REVIEW

As digital technology have advanced, advertising tactics have changed dramatically. The impact of traditional and digital advertising on consumer behavior and corporate performance has been examined by a number of researchers.

According to Kotler and Keller (2016), businesses have traditionally relied on traditional advertising techniques including radio, television, print media, and outdoor advertising to reach large audiences. Particularly among consumers who depend on reputable media sources for information, these types of advertising aid in building brand recognition and trust. However, traditional advertising frequently necessitates a larger financial outlay and provides few chances to measure results.

According to Chaffey and Ellis-Chadwick (2019), digital advertising has revolutionized marketing strategies by enabling companies to communicate directly with customers via internet channels. Businesses can target certain demographics and use data analytics to track campaign performance through digital marketing channels including social media, email marketing, and search engine marketing. Their research indicates that digital advertising helps companies to improve consumer interactions and increase engagement levels.

According to a study by Tiago and Veríssimo (2014), digital marketing is becoming more and more important in contemporary business strategy. According to their research, digital platforms help businesses access a wider audience, cut expenses associated with advertising, and enhance customer communication. By reaching a wider audience on a smaller budget, digital marketing gives small firms the chance to compete with larger companies.

Stephen (2016) looked studied how social media marketing affects consumer behavior and discovered that digital advertising has a big impact on customer involvement and brand awareness. Social media platforms enable companies to provide interactive content that promotes customer involvement, strengthening brand loyalty and influencing consumer choices.

However, research by Belch and Belch (2018) indicates that integrated marketing strategies still heavily rely on traditional advertising. Traditional advertising channels can increase brand reputation and reach audiences that might not actively utilize digital media, even while digital platforms offer tailored communication. Both digital and conventional advertising offer distinct advantages, according to the research. While traditional advertising delivers credibility and widespread public presence, digital advertising offers quantifiable results and tailored communication. For small firms, a well-rounded strategy that incorporates both approaches might yield the best marketing results.

RESEARCH METHODOLOGY

Research Design

The study compares and evaluates the efficacy of traditional and digital advertising for small firms using a descriptive research approach.

Data Gathering

A structured questionnaire disseminated via Google Forms was used to gather primary data. Likert scale statements and multiple-choice questions about advertising preferences, efficacy, and business impact were included in the survey.

To bolster the study's theoretical framework, secondary data was gathered from marketing books, research journals, and reliable internet sources.

Method of Sampling

Convenience sampling was utilized in the study, and participants were chosen based on their availability and desire to take part.

Size Of the sample

The survey was completed by 63 people in total. Small business owners, marketing experts, and consumers acquainted with advertising techniques were among the responses.

Tools for Data Analysis

Google Forms was used to create the graphs and charts that were used to display the data after it had been examined using percentage analysis.

DATA ANALYSIS AND RESULTS

Several significant trends on the efficacy of traditional and digital advertising for small businesses are shown by the analysis of the survey results. Most respondents stated that they regularly come across advertisements on digital channels like social media, search engines, and websites. Many respondents said they frequently find new products or services through online marketing, suggesting that digital advertising has a significant impact on consumer awareness.

The findings also indicate that people think digital advertising is more affordable than traditional advertising. Online advertising efforts, according to small business owners, enable them to reach a larger audience while promoting their products on a smaller budget. Digital platforms also offer performance metrics that assist companies in assessing the success of their marketing initiatives.

Nonetheless, consumers still find some confidence in conventional advertising techniques like television commercials, newspaper ads, and outdoor billboards. According to some respondents, traditional advertisements are more reliable because they are connected to wellknown media outlets. Additionally, the results indicate that digital advertising tends to increase consumer engagement. Users are encouraged to like, share, comment on, or visit business websites by interactive content including social media posts, online videos, and sponsored ads. These exchanges improve consumer-business ties and raise brand awareness.

The study shows that many small firms continue to combine digital and traditional advertising techniques, despite the growing popularity of digital marketing. Businesses can target various audience segments and increase their marketing reach with this integrated approach.

DISCUSSION

The study's findings demonstrate how advertising tactics are evolving in the digital age. When it comes to audience targeting, cost effectiveness, and performance evaluation, digital advertising has a lot to offer. It is especially appealing to small firms with tight marketing budgets because of these capabilities.

Conventional advertising, however, still plays a role in boosting local market presence and brand credibility. According to the report, using just one advertising strategy might not yield the best outcomes. Instead, companies can increase brand recognition and reach a wider audience by combining digital and conventional marketing platforms.

CONCLUSION

The study concludes that both digital and traditional advertising play important roles in the marketing strategies of small businesses. Digital advertising provides advantages such as wider reach, lower cost, real-time analytics, and higher customer engagement. These factors make it a highly effective tool for promoting products and services in the modern digital environment.

However, traditional advertising remains valuable for building brand credibility and reaching audiences who rely on conventional media channels. It also helps businesses establish a strong local presence and maintain trust among consumers.

As a result, small businesses ought to think about implementing an integrated marketing strategy that combines the advantages of traditional and digital advertising. Businesses may increase their visibility, draw in more clients, and foster long-term success by effectively utilizing both forms of advertising. Future studies can investigate the ways in which certain industries or geographical areas affect the efficacy of advertising tactics. Furthermore, in the upcoming years, developments in digital technologies can continue to change advertising strategies.

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