A Comparative Analysis of Traditional Marketing and Digital Marketing: A Case of Kathmandu Valley

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Abstract

This study examines a comparative analysis of traditional marketing and digital marketing: A case of Kathmandu Valley. Effectiveness of marketing is the dependent variable. The independent variables are types of marketing strategy, budget allocation, marketing channel used, technological adoption and competitor influence. The primary source of data is used to assess the opinion of the respondents regarding types of marketing strategy, budget allocation, marketing channel used, technological adoption, competitor influence and effectiveness of marketing. The study is based on primary data of 126 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and importance of traditional marketing and digital marketing: a case of Kathmandu Valley.

The study showed a positive impact of types of marketing strategies on effectiveness of marketing. It indicates that effective marketing strategies lead to increase in effectiveness of marketing. Similarly, the study showed a positive impact of budget allocation on effectiveness of marketing. It indicates that higher the budget allocation for marketing, higher would be the effectiveness of marketing. Likewise, the study showed a positive impact of marketing channel used on effectiveness of marketing. It indicates that high reach marketing channel used leads to increase in effectiveness of marketing. Further, the study showed a positive impact of technological adoption on effectiveness of marketing. It indicates that use of high tech instruments for marketing leads to increase in effectives of marketing. In addition, the study showed a positive impact of competitor influence on effectiveness of marketing. It indicates that high level of competition leads to increase in effectiveness of marketing.

Keywords: types of marketing strategy, budget allocation, marketing channel used, technological adoption, competitor influence, effectiveness of marketing

1. Introduction

Traditional marketing encompasses conventional methods like television commercials, print ads, radio spots, and billboards. It relies on mass media to reach a broad audience. Digital marketing leverages online channels such as social media, search engines, email, and websites to connect with customers. It offers precise targeting, measurable results, and cost-effectiveness. Digital marketing, a multifaceted approach to promoting products or services, leverages digital channels to reach consumers. Digital media empowers consumers with anytime, anywhere access to information. Moreover, it allows consumers to transcend company-centric brand narratives, accessing and considering perspectives from media outlets, peers, friends, and associations. This widespread adoption presents significant opportunities for businesses. Digital and social media marketing offer cost-effective strategies for achieving marketing objectives (Ajina, 2019). As consumers increasingly rely on online platforms for information, communication, and engagement, organizations must adapt by integrating digital and social media into their core marketing strategies (Stephen, 2016). Junusi (2020) stated that during the COVID-19 pandemic, businesses have transformed transactions through digital marketing the time of pandemic has accelerated the growth of digital marketing which has an impact on changing consumer behavior towards online transactions. By embracing deep learning technologies, banks can navigate the complexities of today's digital landscape more effectively, driving sustainable growth, and delivering superior customer experiences

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(Modak *et al.,* 2024). According to Iswanto *et al.* (2024), the importance of engaging content, SEO implementation, social media marketing, and the use of email as digital marketing strategies, suggesting that content-based approaches and search engine optimization are critical in increasing the visibility and attractiveness of tourism destinations. The results indicate that online media has a positive but insignificant influence on consumer satisfaction. At the same time, digital supply chains were found to have a positive and significant impact on consumer satisfaction. Furthermore, the study showed that while online media platforms and consumer satisfaction were related to the enhancement of consumer loyalty, product reviews were not found to influence consumer loyalty significantly (Adam *et al.,* 2010).

Morokhova *et al.* (2023) stated the transformative power of digital marketing in the modern business world and emphasized the need for businesses to adopt effective digital strategies to thrive in the evolving landscape. This traverse every one of the marketing strategies from the traditional era when verifiably everybody is imagining that any action confronted in this division of marketing has no impact on the future of the business. Yet really an exceptionally solid impact is seen and recognized, and after that, future results regularly depend on this experience. However, there are many reasons why businesses are shifting towards digital marketing. This phenomenon happens because of high reach, cost-effectiveness, and better targeting options. Besides, digital marketing strategy is one of the most significant decisions businesses will make in deciding plans. This choice will affect them all through their journey in the competitive market. The core of the business's success rotates around how effectively the business can leverage digital marketing to connect with its target audience.

A marketing event is an activity or a performance held by a company for branding purposes. It is usually planned well ahead of execution and with anticipated results (Krakowiak, 2015). A marketing strategy that needs to be chosen has to fulfill business goals and objectives and is necessary to guarantee the future of the company. The impact of a decision made will become big changes in the company's market share thus this activity becomes relevant and significant to them. Hence, selecting a marketing approach is an immense part of any business's journey. The marketing line businesses pick will influence how they will carry on with whatever remains in their market competition. Many businesses go through years of marketing without recognizing what marketing channel is the most effective for their target audience. Artificial intelligence is continually becoming an empowering tool for digital marketers and works on tricks to get information from an individual or a group of people to make your brand a huge one (Murgai, 2018). Ibrahim and Ganeshbabu (2018) stated the transition of a newspaper from the printed version to the online version has been exemplified by the current trends of digitalization.

SivaSankaran (2011) argued that due to changing technology what is an innovation today becomes obsolete tomorrow. This poses many challenges to the marketers. The majority of the respondents feel that any-time purchase is possible online. Respondents feel that customers take very little time to purchase. As technology continues to evolve, businesses that adapt and leverage AI will undoubtedly lead the way in delivering exceptional, personalized experiences to their customers (Alqurashi *et al.,* 2023). A company's prediction of a marketing campaign's success (because in the current world, every company is searching for the right message for the right audience) is influenced due several factors including cultural and demographic background, especially for campaigns targeting specific ethnic groups within a diverse market. Similarly, Bhosale and Phadtare (2020) noted using the right platform (social media) is crucial to reach the right consumer at the right place. Understanding this dimension may help marketers in generating leads by creating cost-effective campaigns. In the same study, they found that marketers need to keep in mind that imposing on an influencer through paid reviews may not be as helpful as unpaid ones. Therefore, the aim should be to impress that influencer enough to talk about their product rather than pay them to do it. Issuing samples and freebies to influencers may inspire an influencer to recommend the brand to their audience. Such a review, however, will be honest and need not necessarily be positive. Therefore, the marketer must reach out to the right influencer and give them the most appropriate, personalized product.

Geetha (2018) examined a comparative study on traditional marketing and e-marketing. The study found that many middle-class people do not trust these online companies, and they feel that the life span of these companies will be very short and they are not always able to supply quality goods, they always prefer traditional ways of marketing. Similarly, Hasan (2023) assessed a comparative study of traditional marketing and digital marketing roles in North Iraq's retail sector companies. The study revealed that the sales promotion role of digital marketing is significantly important in boosting business performance compared to the sales promotion role of traditional marketing. Likewise, Salehi *et al.* (2012) investigated the Dissimilarity of E-marketing VS traditional marketing. The result indicated that E-marketing is a new form of marketing in which marketers use new factors like electronic media, digital technology, and the internet to reach their business goals. Further, Chole and Dharmik (2018) explored Digital Marketing & social media. The study concluded that social network marketing is significantly related to consumer purchase intention**.**

Hongcharu and Eiamkanchanalaithe (2009) analyzed a comparative study of traditional mass media, the Internet, and mobile phones for integrated marketing communications. The result showed the challenges faced by traditional media, the rise of new digital channels, and the need for a deeper understanding of these media to effectively plan and execute integrated marketing campaigns. Similarly, Ocak (2021) assessed universities in a competitive global marketplace: digital marketing versus traditional marketing. The result indicated that international students use digital channels more than traditional channels, and it clearly shows that higher education institutions aiming to increase the number of foreign students should prioritize digital marketing strategies. Likewise, Shpak *et al.* (2023) investigated trends in digital marketing research through bibliometric analysis. The study showed a significant increase in publications on digital marketing with three distinct stages of research interest identified: Emergence, Moderate Growth, and Active Development.

Gawuna (2023) analyzed digital marketing and traditional marketing: which among them suits the peculiarities of our setting? The study found the critical role of digital marketing in the contemporary business landscape, particularly in developing countries, and emphasized the need for a strategic and integrated approach to its implementation. Similarly, Sihare (2017) examined image-based digital marketing. The study found that e-commerce is growing more than traditional commerce and the reasons behind are that it is effective, efficient, transparent, and time-saving. Likewise, Girchenko and Ovsiannikova (2016) explored digital marketing and its role in modern business processes. The result noted the high level of dependence on trends of the scientific and technical progress and further tendency to the global coverage of business processes by digital channels of communication. Further, Venkateswaralu and Mylvaganam (2020) investigated a comparative study between social media marketing and traditional marketing to analyze its influence in positioning a brand leaf-ad in the niche market. The study showed that the role of word-of-mouth in generating awareness about leafed and its products makes its contribution undeniable in market positioning for the brand. In addition, Mpotaringa and Tichaawa (2021) analyzed tourism digital marketing tools and views on future trends: a systematic review of the literature. The study stated that understanding how digital marketing tools operate and influence operations is a crucial starting point for managing marketing strategies since it assists local, provincial, and national policymakers in designing policy intervention strategies.

In the context of Nepal, Rai and Dahal (2024) examined the social media marketing initiatives and brand loyalty. The study found that by leveraging the power of social media venues to engage with customers, deliver pertinent content, and create personalized experiences, businesses may cultivate a strong emotional connection with their target audience, increasing brand loyalty and trust. Similarly, Niraula and Kautish (2019) examined the digital transformation adoption in the insurance sector of Nepal. The study stated that extended penetration of the insurance industry and could have a progressive impact on the national economy in the long run. Likewise, Chapagai (2022) assessed the comparative analysis of Nepal and Finland on the opportunities and challenges of e-commerce to customers. The study revealed that Nepal needs to be more worked on infrastructure to customer service to run e-business smoothly.

The above discussion shows that empirical evidence vary greatly across the studies on the comparative analysis of traditional marketing and digital marketing. Though there is above mentioned empirical evidence in the context of other countries and Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, to support one view or the other, this study has been conducted.

The major objective of the study is to examine the comparative analysis of traditional marketing and digital marketing: A case of Kathmandu Valley. Specifically, it examines the relationship of types of marketing strategy, budget allocation, marketing channel used, technological adoption and competitor influence with the effectiveness of marketing in Kathmandu Valley.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and the final section concludes.

2. Methodological aspects

The study is based on the primary data which were collected from 126 respondents through a questionnaire. The study employed a convenience sampling method. The respondents' views were collected on types of marketing strategy, budget allocation, marketing channel used, technological adoption, competitor influence and effectiveness of marketing. This study is based on descriptive as well as causal-comparative research designs.

The model

The model used in this study assumes that effectiveness of marketing depends upon comparative analysis of traditional marketing and digital marketing. The dependent variable selected for the study is effectiveness of marketing. Similarly, the selected independent variables are types of marketing strategy, budget allocation, marketing channel used, technological adoption and competitor influence. Therefore, the model takes the following form:

Effectiveness of marketing = *f* (types of marketing strategy, budget allocation, marketing channel used, technological adoption, competitor influence)

More specifically,

$$EOM = \beta_0 + \beta_1 TMS + \beta_2 BA + \beta_3 MCU + \beta_4 TA + \beta_5 CI + e$$

Where,

EOM = Effectiveness of marketing

TMS = Types of marketing strategy

BA = Budget allocation

MCU = Marketing channel used

TA = Technological Adoption

CI = Competitor influence

Effectiveness of marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “effectiveness of marketing of respondents depends on types of marketing strategy”, “Technological adoption affects the effectiveness of marketing of respondents” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.852$).

Types of marketing strategy was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Product innovation impacts sales and marketing shares”, “Product pricing strategy influences consumer demand and revenue” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = 0.790$).

Budget allocation was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Allocation of a large portion of the budget in marketing builds long-term customer loyalty”, “Increasing the marketing budget necessarily led to increased sales and revenue” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = 0.800$).

Marketing channel used was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Emerging marketing channels (social media) offer new opportunities for brand engagement”, “Choice of marketing channel impacts the cost-effectiveness of a marketing campaign” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.887$).

Technological adoption was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Are you comfortable using new technologies?”, “Do you believe that technology has improved your quality of life?” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.854$).

Competitor influence was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Competition influences your pricing decisions”, “Competition affects product development” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = 0.836$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Types of marketing strategy

Types of marketing strategy, on the effectiveness of marketing in the case of Kathmandu Valley, refers to market penetration, market development, product development, or product diversification. Haruna *et al.* (2023) indicate that current marketing strategies have strengths in raising awareness of library and information services, but they are weak in their ability to reach out to new user groups. Similarly, Todorovic and Trobec (2017) revealed that companies whose strategy is customer-oriented still place greater importance on financial metrics, even though that they also use non-financial ones. Based on it, this study develops the following hypothesis:

H_1: There is a positive relationship between types of marketing strategy and effectiveness of marketing.

Budget allocation

Budget allocation means determining how much money will be spent on each specific area to achieve the organization’s goals. Huang (2012) stated that due to the difficulty of measuring the marketing effect, influences of multiple considerations, limitation of industrial marketing inertia, and unfamiliarity with new marketing channels, the companies interviewed in this study were unable to adequately control the allocation of budget percentages. However, the effects of the different allocations to advertising, consumer promotions, and trade promotion are complex and interactive (Low and Mohr 1998). The percentage of sales rule produces better allocation results over time and outperforms numerical optimization in extreme scenarios with noisy demand parameters, (Fischer *et al.,* 2013). Based on it, this study develops the following hypothesis:

H_2: There is a positive relationship between budget allocation and effectiveness of marketing.

Marketing channel used

Marketing channel refers to the path a product takes to reach the consumer. According to ensuring price stability to improve the efficiency of the rice market in Aceh Province. Ayieko *et al.* (2014) found that direct marketing channel strategies like centralized contracts, product differentiation, and vertical integration enhance the competitiveness and marketing efficiency of IC products. Similarly, Naseer *et al.* (2019) stated that participation in modern marketing channels significantly increased the profitability of citrus growers in Pakistan, while participation in traditional channels did not negatively impact their profitability and also the importance of modern marketing channels for enhancing farmer incomes in the citrus sector. Based on it, this study develops the following hypothesis:

H_3: There is a positive relationship between marketing channels and effectiveness of marketing.

Technological adoption

Technological adoption refers to the process of adjusting to and effectively utilizing new technologies. In the context of the effectiveness of marketing, technological adoption could include factors such as email marketing, content marketing, and influencer marketing. Nuseira and Ahmad (2020) revealed the importance of relative advantage and the moderating role of agile marketing in driving digital marketing adoption within the UAE tourism industry. Likewise, Dlodlo and Dhurup (2013) stated that an influence of e-marketing adoption among SMEs and valuable insights for both marketers and SME owners to enhance the utilization of e-marketing technologies in a knowledge-based economy. Based on it, this study develops the following hypothesis

H_4: There is a positive relationship between technological adoption and effectiveness of marketing.

Competitor influence

Competitor influence refers to the impact that other businesses in the same market or industry have on a particular company's decisions, strategies, and overall performance. Amini *et al.* (2012) showed that all elements of marketing strategies affect directly three dimensions of brand equity determined as weak and intense and they have a positive effect on these dimensions indirectly via corporate image. Based on it, this study develops the following hypothesis:

H_5: There is a positive relationship between competitor influence and effectiveness of marketing.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau coefficients between the dependent variable and independent variables. The correlation coefficients are based on 126 observations. The dependent variable is EOM (Effectiveness of marketing). The independent variables are TOM (Types of marketing strategy), BA (Budget allocation), MCU (Marketing channel used), TA (Technological adoption) and CI (Competitor influence).

Variables	**Mean**	**S.D.**	**EOM**	**TMS**	**BA**	**MCU**	**TA**	**CI**
EOM	3.540	0.830	1					
TMS	3.490	0.878	0.103**	1				
BA	3.479	0.732	0.000**	0.441**	1			
MCU	3.535	0.727	0.080**	0.550**	0.555**	1		
TA	3.638	0.796	0.046**	0.612**	0.465**	0.521**	1	
CI	3.706	0.787	0.075**	0.547**	0.408**	0.476**	0.588**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at the one-percent and five-percent levels, respectively.

Table 1 shows Kendall's Tau correlation coefficients of dependent and independent variables. The study shows that types of marketing strategies is positively correlated to effectiveness of marketing. It indicates that effective marketing strategies lead to increase in effectiveness of marketing. Similarly, budget allocation is positively correlated to effectiveness of marketing. It indicates that higher the budget allocation for marketing, higher would be the effectiveness of marketing. Likewise, marketing channel used is positively correlated to effectiveness of marketing. It indicates that high reach marketing channel used leads to increase in effectiveness of marketing. Further, technological adoption is positively correlated to effectiveness of marketing. It indicates that use of high tech instruments for marketing leads to increase in effectives of marketing. In addition, competitor influence is positively correlated to effectiveness of marketing. It indicates that high level of competition leads to increase in effectiveness of marketing.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of types of marketing strategy, budget allocation, marketing channel used, technological adoption and competitor influence on effectiveness of marketing in Kathmandu Valley.

Table 2

Estimated regression results of types of marketing strategy, budget allocation, marketing channel used, technological adoption and competitor influence on effectiveness of marketing

The results are based on 126 observations using a linear regression model. The model is EOM = $\beta_0 + \beta_1$TMS + β_2BA + β_3MCU + β_4TA + β_5CI + e where the dependent variable is EOM (Effectiveness of marketing). The independent variables are TMS (Types of marketing strategy), BA (Budget allocation), MCU (Marketing channel used), TA (Technological adoption) and CI (Competitor influence).

Models	Intercepts	Regression coefficients of					Adj. R_bar^2	SEE	F- Value
		TMS	BA	MCU	TA	CI			
1	1.341 (5.887)**	0.630 (9.956)**					0.440	0.621	99.125
2	1.063 (3.773)**		0.712 (8.982)**				0.389	0.648	80.673
3	0.891 (3.196)**			0.749 (9.701)**			0.427	0.628	94.111
4	0.987 (3.827)**				0.702 (10.128)**		0.448	0.616	102.582
5	1.058 (3.817)**					0.670 (9.152)**	0.398	0.644	83.752
6	0.690 (2.641)**	0.425 (5.599)**	0.393 (4.310)**				0.509	0.581	65.879
7	0.521 (1.935)	0.339 (3.994)**	0.266 (2.467) *	0.257 (2.136)*			0.523	0.573	46.712
8	0.378 (1.396)	0.215 (2.196)**	0.184 (1.661)	0.234 (1.968)*	0.259 (2.395)*		0.541	0.562	37.827
9	0.228 (0.816)	0.165 (1.633)	0.199 (1.805)	0.197 (1.651)	0.178 (1.541)	0.190 (1.877)	0.550	0.556	31.598

Notes:

i. Figures in parenthesis are t-values.
ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.
iii. Effectiveness of marketing is the dependent variable.

Table 2 shows that the beta coefficients for types of marketing strategy are positive with effectiveness of marketing. It indicates that types of marketing strategy has a positive impact on effectiveness of marketing. This finding is consistent with the findings of Haruna *et al.* (2023). Similarly, the beta coefficients for budget allocation are positive with effectiveness of marketing. It indicates that budget allocation has a positive impact on effectiveness of marketing. This finding is consistent with the findings of Huang (2012). Likewise, the beta coefficients for marketing channels used are positive with effectiveness of marketing. It indicates that marketing channel used has a positive impact on effectiveness of marketing. This finding is consistent with the findings of Naseer *et al.* (2019). Further, the beta coefficients for technological adoption are positive with effectiveness of marketing. It indicates that technological adoption has a positive impact on effectiveness of marketing. This finding is consistent with the findings of Nuseira and Ahmad (2020). In addition, the beta coefficients for competitor influence are positive with effectiveness of marketing. It indicates that competitor influence has a positive impact on effectiveness of marketing. This finding is consistent with the findings of Amini *et al.* (2012).

4. Summary and conclusion

Traditional marketing and digital marketing present a significant challenge for aspiring professionals. Both disciplines offer promising avenues but necessitate distinct skill sets and approaches. Marketers must carefully evaluate their strengths in creative writing, data analysis, and interpersonal communication to determine if they are better suited for the established channels of traditional marketing or the dynamic and constantly evolving landscape of digital marketing. This decision profoundly influences an individual's professional trajectory, as the demands and rewards of each field differ considerably.

This study attempts to examine the comparative analysis of traditional marketing and digital marketing: A case of Kathmandu Valley. The study is based on primary data of 126 respondents.

The major conclusion of the study is that types of marketing strategy, marketing channels used, budget allocation, technological adoption and competitor influence have positive impact on effectiveness of marketing. The study also concludes that technological adoption is the most significantly influencing factor followed by type of marketing strategy that influence the effectiveness of marketing in Kathmandu Valley.

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