

A STUDY TO ASSESS THE EFFICACY AND IMPACT OF ONLINE MARKETING COMPARED TO TRADITIONAL MARKETING IN RELATION TO TARGET AUDIENCE SOCIO-DEMOGRAPHICS, INCLUDING AGE AND GENDER.

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ABSTRACT

The focus of this thesis is on marketing trends, both current and future. The content updates are reflective of recent happenings and articles in the business sector. This study relied on secondary sources. For the research, the researcher looked to print and digital resources. The rate of digitalisation has increased dramatically. Online bargain hunting is quickly replacing more traditional methods of haggling with vendors in India. Digital books, optical discs, video games, influencer marketing, content marketing, e-commerce, effort, social networking, and banner ads are all ways that businesses can reap the benefits of search engine optimisation (SEO), social media optimisation (SMO), e-mail, and social networking advertising (SNA). The proliferation of social media sites like Facebook and WhatsApp has shown the degree to which the lives are now interdependent and has also provided new avenues for companies to communicate with customers online. To understand why consumers, talk about the researcher's company online, the researcher must first understand what motivates them. The researcher may potentially get a high return on investment (ROI) while spending less on client acquisition using digital marketing. The importance of knowing which social media sites a company's target audience frequents cannot be overstated, according to this study. The effectiveness of online advertising may be measured across many sectors. The effectiveness of internet marketing tactics for a broader variety of companies may be the subject of future studies.

Keywords: Digital Books, Content Marketing, Social Networking Advertising, Search Engine Optimisation.

INTRODUCTION

Electronic marketing, both a phenomenon and a theory within marketing, is poised for explosive growth in the future years. The researcher anticipates its expansion on a philosophical as well as a physical level. Many people think that small enterprises are crucial to global economic growth and that they have a major impact on economies everywhere. The evolution of new technology has, therefore, altered the ways in which people communicate with one another. As a result of these

developments, the methods of conducting international trade evolved. The rising number of businesses using online and other forms of electronic media into their advertising strategies has led to the rapid growth of electronic marketing in the last few years (Dmytriiev et al., 2022).

There was a time when most people bought things online, but now that group appears to have died out. Customers now have more alternatives than ever before, and they aren't only confined to tangible goods and services thanks to Web 2.0. In today's digital age, consumers may rate and review a vast diversity of products and services, asserts Mittal. In the past, research on internet shopping mostly focused on how consumers' preferences for in-store and out-of-store purchases (at places like supermarkets, malls, and farmer's markets) affected the final items purchased. Furthermore, the question of whether internet buying has any benefits or drawbacks has been extensively researched. Both the benefits and drawbacks of internet shopping have been the subject of much study. Those who prefer to purchase online often list many benefits, including, but not limited to, the following four: variety, cheap prices, ease of use, and convenience. Some people have voiced concerns about safety, privacy, and the suitability of the products offered online as reasons not to shop there. Despite cultural differences, several studies have demonstrated that these pros and cons are universal.

With the growth of the internet and online shopping, more and more individuals from all walks of life will be able to access information and shop online. For instance, the first studies on online shopping found that consumers' propensity to buy online was correlated with their degree of technical competence. More and more people, including those without access to powerful computers, are making purchases online. The fact that internet access is now available to more people than ever before—including those without college degrees—lent credence to this argument (Boonchutima & Sahakitpijarn, 2022).

BACKGROUND OF THE STUDY

When it comes to studying corporate relationships, "marketing" is among the most intriguing topics. This is because establishing rapport between producers and consumers is essential to every commercial transaction. This is how the marketing strategy facilitates the acquisition of desires-satisfying goods and services. With the help of internet marketing, a subset of advertising, online businesses may attract more visitors to their websites, who can then learn more about the goods and services offered by those firms. In an attempt to entice and persuade consumers to buy their products, marketers used to create stories. There are essentially two schools of thought when it comes to marketing: the contemporary school and the classic school. Many businesses used to put a lot of effort into crafting persuasive language in the past in the hopes that consumer would buy their items. The term "modern marketing" describes the more contemporary strategy of attracting

customers via the use of technologically advanced presenting tools and facilities. This fad has only been popular for a short while. Advertising a product or service via the use of electronic methods, such as the World Wide Web and other comparable technologies, is known as e-marketing, online marketing, or electronic marketing. One kind of marketing is e-marketing, which is often called electronic marketing. It involves selling things or conducting commercial transactions using the internet (Madan & Rosca, 2022).

With the expansion of internet access, more people may be looking to the web for financial benefit. Since this is the case, successful traders must have easy access to cutting-edge tools. Nowadays, if individuals want their business to be successful and profitable, electronic marketing is their best bet. Armed with this description, they quickly surveyed the global market and got a feel for the dire need to use new commodities to overcome the challenges faced by businesses and reduce the costs of doing business. Not long from now, a centralised marketplace will make it far easier for consumers and sellers to find exactly what they need (Dmytriiev et al., 2022).

PURPOSE OF THE RESEARCH

The aim of this research is to evaluate the effectiveness of internet marketing strategies aiming at certain socio-demographic elements, including age, against those aiming at more conventional demographics. This study will examine how customised, data-driven internet marketing influences the attitudes, behaviours, and purchases of various demographics rather than using broad, age-neutral approaches like conventional marketing does. This research analyses age as a major socio-demographic characteristic to ascertain if online marketing is more successful in reaching certain age groups—such as Generation Z, millennials, or older adults—than more traditional marketing channels like television, print, or radio. This research will compare more conventional types of advertising with generational variations in reaction to digital marketing methods including social media advertisements, influencer marketing, and personalised content. This study will provide companies vital information if they want to better their marketing plan and effectively target consumers depending on age using the most appropriate channels.

LITERATURE REVIEW

A number of well-respected experts have predicted that the Internet's user base and commercial potential would see explosive development in the near future. There have been successful and unsuccessful Internet marketing strategies reported, despite the Internet's meteoric rise. Despite the potential for Internet marketing to disrupt existing channels, management lacks practical methods for analysing the expected ROI. Online shopping and direct Internet transactions are the main topics of this study.

Many analyses and comparisons have shown that both traditional and modern marketing strategies have their benefits, and that E-marketing is not without its drawbacks. Panda R. investigated how different marketing approaches affect the amount of time that UK-based small companies spend on the web. Researchers used a quantitative technique to determine if relationship-marketing-focused firms vary from transactional-marketing-focused ones in their approach to business-to-business (B2B) websites (Boonchutima & Sahakitpijarn, 2022).

Websites may be considered a need by some in today's internet-driven business climate, while others may see them as a luxury. Numerous recent books have devoted considerable space to discussing the many online marketing strategies. Internet marketing's impact on the field has been a topic of heated debate for over a decade. The traditional marketing industry's first focus on the web's communication capabilities gave rise to e-marketing. "Electronic marketing," according to Nanda, refers to "the selling of products or services to clients using the Internet or other electronic systems." What is today referred to as electronic marketing (or "eMarketing" for short) owes a great deal to the invention of the telegraph in the nineteenth century. The rise in popularity of electronic media including the telephone, radio, television, and cable has had a profound impact on the advertising industry.

While e-marketing as a concept is simple, it ignores the critical issue of creating loyal clients and encouraging them to do business with the researcher again. "The use of information technology in the process of generating, transmitting and giving value to customers, and for managing customer relationships in ways that benefit the business and its stake holders." That's how e-marketing is defined in the writers' most recent work. The authors' most recent publication is where this definition of e-marketing is taken from. This all-encompassing term shows that e-marketing is more than just selling products online. A company's IT strategy is more than just a collection of procedures; it's a blueprint for building a loyal client base and increasing revenue. E-marketing, short for "electronic marketing," is a subcategory of marketing that prioritises reaching consumers via digital platforms including the web, television, and mobile phones. Because they both include digital technology, e-marketing and online marketing are sometimes mistaken for one another. However, although e-marketing primarily involves the internet, online marketing exclusively focusses on that medium.

Lima et al. state that the goal of digital promotional activities is "to achieve profitable acquisition and retention of customers (within a multichannel buying process and customer lifecycle) by improving the customer knowledge (of the customers' profiles, behaviour, value, and loyalty drivers), and then delivering integrated targeted communications." Since Chaffey's definition of electronic marketing emphasises the business model above the technology that ought to drive it, it aligns with the concept of relationship marketing (Kuzo & Pochopien, 2021).

RESEARCH QUESTION

How online marketing can cause a efficacy on socio-demographics such as age through traditional marketing?

RESEARCH METHODOLOGY

RESEARCH DESIGN

Quantitative data analysis was conducted using SPSS version 25. The combination of the odds ratio and the 95% confidence interval provided information about the nature and trajectory of this statistical association. The p-value was set at less than 0.05 as the statistical significance level. The data was analysed descriptively to provide a comprehensive understanding of its core characteristics. Quantitative approaches are characterised by their dependence on computing tools for data processing and their use of mathematical, arithmetic, or statistical analyses to objectively assess replies to surveys, polls, or questionnaires.

SAMPLING

A convenient sampling technique was applied for the study. The research relied on questionnaires to gather its data. The Rao-soft program determined a sample size of 1600. A total of 1700 questionnaires were distributed; 1623 were returned, and 23 were excluded due to incompleteness. In the end, 1600 questionnaires were used for the research.

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.

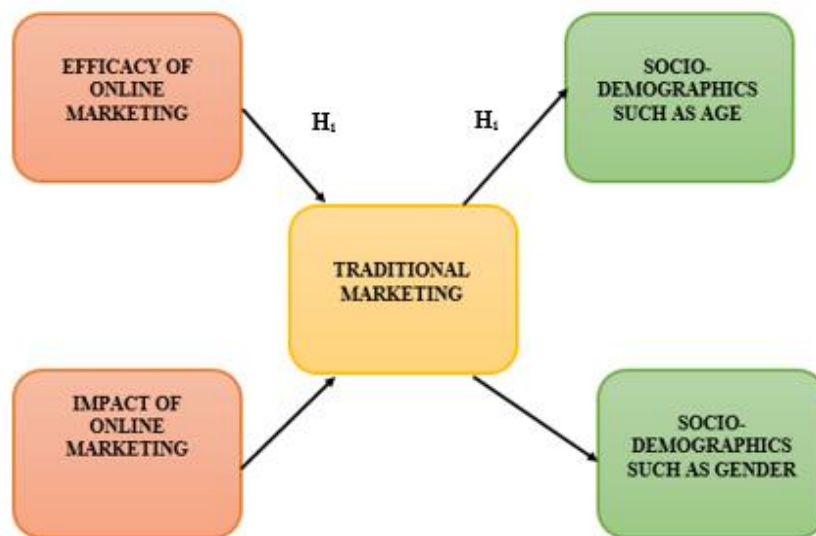
STATISTICAL SOFTWARE

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



RESULTS

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 .970

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 0.970 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.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.970
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.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 0.970. 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

Efficacy of online marketing: Opportunities and challenges have changed for marketers in the digital era. Digital marketing harnesses the power of the internet to generate demand, which is then satisfied in unique and imaginative ways. Another way of putting it is that digital marketing is when marketers promote their goods and services using electronic media in order to increase sales. Value may be created via digital marketing through the time, attention, and advocacy of consumers. Taking use of the opportunities and challenges presented by digital media, digital marketing strategies expand upon and modify the concepts of conventional marketing. The importance of digital marketing to companies and customers is highlighted in this article. The article continues by talking about how digital marketing differs from conventional marketing. One kind of marketing that often uses digital tools to communicate with people and promote products and services is digital marketing. Advertisements on mobile devices, social media, display, and search engines, it encompasses a wide range of digital media outlets, including marketing. Time, attention and brand advocacy are three forms of value that consumers may provide to digital marketers. With the help of digital media and all

its benefits and challenges, Modern digital marketing strategies are an evolution of older methods (Kuzo & Pochopien, 2021).

MEDIATING VARIABLE

Traditional marketing: Traditional marketing methods were the mainstay of corporate promotional programs for quite some time. It encompasses offline methods of interacting with potential customers. Here the researcher will go over the fundamentals of traditional advertising. The researcher can count on us to give the researcher the rundown on its nature, purpose, and all the evidence the researcher needs.

Print ads, TV spots, direct mail, billboards, telemarketing, and promotions at live events are all examples of classic marketing techniques. Brand message, client acquisition, and income may all be enhanced by studying traditional marketing tactics. Join us as the researcher delve into the intricate world of traditional marketing and its connection to, and capacity to adapt to, the contemporary marketing landscape (Boonchutima & Sahakitpijarn, 2022).

DEPENDENT VARIABLE

Socio-demographic factors such as age: Age is one of the important socio-demographic factors influencing individuals' social positions, conduct, and experiences in society. Age is the whole years a person has lived and is a major factor influencing their obligations, chances, and relationships throughout different periods of life. Different age groups experience the world differently depending on social expectations, cultural standards, and personal development. Children, teenagers, adults, and the elderly have different society roles, responsibilities, and access to resources. Age may affect many aspects of life, including money, health, education, career path, and choices of lifestyle. It also affects people's tastes, eating habits, interactions with many media, products, and services. Moreover, age interacts with various socio-demographic factors like gender, income, and education, which might influence individual's experiences within social and economic systems even more. Recognising generational differences, satisfying the needs of many age cohorts, and developing policies and marketing tactics that fit people at various phases of life depend on an awareness of age as a socio-demographic characteristic (Madan & Rosca, 2022).

Relationship Between Efficacy of Online Marketing and Socio-Demographic Factors Such as Age Through Traditional Marketing: There are clear differences in the involvement of various age cohorts with marketing approaches when comparing the effectiveness of online marketing and traditional marketing, which is influenced by socio-demographic parameters like age. The ability to precisely target particular age groups and develop unique, personalised programs is a major benefit of online marketing. Marketing targeting millennials and Gen Zers, who are more likely to

have grown up with computers and smartphones, is a great use of the internet. They are open to advertisements on social media, influencer marketing, and digital content. While older generations are more likely to respond positively to more traditional forms of advertising like television, print media, and direct mail, younger generations are more at ease with digital marketing. Millennials may not be interested in the impersonal, mass-produced ads that are common in more conventional marketing campaigns because of their heavy use of the internet to research products and services. On the other side, internet marketing allows for the real-time tracking and analysis of activity across a wide range of age groups, which improves the accuracy and efficiency of marketing campaigns. Both kinds of advertising need to take into consideration the different reactions of different age groups, even if digital techniques are getting more and more attention as a result of the proliferation of digital platforms. Particularly when targeting older demographics who could be less responsive to digital ads, traditional modes of advertising have not lost any of their importance. Various marketing strategies for various age groups show how different demographics take use of the two main types of advertising: digital and traditional (Gligor et al., 2021).

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

H₀₁: There is no significant relationship between efficacy of online marketing and socio-demographic factors such as age through traditional marketing.

H₁: There is a significant relationship between efficacy of online marketing and socio-demographic factors such as age through traditional marketing.

Table 2: H₁ ANOVA Test.

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	414	5385.524	1,024.838	.000
Within Groups	492.770	1085	5.255		
Total	40081.390	1499			

In this study, the result will significant. The value of F is 1,024.838, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means the “**H₁: There is a significant relationship between efficacy of online**

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

DISCUSSION

This research compares and contrasts conventional marketing tactics with internet marketing in order to understand how socio-demographic parameters, such as age, impact the success of marketing efforts. Online marketing has replaced more conventional forms of advertising, allowing companies to reach customers of all ages in a more precise and tailored way.

Because of its capacity to gather and analyse consumer data, web marketing has a significant influence on age-based demographics. With the use of digital platforms, marketers can target ads to certain age groups with greater precision. Online platforms are great at offering things like social media, video content, and influencer marketing—all of which are more likely to be engaged with by millennials and Gen Z. This demographic is particularly responsive to personalised, interactive information because of the amount of time they spend on digital devices. By monitoring this data, online marketers may target certain age groups with advertisements that are more likely to be seen and clicked on, increasing engagement and sales.

In order to reach a wide range of age groups, this research stresses the need to combine internet and conventional marketing tactics. By capitalising on the advantages of both online and conventional channels, a hybrid strategy may boost the overall effectiveness and influence of marketing initiatives. To increase engagement and conversion, businesses should use a mix of digital and conventional marketing tactics that take into account the unique habits and interests of various age groups.

CONCLUSION

Internet marketing is perfect for every business, no matter how big or tiny, since it efficiently reaches potential customers with little expenditure. Therefore, company owners and event planners may benefit from taking part in any kind of promotion. They are all flawed in some manner. In contrast to traditional marketing, which is limited by the fact that consumers can't physically interact with the things on sale, e-marketing isn't hampered by factors like population size or location. There are a number of reasons why internet marketing might be easier, faster, and more productive than traditional methods. In comparison to more traditional types of advertising, the advantages of e-marketing are, on average, much higher.

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