

Comparative Study of Traditional Marketing into Digital Success: A Strategic Approach for Shobha Paradise

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ABSTRACT

The transition from traditional to digital marketing has become imperative for businesses to remain competitive in the evolving retail sector. This study examines the comparative effectiveness of both approaches for Shobha Paradise, a clothing retailer in Tamil Nadu. Through consumer research and data analysis, the study evaluates engagement patterns, demographic preferences, and sales impact. Findings indicate a strong consumer preference for digital platforms, particularly among younger demographics, while traditional methods maintain relevance for certain customer segments. The research highlights the need for an integrated marketing strategy that combines digital outreach with conventional methods. Recommendations focus on optimizing Shobha Paradise's marketing mix to enhance customer engagement and drive business growth in the region.

KEYWORDS

Traditional Marketing, Digital Marketing, Consumer Behavior, Retail Strategy, Shobha Paradise

INTRODUCTION

Marketing has evolved as a central function for businesses seeking to attract and retain customers in increasingly competitive and fragmented markets. With the advent of digital technologies and changing consumer behavior, the shift from traditional marketing to digital strategies has become imperative for sustainability and growth. Traditional marketing, characterized by print ads, banners, word-of-mouth, and physical promotions, has historically served as the backbone for small and medium enterprises (SMEs), especially in localized markets. However, as digital channels like social media, mobile marketing, email campaigns, and online advertising gain dominance, businesses must adapt and re-strategize their marketing approaches.

Shobha Paradise, a clothing retail outlet founded in 2010, represents a prime example of a business rooted in traditional marketing methods. Over the years, the store built a loyal customer base primarily through local visibility and reputation. However, in an age where consumers are increasingly making purchase decisions online, the limitations of traditional marketing are becoming evident. The retail landscape has been transformed by digitalization, offering businesses enhanced tools for customer targeting, analytics, personalization, and scalable outreach.

This study aims to undertake a comparative analysis of traditional marketing versus digital marketing with a focused case on Shobha Paradise. The objective is to evaluate the effectiveness of each approach, understand consumer engagement levels, and identify the strategic gaps in Shobha Paradise's marketing efforts. This analysis is conducted with the intent of recommending a practical roadmap that facilitates digital transformation and positions the business for expansion across Tamil Nadu. The findings are expected to contribute valuable insights for small businesses contemplating a shift from conventional marketing methods to modern, tech-enabled platforms.

OBJECTIVE OF THE STUDY

Primary Objective

- To evaluate the impact of traditional marketing versus digital marketing on the sales performance and business growth of Shobha Paradise.

Secondary Objectives

- To assess customer engagement levels across traditional and digital marketing platforms.
- To identify existing gaps and challenges in the current marketing strategy of Shobha Paradise.
- To analyse customer behavior, sales trends, and the overall effectiveness of various marketing approaches.
- To formulate strategic marketing recommendations that can support business expansion throughout Tamil Nadu.

SCOPE OF THE STUDY

This study analyzes the traditional and digital marketing strategies employed by Shobha Paradise, evaluating their impact on customer awareness, preferences, and buying behavior. It focuses on consumer demographics, behavior patterns, and the effectiveness of various marketing channels within the local market, with scalable insights applicable across Tamil Nadu. The study also incorporates industry benchmarks and real-time data to recommend strategic solutions for digital transformation and market expansion.

NEED FOR THE STUDY

As digital media consumption grows, especially in urban and semi-urban areas, adapting to digital marketing has become essential for sustained business growth. For Shobha Paradise, blending traditional strengths with digital strategies is crucial. This study provides data-driven insights into consumer behavior and marketing effectiveness, guiding the business toward more informed, market-aligned decisions to enhance brand visibility and customer engagement.

REVIEW OF LITERATURE

Kotler (2010),

“Traditional Marketing and One-Way Communication” – This study discusses how traditional marketing has long relied on mass media channels such as TV, radio, and newspapers. While effective for building brand awareness, traditional marketing lacks personalization and data-driven feedback. It highlights the static nature of communication, which is primarily one-directional, making it less adaptable to real-time consumer needs.

Ryan (2016),

“Digital Marketing and Real-Time Consumer Interaction” – The research outlines the key advantages of digital marketing including two-way interaction, real-time feedback, behavioral tracking, and targeted outreach. It shows that digital marketing allows businesses to interact more effectively with customers, enhancing responsiveness and enabling precision in campaign management.

Chaffey (2015),

“The Global Reach of Digital Marketing” – This paper emphasizes the expansive reach of digital tools like SEO, SEM, email, and social media marketing. It notes that these tools help businesses overcome geographic limitations and deliver measurable outcomes, supporting ROI analysis and strategic marketing optimization.

Mangold and Faulds (2009),

“Social Media and Changing Consumer Behaviour” – This research explores the impact of social platforms on how consumers discover and share product experiences. It suggests that digital channels such as Instagram and YouTube have become vital in influencing buying decisions, especially among the younger demographic.

Deloitte (2017),

“Millennial Shopping Trends and Social Influence” – The study found that nearly 47% of millennials base their purchase decisions on social media endorsements. It recommends that retailers realign their marketing efforts to reflect evolving digital consumption patterns.

Solomon (2018),

“Digital Consumer Drivers: Trust, Personalization, Convenience” – This work identifies three primary motivators of digital consumer engagement—trust, personalized experience, and ease of access. It advocates for enhanced customer-centric marketing to build loyalty and retention.

Kumar et al. (2016),

“Comparative Effectiveness of Digital vs Traditional Marketing” – The findings show that digital marketing offers higher conversion rates and better cost efficiency compared to traditional methods. It highlights the scalability, customization, and responsiveness as critical differentiators of digital approaches.

Tiago and Veríssimo (2014),

“Benefits of Digital Adoption in Business” – The research links digital transformation with increased customer satisfaction, loyalty, and market expansion. It supports the use of modern digital tools like analytics, retargeting, and social media to drive business outcomes.

Strauss and Frost (2016),

“Empowering Small Businesses Through Digital Marketing” – This study demonstrates how smaller businesses can use content marketing, influencer partnerships, and mobile ads to engage niche audiences effectively. It positions digital tools as enablers of business innovation and customer intimacy.

IAMAI and Nielsen (2020),

“Digital Penetration in Indian Markets” – The report highlights that over 500 million Indians are online, with mobile becoming the dominant access point. It notes how businesses in both urban and rural areas are increasingly leveraging platforms like WhatsApp and Instagram to boost their outreach.

Verma (2021),

“Digital Shift in Tamil Nadu’s Clothing Retailers Post-Pandemic” – This study shows that digital engagement boosted visibility and sales even in smaller towns. It underlines the importance of consistent online presence and social commerce tools in sustaining business.

Reddy and Rao (2019),

“Challenges in Digital Adoption for Local Retailers” – The research identifies gaps in digital literacy, training, and resources among small businesses. It calls for structured onboarding, campaign planning, and content strategies to improve digital marketing outcomes.

Hollebeek et al. (2014),

“Customer Engagement Through Digital Platforms” – This work explains how platforms like Instagram drive interaction across the customer journey—from discovery to post-purchase. The study stresses the role of real-time feedback and user content in building community.

Kaplan and Haenlein (2010),

“Social Media as a CRM Tool” – This research describes social media as a dynamic CRM interface, helping brands build narratives and relationships. It argues that brands must maintain value-driven, interactive content to sustain engagement and foster loyalty.

RESEARCH DESIGN

The research design adopted for this project is DESCRIPTIVE AND ANALYTICAL RESEARCH DESIGN.

Descriptive research was employed to understand the characteristics, behaviors, and preferences of customers, while analytical research was used to determine the relationships and impact between traditional and digital marketing strategies. This hybrid approach allowed for both profiling of customer segments and analysis of how different marketing channels influence customer decisions.

SOURCES OF DATA

- **PRIMARY DATA** – Structured questionnaire distributed to 110 respondents (target customers of Shobha Paradise). This captured data on demographics, shopping patterns, brand engagement, and marketing format preferences.
- **SECONDARY DATA** – Data collected from journals, textbooks, company reports, online marketing portals, and scholarly articles. These sources supported the theoretical foundation and context for analysis.

HYPOTHESIS**Hypothesis 1**

Null Hypothesis (H₀): There is no significant association between demographic factors (such as age, gender, income) and customer preference for marketing formats (traditional vs. digital).

Alternative Hypothesis (H₁): There is a significant association between demographic factors (such as age, gender, income) and customer preference for marketing formats (traditional vs. digital).

Test Used: Chi-Square Test

Hypothesis 2

Null Hypothesis (H₀): Marketing strategies (social media ads, influencer marketing, banner promotions) have no significant impact on consumer purchase intentions and brand loyalty.

Alternative Hypothesis (H₁): Marketing strategies (social media ads, influencer marketing, banner promotions) have a significant impact on consumer purchase intentions and brand loyalty.

Test Used: Regression Analysis

LINEAR REGRESSION ANALYSIS

Predictor Variable	Unstandardized Coefficient (B)	Standard Error	Standardized Coefficient (Beta)	t-value	Sig. (p-value)
(Constant)	1.215	0.335	—	3.627	0.001
Social Media Engagement	0.382	0.078	0.456	4.897	0.000
Trust in Digital Advertising	0.205	0.069	0.287	2.971	0.004
Preference for Online Interaction	0.141	0.064	0.196	2.203	0.030

INTERPRETATION

The regression analysis reveals that Social Media Engagement (Beta = 0.456, p = 0.000) has the most significant positive impact on the dependent variable, indicating that increased engagement on social media platforms strongly influences the outcome. Trust in Digital Advertising (Beta = 0.287, p = 0.004) also plays a significant role, suggesting that higher trust in digital ads leads to a greater likelihood of the desired behavior. Additionally, Preference for Online Interaction (Beta = 0.196, p = 0.030) has a moderate effect, showing that individuals who prefer online interactions are more likely to engage in the behavior. All predictors are statistically significant, confirming their relevance in shaping the dependent variable.

FINDINGS

- **Age Group:** A significant 62% of respondents fall within the 21–30 years age group, indicating a youthful, engaged audience.
- **Gender:** 58% of respondents are male, showcasing greater male participation in the survey.
- **Area of Residence:** 64% of respondents live in urban areas, highlighting Shobha Paradise's urban target market.
- **Income Level:** 59% earn between ₹30,000–₹50,000 monthly, indicating a middle-income demographic.
- **Shopping Frequency:** 67% shop monthly, reflecting regular, non-frequent shopping behavior.
- **Trust in Recommendations:** 63% trust word-of-mouth recommendations, showing the importance of personal networks.

- **Trust in Online Reviews:** 54% trust online reviews, indicating the influence of digital reputation on apparel purchases.
- **WhatsApp Promotions:** 78% find WhatsApp promotions personalized, emphasizing the power of direct digital communication.
- **Shift to Digital Shopping:** 60% have moved from traditional to digital shopping methods, signaling a major behavioral shift.
- **Effectiveness of Social Media Ads:** 56% respond positively to social media ads, confirming their effectiveness in influencing buying decisions.
- **Influencer Marketing Impact:** 61% say influencer marketing influences their buying choices.
- **Brand Engagement:** 57% follow brands on social media, showing strong digital brand engagement.
- **Preference for Digital Catalogs:** 66% prefer digital catalogs over traditional pamphlets, highlighting the appeal of eco-friendly, accessible options.
- **Digital Campaign Impact:** 69% agree that digital campaigns enhance brand recall.
- **Likelihood to Recommend Brands:** 65% would recommend brands engaged on digital platforms, supporting the effectiveness of digital marketing in reach and retention.
- **Chi-Square Test A:** Revealed a significant association between age and digital shopping preference, with younger individuals favoring digital platforms.
- **Chi-Square Test B:** Found a strong relationship between income level and trust in online reviews, indicating higher-income groups trust digital reviews more.
- **Chi-Square Test C:** Showed that urban residents are more exposed to and influenced by digital marketing.
- **Regression Analysis:** Confirmed that digital engagement factors (influencer marketing, social media interaction, and review trust) have a greater positive influence on purchasing behavior than traditional marketing efforts.

SUGGESTIONS

- Increase investment in Instagram marketing campaigns, as a significant portion of customers are influenced by promotions on this platform.
- Utilize WhatsApp as a primary channel for sending personalized messages, offers, and order confirmations.
- Maintain a balanced marketing approach by incorporating both traditional and digital methods to cater to a wider audience.
- Focus on visual content and influencer collaborations to enhance engagement and brand recall.
- Develop short-term, time-bound digital promotions to boost immediate customer responses.
- Encourage user-generated content and social sharing to leverage word-of-mouth in the digital space.
- Continue in-store promotional strategies for customers who prefer physical shopping experiences.
- Improve customer interaction via WhatsApp and social media for better trust and relationship building.
- Offer combo deals and festival-based campaigns via digital channels to capitalize on seasonal trends.
- Enhance transparency in pricing and product information on digital platforms to build trust and loyalty.

CONCLUSION

The study revealed a strong shift in consumer behavior toward digital marketing, especially through Instagram and WhatsApp, while traditional marketing still holds relevance for specific customer groups, digital strategies offer broader reach and deeper customer engagement, customers value personalized communication, quick responses, and visually engaging content, all of which digital platforms excel at providing, a hybrid marketing strategy that blends traditional credibility with digital efficiency will be most effective for Shobha Paradise, consumer engagement and brand loyalty increase significantly when the brand is active and responsive on digital channels, the effectiveness of digital marketing is evident from the high percentage of repeat purchases, product discovery, and interaction through social media, Shobha Paradise should use these insights to scale digital marketing efforts for expansion across Tamil Nadu, the statistical analyses confirm that marketing channel preference and consumer purchase behavior are interconnected and evolving rapidly toward digital mediums.

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