

A RESEARCH INVESTIGATION DESIGNED TO EVALUATE THE EFFECTIVENESS AND  
IMPACT OF ONLINE MARKETING RELATIVE TO TRADITIONAL MARKETING SPECIFICALLY  
FOCUSSING ON A TARGETED AUDIENCE BASED ON SOCIO-DEMOGRAPHIC FACTORS  
SUCH AS AGE AND GENDER.

Chen Rui, Rozaini Binti Rosli

<sup>1</sup> Lincoln University College, Petaling Jaya, Malaysia.

### ABSTRACT

Trends in marketing, both present and future, are the subject of this thesis. Current events and publications in the business world are reflected in the content updates. Secondary sources were used in this research. The books and the internet are consulted in this study. There has been a remarkable surge in digitisation. In India, searching online for deals is displacing more conventional means of negotiating with sellers. Researchers have found that businesses can benefit from search engine optimisation (SEO), social media optimisation (SMO), influencer marketing, content marketing, e-commerce marketing, effort marketing, social networking advertising (SNA), e-mail marketing, banner ads, digital books, optical discs, and video games. The rise of social media platforms like WhatsApp and Facebook has shown just how interconnected the lives have become, and it has also opened up new channels for businesses to reach consumers online. If the researchers want to know why customers share material about the researcher's brand or business online, the researchers need to know what drives them. With digital marketing, the researchers may acquire customers at a low cost and with a great return on investment. Additionally, this research shows that the key to successful internet marketing is understanding which social media platforms a company's target demographic utilises. It is possible to evaluate the efficacy of internet advertising across industries. Additional research may examine the efficacy of online marketing strategies for a wider range of businesses.

**Keywords:** Search Engine Optimisation, Social Media Optimisation, Influencer Marketing, Social Networking Advertising, Digital Marketing.

### INTRODUCTION

Perpetual evolution and adaption to new advancements describe the marketing business. A number of crises—including energy and resource shortages, inflation, economic downturns, high unemployment rates, collapsing industries and companies, terrorist attacks, war, and the fallout from fast technological

advancements in certain fields—have put marketing in a different light and altered its overall function. As a result of these changes—among which the rise of the internet is one—modern marketing executives must make strategic decisions with the market in mind. Therefore, a methodical strategy must be put in place to gather up-to-date information on customers, goods, the market, and the company overall. One common term for the process of promoting and selling products and services on the World Wide Web is "Internet marketing." Internet marketing is the process of promoting and selling items and services via the electronic commerce domain by strategically using internet-based platforms and technologies. Many people use the term "electronic commerce" to refer to any kind of market that uses the internet. Electronic commerce allows for the buying, selling, and exchanging of goods and services to take place online. One of the many subfields within the larger area of electronic commerce is internet marketing. Interest in internet marketing has recently surged due to the fast expansion of the internet. In response to new shopping habits brought about by the merging of online and traditional in-store purchases, companies are placing a premium on customer experience as a means of differentiating themselves and maintaining a competitive edge. Retailers need to continuously improve the customer experience across all purchasing situations if they want to achieve sustainability and make sure their customers are happy. The study's overarching goal is to learn how different store environments affect shoppers' happiness and satisfaction. Initial examples of internet marketing, according to some accounts, were on text-based websites offering useful material about various products around the beginning of 1990. Selling products is no longer seen as sufficient in and of itself, because to the extensive use of the internet. On the contrary, the internet has developed to facilitate a wide range of activities, including the public sale of goods, the establishment of love connections, the sale of advertising space, the distribution of software programs, and the sharing of product information. Google, Yahoo!, Amazon, Alibaba, and YouTube are just a few of the companies that have revolutionised online advertising. Academics' perspectives on current developments in internet marketing and their predictions for the field's future improvements are presented in this article (Dai & Sheng, 2022).

## **BACKGROUND OF THE STUDY**

Almost everyone goes shopping at least once a day. People who don't buy things still receive what they need, but they don't spend money on it. In order to reduce emotional and physical strain, as well as unfulfilled wants, Kaur argues that people should adopt its approaches. This would help them live a less mechanical existence. Everyone does what has long been called "shopping." Past tense of "trade," "bartering," and "market" was common in everyday speech. The use of these idioms in everyday speech has, however, declined in recent decades. This inquiry aims to evaluate the virtues of conventional commerce in light of the rising accessibility and allure of the internet market. Retail stores, often called "brick-and-mortar shops," and the myriad of online enterprises that cater to customers' needs are the two main

ways that people buy things. People are increasingly opting to shop online, thanks to the widespread availability of personal computers. Results may range from few thousand to hundreds of millions of entities, depending on the phrase the researchers choose. No one has to go through a lot of trouble or deal with crowded markets just to get their feet wet. A single click of the mouse and a single keystroke was start the delivery procedure for the item. Performing financial transactions online has grown in popularity in recent times. The spike in its popularity nowadays may be mainly explained by how convenient it is. A lot of people probably shop online while they're in the air or just before they go to sleep (Suthamathi, 2020).

It has been well-known since the beginning of time that people are more and more purchasing things online. Thanks to technological progress, businesses may now communicate with their customers in a way that is more efficient, easier, and cheaper per unit of effort. In recent years, online shopping has become much more common. At this very moment, the retail industry is mostly driven by the internet. Regardless, there is a wealth of data from the past that points to the regularity of trades in the market. Many people prefer to shop in person rather than online since it's more convenient for them to be able to touch, feel, and see the products before they buy them. Businesses in today's market that want to keep their customers around need to be able to deliver on promises of quality, value, and happiness on a regular basis. People was succeeded if they can do this work. A subset of the population still favours the time-honoured practise of going out and buying things in person, while a sizable minority favours the ease and convenience of shopping online. On top of that, some people seem to like utilising both ways to buy things. The major goal of the study throughout the research phase was to analyse the factors that influence consumers' decisions between online and brick-and-mortar retail channels. In contrast to dealing with traditional brick-and-mortar stores, customers are likely to give great weight to the time and money saved by making purchases via an e-commerce platform. Prior to the buyer's purchase, it is important to notify them about the exact approach that was be used to execute the transaction. No matter whether the transaction is done online or offline, this need remains the same. In order to achieve their ideal level of contentment, consumers, according to Kaur's research, should choose the medium of media consumption that is most in line with their needs and desires (Fonseca et al., 2020).

### **PURPOSE OF THE RESEARCH**

Examining how internet marketing influences gender and other socioeconomic elements can help one to compare and contrast it with more traditional kinds of advertising. The major objective of this research is to find out how various digital and traditional advertising modalities impact the ideas, behaviours, and decisions of persons who identify as non-binary, male, or female. This research aims to find if, despite personalised and targeted internet marketing being very effective, traditional and generic marketing strategies fall short in reaching certain gender

groups. This research intends to provide insight on how companies may change their marketing methods to appeal to a wider spectrum of customers by looking at how conventional marketing techniques impact gender-specific interests, activities, and preferences. The results of this study suggest that by customising their strategies to certain demographic traits, businesses may increase the effectiveness, reach, and involvement of their marketing activities.

## **LITERATURE REVIEW**

There was a thorough literature analysis of studies that compared and contrasted the in-store and online shopping experiences of consumers. The report sheds light on the single most important consideration for customers when deciding to shop online. After that, they examine the huge chasm that exists in the literature as it pertains to consumer behaviour theory and retail transformation theory. In order to do this, they analyse data on the items and services that sell well and the reasons why online buyers make certain purchases. A number of characteristics were examined to determine their impact on consumers' choices while purchasing online, including quality, value, customer satisfaction, and loyalty. Some shoppers may spend hours perusing the aisles before settling on a purchase, while others like to bargain with salespeople for the greatest price before making a final selection after carefully inspecting each item. From a few hours to a few weeks is the range of possible time required for the whole process, which is dependent on the kind of items, quantity, quality, and place of purchase. The term "e-commerce" describes the practice of trading goods and services over the World Wide Web. One may use e-commerce as a tactic to establish a foothold in the current market. From product development to promotion all the way through shipping and customer support, every step of the process is covered. More and more people are choosing to buy things online. In spite of the intense competition and constant change, it is believed to have the potential to succeed if properly implemented and backed by a guarantee of transaction security. Salem is home to a huge population and several prosperous enterprises due to its reputation for technological excellence. There was a surge in online shopping among institutions like colleges, hospitals, and enterprises as a result of the growing number of students and young professionals. Internet purchasing is still relatively new, yet it has already changed consumers' habits significantly. Because of the proliferation of online shopping, consumers are now more informed than ever before, and businesses have had to evolve to meet the needs of this savvy new generation of shoppers. Businesses would do well to pay more attention to the internet market, according to this report (Dai & Sheng, 2022).

A recent survey found that most people who buy online have positive attitudes, even among those who prefer to purchase at physical stores. The majority of these purchasers are young people, often falling between the age bracket of 18 to 24. As a result, they like brick-and-mortar establishments and malls, where they may also meet up with friends. People are more likely to shop at brick-and-mortar

establishments and malls as a result. International e-commerce platforms should do more to make their customers happy, and personalised products are only one example. Shoppers who take the time to look about products online before heading out to the store are more likely to make well-informed purchases. The rapid expansion of online shopping has had a devastating effect on conventional retail networks throughout the globe. Due to the proliferation of the Internet, doing business online is now both more convenient and less expensive. People are now better equipped to tackle many challenges that were formerly intractable because to the internet, increased earnings, and improved education. Some factors that can make people see online purchasing as more advantageous include secure payment options, user-friendly websites, generous return policies, and tempting sales (Fonseca et al., 2020).

## **RESEARCH QUESTION**

How online marketing can cause a impact on socio-demographics such as gender through traditional marketing?

## **RESEARCH METHODOLOGY**

### **RESEARCH DESIGN**

Quantitative data analysis was performed with SPSS version 25. The integration of the odds ratio and the 95% confidence interval elucidated the characteristics and progression of this statistical connection. The p-value was established at below 0.05 as the threshold for statistical significance. The data was evaluated descriptively to get a thorough comprehension of its fundamental attributes. Quantitative methodologies are defined by their reliance on computational tools for data processing and their use of mathematical, arithmetic, or statistical analysis to objectively evaluate responses to surveys, polls, or questionnaires.

### **SAMPLING**

A straightforward sampling method was used for the investigation. The study used questionnaires to collect its data. The Rao-soft software calculated a sample size of 1500. A total of 1,600 questionnaires were disseminated; 1,563 were returned, and 63 were removed owing to incompleteness. A total of 1500 questionnaires were used for the investigation.

### **DATA AND MEASUREMENT**

Questionnaire surveys were the main tool for collecting data for studies. Part A asked for basic demographic information, while Part B used a 5-point Likert scale to assess how important certain channels were, both online and off. To gather the required data, a variety of secondary sources were searched, including online databases.

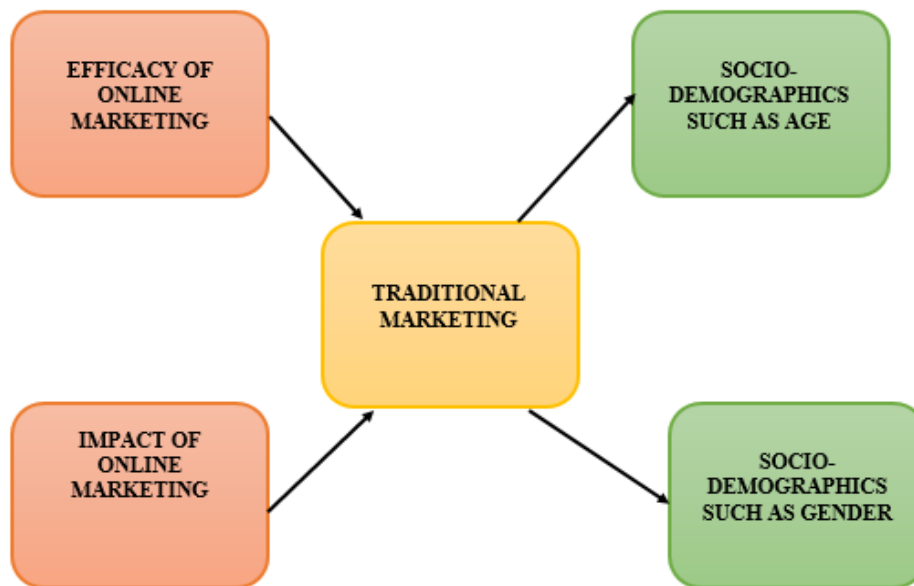
## STATISTICAL SOFTWARE

The statistical analysis was conducted using SPSS 25 and MS-Excel.

## STATISTICAL TOOLS

To grasp the fundamental character of the data, descriptive analysis was used. The researcher is required to analyse the data using ANOVA.

## CONCEPTUAL FRAMEWORK



## RESULT

**Factor Analysis:** One typical use of Factor Analysis (FA) is to verify the existence of latent components in observable data. When there are not easily observable visual or diagnostic markers, it is common practice to utilise regression coefficients to produce ratings. In FA, models are essential for success. Finding mistakes, intrusions, and obvious connections are the aims of modelling. One way to assess datasets produced by multiple regression studies is with the use of the Kaiser-Meyer-Olkin (KMO) Test. They verify that the model and sample variables are representative. According to the numbers, there is data duplication. When the proportions are less, the data is easier to understand. For KMO, the output is a number between zero and one. If the KMO value is between 0.8 and 1, then the sample size should be enough. These are the permissible boundaries, according to Kaiser: The following are the acceptance criteria set by Kaiser:

A pitiful 0.050 to 0.059, below average 0.60 to 0.69.

Middle grades often fall within the range of 0.70-0.79.

With a quality point score ranging from 0.80 to 0.89.

They marvel at the range of 0.90 to 1.00.

Testing for KMO and Bartlett's: Sampling Adequacy Measured by Kaiser-Meyer-Olkin  
.919

The results of Bartlett's test of sphericity are as follows: approx. chi-square

df=190

sig.=.000

This establishes the validity of assertions made only for the purpose of sampling. To ensure the relevance of the correlation matrices, researchers used Bartlett's Test of Sphericity. Kaiser-Meyer-Olkin states that a result of 0.919 indicates that the sample is adequate. The p-value is 0.00, as per Bartlett's sphericity test. A favourable result from Bartlett's sphericity test indicates that the correlation matrix is not an identity matrix.

**Table1: KMO and Bartlett's Test.**

<b>KMO and Bartlett's Test</b>		
<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		0.919
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-Square</b>	3252.968
	<b>df</b>	190
	<b>Sig.</b>	.000

Bartlett's Test of Sphericity also validated the overall significance of the correlation matrices. A suitable value for the Kaiser-Meyer-Olkin sampling measure is 0.919. The researchers obtained a p-value of 0.00 via Bartlett's sphericity test. The correlation matrix was shown to not be a correlation matrix by a significant outcome from Bartlett's sphericity test.

## **INDEPENDENT VARIABLE**

**Impact of online marketing:** In today's digital landscape, even a banner ad may serve as a direct marketing tool. The banner makes the goods more noticeable to the uninvolved buyer. Clicking on it also prompts the customer to take action.

The fact that all of a customer's experiences, positive or negative, have an impact on how they perceive a product or brand is why digital marketers are concerned about them. The web gives businesses complete command over their consumers' experiences, which in turn makes it possible—and necessary—to enhance those



interactions. Digital marketing is a great tool for helping brands and enterprises connect with their target audiences. They continue to see it as a valuable tool for advertising and showcasing their offerings. By using digital marketing strategies, firms have a massive opportunity to reach their targeted advertising and marketing objectives. The advent of digital marketing has changed the world in profound ways. Because of this, advertising technology has been modernised, digital media has been more widely recognised, and customer service has been made easier. For consumers, digital marketing has been a time-saving tool for gathering information. Lastly, digital marketing has affected consumers and companies alike (Dincă et al., 2019).

### MEDIATING VARIABLE

**Traditional marketing:** Corporate promotional policies for a long time primarily relied on traditional marketing. It includes offline means of engaging and communicating with target consumers. The main concepts of conventional advertising were be discussed here. The researchers a thorough explanation of its nature, purpose, and various supporting cases.

Classic marketing strategies abound in print advertising, television commercials, direct mail, outdoor advertising, telemarketing, and live event promotions. Analysing classic marketing techniques helps businesses improve their brand messaging, customer acquisition, and revenues. Come explore with us the complex field of conventional marketing and how it affects, as well as adaptability to, the modern marketing scene (Fonseca et al., 2020).

### DEPENDENT VARIABLE

**Socio-demographic factors such as gender:** Gender is a significant socio-demographic factor of individuals' society roles, opportunities, and experiences. Various nations and civilisations possess distinct social, cultural, and behavioural norms, along with gender expectations. These norms and expectations might be categorised as feminine, non-binary, or masculine. Gender encompasses not just an individual's biological sex but also their socially recognised roles, identities, and actions. A significant socio-demographic component that profoundly affects social duties, power dynamics, and resource accessibility is gender. It influences individuals' opportunities and challenges in areas such as employment, political representation, education, and healthcare. Interactions among gender and several socioeconomic characteristics such as age, race, and income create disparities in advantage or disadvantage. Consequently, it is essential to understand gender as a socio-demographic factor to examine social injustice and eradicate systemic disparities (Kliestikova et al., 2019).

**Relationship Between Impact of Online Marketing and Socio-Demographic Factors Such as Gender Through Traditional Marketing:** Studies reveal that, in terms of reaching and influencing various groups, internet and traditional marketing



strategies have somewhat distinct effectiveness. Particularly this applies to sociocognitive factors like gender. Online personalised advertising has evolved significantly and lets businesses interact with consumers more gender ally based. Unlike the usually homogenous and uniform approaches of traditional advertising, online platforms enable the personalisation of content depending on client gender identities, interests, and behaviours. Gender greatly affects user participation as men and women was respond differently to things, words, and pictures. While creating their target audiences, internet marketers should give this some care. Conventional marketing may not adequately represent reality since it usually generalises gender preferences in internet purchase. Like in real companies, gender influences marketing on the internet. More customised digital marketing strategies should be used by companies to raise the relevance and attractiveness of brand communication. As the popularity of online purchase increases, marketing experts have to know how gender influences customers' digital behaviours, social media involvement, and preferences. Unlike more broad approaches often used by traditional marketers, internet marketing is a strong tool in current marketing tactics as it offers in-depth research on the effect of gender and other socio-demographic traits on client behaviour (Dincă et al., 2019).

Based on the above discussion, the researcher generated the following hypothesis to examine the link between Impact Of online marketing and socio-demographic factors such as gender through traditional marketing.

**H<sub>01</sub>: There is no significant relationship between impact of online marketing and socio-demographic factors such as gender through traditional marketing.**

**H<sub>1</sub>: There is a significant relationship between impact of online marketing and socio-demographic factors such as gender through traditional marketing.**

**Table 2: H<sub>1</sub> ANOVA Test.**

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	549	5385.519	1,030.721	.000
Within Groups	492.770	950	5.225		
Total	40081.390	1499			

In this study, the result will significant. The value of F is 1,030.721, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means the “H<sub>1</sub>: There is a significant relationship between impact of online

marketing and socio-demographic factors such as gender through traditional marketing.” is accepted and the null hypothesis is rejected.

### **DISCUSSION**

This study analyses and differentiates traditional marketing strategies from digital marketing to comprehend the influence of socio-demographic factors, such as age, on the effectiveness of marketing initiatives. Digital marketing has supplanted traditional advertising methods, enabling organisations to engage clients of all demographics in a more targeted and customised manner. Web marketing significantly impacts age-based demographics due to its ability to collect and evaluate consumer data. Digital platforms enable marketers to target advertisements to specific age demographics with enhanced accuracy. Digital platforms excel in providing social media, video content, and influencer marketing, which are more likely to engage millennials and Generation Z. This audience is especially receptive to customised, interactive information due to their extensive use of digital gadgets. By analysing this data, internet marketers may focus on certain age demographics with adverts that are more probable to be seen and engaged with, hence enhancing interaction and sales.

This study emphasises the need of integrating digital and traditional marketing strategies to engage a diverse demographic. A hybrid approach may enhance the overall efficacy and impact of marketing campaigns by using the benefits of both online and traditional media. To enhance engagement and conversion, firms should use a combination of digital and traditional marketing strategies that consider the distinct behaviours and preferences of different age demographics.

### **CONCLUSION**

Internet marketing is very beneficial for companies of all sizes since it is a cost-effective method that effectively targets prospective clients. Owners of businesses or those in charge of event planning may find that advertising in many ways produces positive results. Every single one of them isn't flawless. Electronic marketing, in contrast to more conventional forms of advertising, is not constrained by geographical constraints or demographics. Because there is no longer any barrier to touch and feel while shopping online, consumers are more likely to make a purchase. Internet marketing can simplify things, show more progress faster, and increase productivity for many reasons. Online advertising often outperforms more conventional forms of advertising.

### **REFERENCES**

1. Dincă, V. M., Dima, A. M., & Rozsa, Z. (2019). Determinants of cloud computing adoption by Romanian SMEs in the digital economy. *Journal of Business Economics and Management*, 20(4).

2. Fonseca, L, Domingues, J.P. Dima, M.A. (2020). Mapping the Sustainable Development Goals Relationships. Sustainability, 12(8).
3. Kliestikova, J., Durana, P. & Kovacova, M. (2019). Naked Consumer's Mind Under Branded Dress: Case Study of Slovak Republic. Central European Business Review, 8(1), 15-32.
4. Suthamathi, D. (2020). Online Shopping Vs Offline Shopping Customer Preference in Salem District. International journal of scientific & technology research, 1-5.
5. Dai, J., & Sheng, G. (2022). Advertising strategies and sustainable development: The effects of green advertising appeals and subjective busyness on green purchase intention. Business Strategy and the Environment, 31(7), 3421-3436.