

Comparative Analysis of Traditional and Online Marketing: Consumer Perspectives in Mannargudi

B. Gowsalya ^{1*} and G. Bhuvaneshwari ²

¹ Student, PG & Research Department of Commerce, Sengamala Thayaar Educational Trust Women's College (Autonomous), Mannargudi, Tamil Nadu, India. E mail: gowsalyabharathidasan@gmail.com

² Assistant Professor, PG & Research Department of Commerce, Sengamala Thayaar Educational Trust Women's College (Autonomous), Mannargudi, Tamil Nadu, India.

Article History

Received: 10.07.2024

Revised and Accepted: 20.08.2024

Published: 25.09.2024

<https://doi.org/10.56343/STET.116.018.001.007>
www.stetjournals.com

ABSTRACT

This study presents a comparative analysis of traditional versus online marketing, focusing on consumer perceptions and preferences in Mannargudi, a semi-urban town in India. Using a descriptive research design, primary survey data were collected to evaluate how consumers view traditional marketing relative to online marketing. Key findings indicate that while digital channels offer advantages in information reach and convenience, a majority of consumers still favor traditional marketing due to higher trust, perceived safety, and product quality. The results highlight a nuanced marketing landscape where traditional and online methods each hold distinct strengths. The study underscores the importance of an integrated marketing strategy that leverages the broad reach of online media without compromising the credibility and personal touch of traditional approaches.

Keywords: Consumer perception, Mannargudi, Marketing strategy, Online marketing, Traditional marketing

INTRODUCTION

Marketing strategies have evolved dramatically with the rise of digital technology. Traditional marketing encompasses offline channels like print ads, billboards, television/radio, and face-to-face sales, which have long been the cornerstone of advertising. Online marketing, by contrast, leverages internet-based platforms (social media, email, search engines, e-commerce sites) to reach consumers instantly and interactively. This research focuses on Mannargudi, Tamil Nadu, as a case study for comparing traditional and online marketing.

OBJECTIVE

To compare** the effectiveness of traditional marketing methods (print, television, radio,

B. Gowsalya

Student, PG & Research Department of Commerce, Sengamala Thayaar Educational Trust Women's College (Autonomous), Mannargudi, Tamil Nadu, India.

E mail: gowsalyabharathidasan@gmail.com

P-ISSN 0973-9157

E-ISSN 2393-9249

outdoor) and online marketing channels (social media, email, SEO, influencer marketing) from the perspective of consumers.

MATERIALS AND METHODS

A descriptive and analytical research design was adopted. Primary data were collected through a structured questionnaire survey of 50 respondents in Mannargudi. The survey included demographic data and perceptions of traditional versus online marketing. Data analysis involved frequency distributions and percentage comparisons, presented in tables and charts.

RESULTS AND DISCUSSION

The following section presents key demographic insights, consumer preferences, and satisfaction levels regarding traditional and online marketing in Mannargudi. Each table and figure is accompanied by a brief description highlighting notable patterns and observations.

Table 1: Demographic profile of respondents
Description: This table outlines the age, gender, education, and income distribution of respondents, indicating a young, educated population with mid-to-low income levels

Category	Classification	Percentage
Age Group	Below 20 years	30%
	20–30 years	62%
	30–40 years	4%
	40–50 years	2%
	50–60 years	2%
Gender	Male	30%
	Female	70%
Education	Undergraduate	42%
	Postgraduate	18%
Income	Below ₹10,000	50%
	₹10,000–30,000	36%

Figure 1: Age-wise distribution of respondents.
Description: Bar chart illustrating the predominance of the 20–30 age group, followed by respondents below 20 years

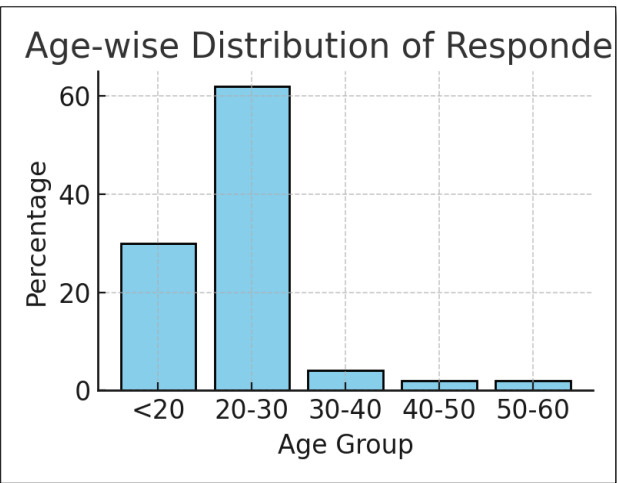


Table 2: Preference of marketing method
Description: This table shows the proportion of respondents favoring traditional versus online marketing, with traditional methods preferred by nearly two-thirds

Method	Percentage
Traditional marketing	64%
Online marketing	36%

Figure 2: Preference of marketing method among respondents.
Description: Bar chart visualizing the higher preference for traditional marketing over online channels

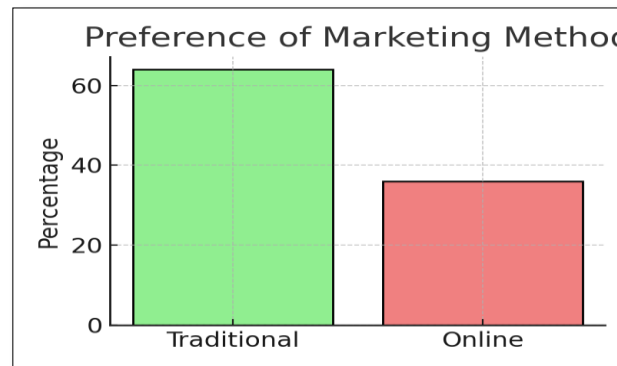
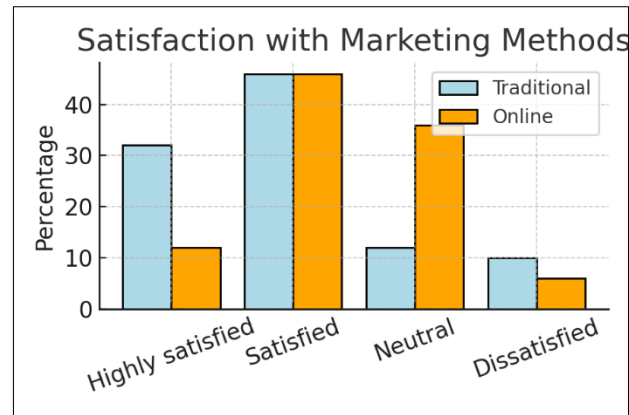


Table 3: Satisfaction levels with traditional and online marketing

Description: This table compares satisfaction ratings for traditional and online marketing, revealing higher satisfaction with traditional methods

Satisfaction Level	Traditional (%)	Online (%)
Highly satisfied	32%	12%
Satisfied	46%	46%
Neutral	12%	36%
Dissatisfied	10%	6%

Figure 3: Comparison of satisfaction levels between traditional and online marketing.
Description: Grouped bar chart showing traditional marketing rated more favorably than online marketing across most satisfaction categories



Overall, the findings indicate that while online marketing offers significant advantages in terms of choice and information accessibility (Salehi et al., 2012; Chaffey & Smith,2013), traditional marketing remains dominant in Mannargudi due to its perceived trustworthiness, safety, and product quality. The demographic profile suggests opportunities for digital adoption among younger, educated consumers, but a

hybrid marketing approach (Kotler, 2017) would likely be most effective in satisfying the diverse preferences observed.

CONCLUSION

This study reveals that while online marketing offers significant advantages in terms of convenience, choice, and information, traditional marketing remains dominant in Mannargudi due to its trustworthiness, perceived safety, and consistent product quality. Businesses are advised to adopt a hybrid strategy that integrates both traditional and online channels to maximize reach and consumer satisfaction.

REFERENCES

- Singh, P., & Kaur, J. (2022). Consumer trust and engagement in digital vs. traditional advertising. **International Journal of Consumer Studies**, 46(4), 987-995. https://doi.org/10.1111/ijcs.12787
- Kumar, A., & Gupta, R. (2021). Comparative study of traditional and digital marketing: A consumer perspective. **International Journal of Marketing & Business Communication**, 10(3), 15-22.
- Salehi, M., Mirzaei, H., Aghaei, M., & Abyari, M. (2012). Dissimilarity of E-marketing vs. Traditional Marketing. *International Journal of Academic Research in Business and Social Sciences*, 2(1), 510-515. <https://doi.org/10.6007/ijarbss.v2i1.420>
- Kotler, P. (2017). *Marketing 4.0 (Kotler, 2017): Moving from Traditional to Digital*. John Wiley & Sons. <https://doi.org/10.1002/9781119341214>
- Chaffey, D., & Smith, P. R. (2013). *Emarketing Excellence: Planning and Optimizing Your Digital Marketing*. Routledge. <https://doi.org/10.4324/9780203082635>