

## A Study To Measure The Effectiveness And Impact Of Online Marketing Versus The Conventional Marketing With Regards Of Target Audience In Respects To Socio-Demographics Such As Age And Gender

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### ABSTRACT

The proliferation of communication and computer technology has led to a change in the method in which people do business, as a direct outcome of this change. In most sorts of organisations in today's world, having access to the internet and having electronic gadgets is almost a need. It is feasible that widespread adoption of e-marketing may bring about a significant paradigm change in the way that commercial activity is carried out in every region of the world. Because of the proliferation of the Internet and other forms of electronic communication over the past few years, there has been a rapid increase in the number of different channels that can be used for advertising. This is largely responsible for the rapid growth that has taken place in recent years. People can find adverts almost everywhere on the internet, and the purpose of these ads is to get them to buy something from them or make use of their service. Internet marketing is a relatively new method of promoting and selling products on a global scale, and it is a method that is less expensive, more practical, and more beneficial than other methods. It's possible that this strategy will be of great benefit to both manufacturers and suppliers.

**KEYWORDS:** online marketing, conventional marketing, internet, electronic gadgets.

### 1. INTRODUCTION:

As a phenomenon and a philosophy within the field of marketing, the up-and-coming discipline of electronic marketing is expected to see rapid expansion over the next several years. Its growth is projected on both a phenomenon and a philosophical level. It is a widely held belief that small businesses are an essential component of economic development and play a significant part in economies all over the globe. The subsequent development of innovative technologies has therefore brought about a change in the manner in which people connect with one another. The ways in which international commerce is conducted changed in response to these advances. In recent years, there has been a fast expansion of electronic marketing as a result of an increasing number of companies using internet and other types of electronic media into their advertising efforts (Loo, 2018).

After an initial period of "early adopters", it seems that the market for internet purchasing has become more consolidated. Web 2.0 has provided consumers with an unprecedented number of options, and these options are not limited to the domain of physical products and services. According to Mittal, customers now have the ability to provide and read feedback on a wide array of companies, goods, and services. Previous studies that investigated online buying looked at the influence that customers' in-store and out-of-store purchasing preferences (such as grocery stores, shopping malls, and farmer's markets) had on the final products they bought online. In addition, there

has been a lot of study done on whether or not there are any advantages or disadvantages to shopping online. Much research has been conducted on both the positive and negative aspects of making purchases online. Individuals who like shopping online often highlight the multiple advantages of doing so, some of which include the following four aspects: convenience, simplicity of use, affordability, and variety. Concerns regarding online purchasing deterrents such as privacy, security, and the appropriateness of the items being sold have been expressed by some individuals. Many studies have shown that both of these advantages and disadvantages are shared by people of all different cultural backgrounds (Mittal, A., 2013).

As the internet and e-commerce continue to expand, it is expected that an increasing number of people from an increasingly diverse range of backgrounds will do research and make purchases online. For example, the earliest research conducted on e-commerce discovered a link between a shopper's level of technological sophistication and their likelihood of making purchases via the internet. Online shopping is becoming more common, and not only among those who have access to sophisticated computers. This viewpoint is supported by the fact that the usage of the internet has grown widespread and is no longer restricted to a select few, such as those with a high level of education (Aw et al, 2021).

## 2. BACKGROUND OF THE STUDY:

"Marketing" is perhaps one of the most exciting themes in the study of business relations. This is due to the fact that in order to do business, producers and customers need to get acquainted with one another. Because of this, the marketing approach makes it easier for people to get the things that satisfy their wants. Internet marketing is a specialised kind of advertising that assists online companies by increasing the number of people who visit their websites and introducing those customers to the products and services that the businesses provide over the internet. In the past, marketers would tell customers tales in an effort to attract and convince them to make purchases. The classic school of thinking and the modern school of thought are the two basic schools of thought in marketing. In the past, in order to convince customers to purchase their products, companies placed a significant emphasis on using language that was intended to sway their decisions. The phrase "modern marketing" refers to the relatively recent practise of enticing clients with the use of high-tech facilities and presentation tools. This trend has been around for a very short amount of time. E-marketing, also known as online marketing or electronic marketing, is the practise of advertising a product or service via the use of electronic means like the World Wide Web and other technologies in a similar vein. Using the internet to conduct business transactions or make sales of products is an example of e-marketing, also known as electronic marketing (Rajah, 2018).

It's possible that more individuals are turning to the internet for financial gain now that it's more widely available. So, effective traders need to have convenient access to the most recent technology. Electronic marketing is the greatest chance at the moment if people want the firm to function effectively and generate profits in the current day and age. With this definition in hand, they were able to swiftly scan the worldwide market and obtain a sense of the severe need to utilise fresh commodities in order to overcome the difficulties experienced by enterprises and decrease the expenditures associated with conducting business. In the not-too-distant future, it will be much simpler for buyers and sellers to locate precisely what they are looking for in a centralised marketplace (Chu, 2010).

## 3. LITERATURE REVIEW:

According to a number of respected experts, the Internet is poised for significant growth as a business platform and consumer market in the not-too-distant future. Despite the lightning-fast growth of the Internet, there have been reports of Internet marketing tactics that have been both effective and failed. The management does not have any realistic ways

to analyse the projected return on investment (ROI) before making significant investments in Internet marketing, which may create disruptions in channels that are already established. The majority of the research presented here focuses on online retail and making direct transactions over the Internet.

There have been a lot of studies and comparisons done, and they have shown that conventional marketing tactics and new marketing approaches both have their advantages, and that E-marketing has its advantages as well as its disadvantages. Panda R. conducted research to determine the impact that various marketing strategies have on the amount of time small businesses in the UK spend online. In order to answer the issue of whether or not organisations that place a greater emphasis on relationship marketing take a different approach to B2B websites than those that place a more emphasis on transactional marketing, the researchers used a quantitative methodology (**Panda, R., 2014**).

It's possible that in today's internet-driven business atmosphere, a website is nothing more than a luxury for some people, while others may feel that having one is essential. Recent publications have focused a great deal of their attention on the numerous different approaches to marketing that can be found on the internet. Marketers have been debating the significance of the internet to their industry for the better part of a decade at this point. E-marketing emerged as a result of the conventional marketing industry's first emphasis on the communication capacities of the web. "Electronic marketing," as defined by Nanda, is "the selling of products or services to clients using the Internet or other electronic systems." Telegraphs, which were first put to use in the nineteenth century, were a significant contributor to the growth of what is now known as electronic marketing (or "eMarketing"). The practise of advertising has been revolutionised as a result of the proliferation of electronic media such as the telephone, radio, television, and cable, amongst others, which have become more popular (**Nanda, 2014**).

The concept of e-marketing is straightforward, it fails to address the crucial challenge of generating repeat business and maintaining relationships with existing customers. In their most recent book, researchers define e-marketing as "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." This definition of e-marketing is taken directly from the authors' most recent work. E-marketing encompasses more than just the act of selling a product through the internet, as this comprehensive definition demonstrates. It's not merely a set of methods for making use of a company's IT resources; rather, it's a framework for expanding a company's brand and making customers happy with the service they get. E-marketing, also known as electronic marketing, is a subset of marketing that places a focus on the use of digital channels such as the internet, television, and mobile phones to communicate with customers and generate sales. E-marketing and online marketing are sometimes confused with one another due to the fact that both entail the utilisation of digital technology; nevertheless, online marketing places a focus only on the utilisation of the internet.

According to Lima et al, the objective of electronic marketing is "to achieve profitable acquisition and retention of customers (within a multichannel buying process and customer lifecycle) by improving our customer knowledge (of our customers' profiles, behaviour, value, and loyalty drivers), and then delivering integrated targeted communications." The definition of electronic marketing provided by Chaffey is congruent with the idea of relationship marketing since it places a focus on the business model rather than on the technology that should be at the forefront of electronic marketing (**Lima et al, 2016**).

#### 4. RESEARCH METHODOLOGY:

Due to the nature of the cross-sectional architecture, only data from a single point in time needed to be collected. The researcher opted for a quantitative strategy because of the short time period and restricted resources. A total of 1700 questionnaires were sent out, with 1623 being returned (after being rejected for incompleteness) for an estimated sample size of 1680 using the Rao-soft programme. More specifically, 1,600 persons were questioned for the research. All respondents were reached at the aforementioned locations using a convenience sample method. Research participants were provided with information about the study and the researcher was available to answer any questions they may have

had while they were waiting to complete the monitoring process.

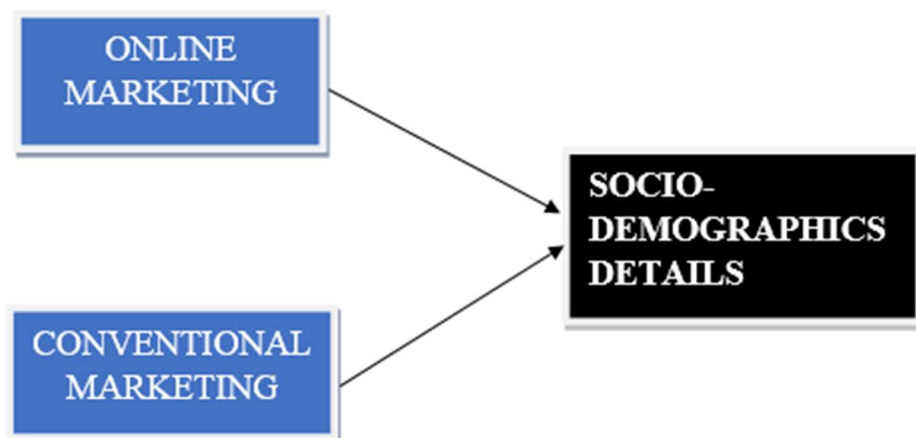
**Sampling:** A questionnaire was used to gather information for the investigation. In all, 1700 questionnaires were sent out; 1623 were returned for analysis; and 23 were deemed insufficient for analysis due to missing or incorrect information. The sample size was computed using Rao-soft software and was 1600. There were a total of 1600 questionnaires included for analysis.

**Data and measurement:** A questionnaire were used as the main source of information for the study (one-to-correspondence or google-form survey). Two distinct sections of the questionnaire were administered: Both online and offline channels' (A) demographic information, and (B) replies to the factors on a 5-point Likert scale. Secondary data was gathered from a variety of sites, the majority of which were found online.

**Statistical Software:** MS-Excel and SPSS 24 was used for statistical analysis.

**Statistical tools:** To get a feel for the data's foundational structure, a descriptive analysis was performed. Descriptive analysis was applied to understand the basic nature of the data. Validity will be tested through factor analysis.

## 5. CONCEPTUAL FRAMEWORK:



## 6. RESULTS:

### 6.1 Factor Analysis:

Confirming the latent component structure of a collection of measurement items is a common utilisation Factor Analysis (FA). The scores on the observable (or measured) variables are thought to be caused by latent (or unobserved) factors. Accuracy analysis (FA) is a model-based method. Its focus is on the modelling of causal pathways between observed phenomena, unobserved causes, and measurement error.

The data's suitability for factor analysis may be tested using the Kaiser-Meyer-Olkin (KMO) Method. Each model variable and the whole model are evaluated to see whether they were adequately sampled. The statistics measure the potential shared variation among many variables. In general, the smaller the percentage, the better the data will be suitable for factor analysis.

KMO gives back numbers between 0 & 1. If the KMO value is between 0.8 and 1, then the sampling is considered to be sufficient.

If the KMO is less than 0.6, then the sampling is insufficient and corrective action is required. Some writers use a number of 0.5 for this, thus between 0.5 and 0.6, you'll have to apply your best judgement.

- KMO Near 0 indicates that the total of correlations is small relative to the size of the partial correlations. To rephrase, extensive correlations pose a serious challenge to component analysis.

Kaiser's cutoffs for acceptability are as follows:

Kaiser's cutoffs for acceptability are as follows:

A dismal 0.050 to 0.059.

- 0.60 - 0.69 below-average

Typical range for a middle grade: 0.70–0.79.

Having a quality point value between 0.80 and 0.89.

The range from 0.90 to 1.00 is really stunning.

**Table 1: KMO and Bartlett's Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.919
Bartlett's Test of Sphericity	Approx. Chi-Square	7316.121
	df	180
	Sig.	.000

This demonstrates the validity of assertions for sampling purposes. To further verify the relevance of a correlation matrices as a whole, Bartlett's Test of Sphericity was performed. Kaiser-Meyer-Olkin Sampling Adequacy Value is 0.919. The p-value for Bartlett's sphericity test was determined to be 0.00. Bartlett's test of sphericity showed that the correlation matrix isn't an identity matrix, with a significant test result.

## 6.2 Test for hypothesis:

In order to increase brand recognition, boost credibility, and broaden client base, businesses often rely on traditional marketing strategies. The success of every given campaign depends on the success of the strategy behind it, and this success may be achieved via a thorough understanding of the many conventional marketing formats and their appropriate applications. Being aware of the value of conventional marketing as well as its benefits and drawbacks might aid in using it more strategically.

The following hypothesis was developed by the researcher in light of the preceding discussion: which was analyse the relationship between conventional marketing and socio-demographic details.

**H<sub>01</sub>: There is no significant relationship between conventional marketing and socio-demographic details.**

**H<sub>1</sub>: There is a significant relationship between conventional marketing and socio-demographic details.**

**Table 2:**

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	66702.504	498	5575.291	2859.932	.000
Within groups	157.392	1101	1.983		
Total	66859.896	1599			

In this study, the result is significant. The value of F is 2859.932, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means “There is a significant relationship between conventional marketing and socio-demographic details” is accepted and the null hypothesis is rejected.

## 7. CONCLUSION:

Internet marketing is the ideal option for every company, regardless of how large or little it is, since it has low overhead costs and a high efficiency rate in reaching prospective clients. So, those who own businesses and those who organise events may gain from participating in any kind of advertising. Not one of them is perfect in every way. E-marketing is not bound by criteria such as geography or population size, in contrast to conventional marketing, which is constrained by the fact that customers are unable to touch and feel the offered products. Internet marketing has the potential to be more fruitful, to move more quickly, and to be less difficult for a variety of reasons. E-marketing offers benefits that are, on average, much greater than those provided by more conventional forms of advertising.

## 8. LIMITATION:

A convenience sample size was used. Even if the sample was built with regard for representativeness by paying attention to the distribution of age and gender, this sample may not be able to capture the population as a whole despite the fact that this sample was formed with concern for representativeness. In addition, monitoring the total frequency of shopping would be of use in determining how to measure the dependent variables of online information behaviour and online purchasing.

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