

## **Traditional Marketing vs. Internet Marketing: A comparison**

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### **INTRODUCTION**

When companies start business, their main goal is to make profit and accomplish a successful growth. Therefore different strategies are used to sell products or services that they offer. Companies try to create, promote and sell products or services that could satisfy their target customers. Marketing is a strategy that can make a business grow and thereby become more powerful. It is crucial to know what kind of marketing to use in every area to achieve high sales rate, market share and the wanted image.

Marketing is considered to be a process of exploring, creating, and delivering value to satisfy the needs and wants of a target market at a profit. Marketing has to some extent stayed the same in many years but as technology has developed, it has had its affects on marketing. Entrance of Internet into our lives has brought many possibilities and that has also affected marketing. Since the evolution of Internet, the Internet selling or e-selling has become ever more established in every day life in the society and is even replacing the traditional medium, to some degree. It is a new channel for communication which brings along new opportunities for marketing.

The concept of marketing is extensive and there is high number of studies done on this subject. These studies discuss different tools of marketing and how to use them to guide businesses to success.

### **Objective**

The main objective of this study is to:

- Compare traditional marketing and Internet marketing and show the differences of characteristics between them.
- Find out what marketing tools are effective for some chosen companies in the fashion industry

### **LITERATURE REVIEW**

Marketing is considered to be a collective process where individuals or groups can exchange goods or services based on their needs and wants. (Philip Kotler, 2003 )

The content of this process was presented as marketing mix by Neil Borden for the first time in 1953, representing the mixture of useful elements for marketing. This theory of marketing mix has been analyzed and rewritten about by many different authors through time. One of the authors that have written about this theory and explained his point of view about the elements of marketing is Philip Kotler, whose marketing mix is presented in this thesis. He considers the marketing mix, a mixture of different tools or instruments for pursuing a marketing plan. (van Waterschoot Walter, Van den Bulte Christophe, Journal of marketing 1992 )

In traditional marketing the wants and needs of customers are being discovered and satisfied, through traditional channels of communication such as face to face communication, magazines,

catalogues etc. The aim is to create products and services which sell themselves by being what customers need and want. ( Philip Kotler, 2003, Marketing Management)

“Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizational objectives.”(Philip Kotler, 2003)

### **Internet Marketing**

Internet is used as a communication channel as a part of direct marketing. It has had a large impact on marketing since it was invented and realized to be an effective marketing tool. But the meaning and usage of it has changed through the years. In the beginning it has been used mainly for communicating to customers through e-mailing and getting response from them. It has helped the companies to be able to target their potential customers more personally and knowing more about them has helped in knowing how to approach different customers to get to their needs.

Nowadays the concept of Internet marketing has extended and opened more opportunities to companies in their marketing. The website of the companies online has got a lot of attention and has become a very common media for presenting the company, its offerings and image. Internet has become a strong marketing tool in itself which can be compared separately to other marketing tools. This growth can be seen both on a technical level and accessibility of it for customers.

Today many people have access to the Internet. 65% of all male and 53% all female population of Sweden use Internet daily. With this large amount of possible customers, the companies have access to a larger audience. The technical development of the Internet and computers has made it possible for businesses to communicate their message and image with no limitations.

Internet is a new marketing tool that can be used by companies in order to reach their customers. Internet marketing is defined as “the application of the Internet and related digital technologies to achieve marketing objectives and support the modern marketing concept”

Internet marketing is often presented as a new theory of marketing however some argue that basic concepts from the traditional marketing are still valid. The basics of marketing mix are still applicable and Internet offers new opportunities to adapt them.

**Internet Advertising:** It is a form of advertising that uses the Internet to deliver messages about a company and attract customers. It can be done in two ways: by creating a website which can help a company to deliver all information to the potential customers or by using banner advertisements which can lead the visitor to the relevant website. It is critical for a company’s website to be well designed and informative in order to attract many visitors in the target group.

**Sales promotion:** With Internet, marketers have a great opportunity to offer sales promotions such as competitions or price reductions to those who visit the company’s website. This can encourage the customers to visit that website again and this way of interacting with the customers provides the means for the company to build a long term relationship with their customers.

**Public relations:** Internet is a new medium for Public Relations (PR). Internet offers companies the opportunity to publish the news directly while in traditional marketing they would wait for

periodical publications. They can use Blogs, Podcasts / Internet radio shows, Online newsrooms and media kits.

**Direct marketing:** Internet provides companies with a new tool for direct marketing and advertising that may be cost effective and provide maximum delivery to targeted customers. By using e-mail addresses, the company can establish a continuous dialogue with customers.

### **Traditional Marketing VS Internet Marketing**

The main focus in this subject appears to be promotion and the channels used to communicate to customers. The part of marketing that has been put mostly emphasis on is events, public relations, magazines, catalogues, TV advertisement and being in face to face contact with customers. All of the companies have a website and some have also online stores. The channels are used for promotion both from traditional marketing and Internet marketing. TV, magazines, catalogues, PR and e-mailing are used for some direct marketing and websites are used as well. These are the direct way of marketing to customers, communicating any message. Websites are nowadays a part of the marketing tools used but also treated just as one additional complementary tool. It is though obvious for the marketers that websites can give good opportunities in reaching customers anywhere and extra sales that can be made through the Internet is positive but not at a comparable level with the sales in physical stores.

The companies have a plan for opening an online store in the future and consider it as an expansion of their sales possibilities. What is considered most effective point in Internet marketing is the possibility of giving the message out to a large group of people very effectively. Those who work with different marketing tools everyday and see the results of them, the connection between the two different approaches, traditional and Internet marketing, and their comparison becomes clearer. The advantages or lack of them found earlier among the theory of either one seems to be matching with comments received from interviewed people.

The combination of both Internet marketing and traditional marketing is helping the companies towards success, even though their most effective tools are their catalogues and physical stores. There is no specific way to success but until now as it seems they have relied mainly on the tools of traditional marketing even though the companies do use Internet marketing. When it comes to face to face marketing, it is an irreplaceable way of marketing when it comes to its effectiveness.

### **CONCLUSION**

Based on our study, we cannot generalize and suggest which approach is better than the other after comparing Internet marketing with traditional marketing. Depending on companies' goals, products and target group etc. the right choice of marketing tools can differ.

The companies have mainly referred to the traditional marketing tools when mentioning the most effective ones in their opinion. They highlighted the advantages of traditional marketing pointed out in the comparison model of this thesis. One might consider traditional marketing to be more important for these marketers and some aspects of it such as face to face communication, irreplaceable by Internet marketing.

As the authors of this paper have realized through this study, there is no one correct way of marketing when comparing traditional marketing with Internet marketing. Both of these

approaches have different positive qualities that can help a company reach its target group and gain revenue.

As mentioned in the paper, Internet is a channel for communication. It still seems to have kept its main purpose but it has developed and is more versatile now. It is to some degree considered a marketing tool that cannot be taken away without negative consequences. It seems to be a developing and more opportunity giving part of promotion which has added value to traditional marketing.

This conclusion is though based on the information gathered in this thesis and the way this information was perceived by the authors. There are many sides to different ways of marketing, the advantages and disadvantages that they can have. There can also be different goals to achieve and different types of target groups to reach, which can affect on the right choice of marketing tools. Even though it can seem confusing but it appears as all aspects in the marketing process depends on each other and affect the decisions made about marketing approaches used.

It has become more and more clear that the combination of both traditional marketing and Internet marketing would be the most effective approach but if there is a need of making a choice between the two, a company should consider what is to be achieved and which approach would be appropriate specifically for reaching that goal and target group. Placing both traditional marketing and Internet marketing against each other to figure out the more effective one was difficult because they complement each other. There are different kinds of benefits in using either one which makes it difficult to weight them against one another.

The question stated earlier “is the new marketing a contemporary version of traditional marketing and are the two kinds of marketing independent or complementary to each other?” can be answered now. Based on the gathered information in this paper, Internet marketing does not seem to be a contemporary version of traditional marketing but it appears to be complementary to traditional marketing. Internet as marketing tool has added value to the marketing concept in general which makes the process of marketing more complete together with the traditional tool.

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