COMPARATIVE ANALYSIS OF IMPACT OF TRADITIONAL AND DIGITAL MARKETING TECHNIQUES ON CONSUMER PERCEPTION IN HEALTHCARE SECTOR IN TRICITY, (CHANDIGARH, PANCHKULA, AND MOHALI)

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ABSTRACT

The manifestation of technology has reoriented the conventional processes not only within business but also the approach to interact with outside world. The onset of the digital marketing techniques has forced the marketers to restructure the budget as the digital marketing is a very powerful technique to reach rapidly to consumers but traditional marketing is an old, practical and eminent school of advertisement that has always proved to be effective with a huge success rate before the concept of digital marketing. Marketers have unanimously accepted a huge success of digital marketing over traditional marketing but have also ruled out the impact of usage of traditional marketing techniques on consumer's perception. The success and space of both the techniques of marketing is the prevalent topic of debate among marketers today. The marketers are keen to know; which of these two techniques is more effective, will the digital marketing be able to replace traditional marketing techniques and becomes the future of marketer's betted technique across the globe. The consumer explores online data and shuffles print media in search of information according to their needs and preferences before deciding. He makes and has already made a perception in his mind on information available on through both the techniques. Consumer's perception is a key focus area of our research. In healthcare industry, understanding the affect of digital and traditional marketing on consumer's perception is vital to the outcome of this research.. The target population was Tricity, Chandigarh and the stratified sampling technique was used to collect primary data through a questionnaire from 132 respondents. MS Excel was used to analyse the data. It was found though digital marketing has wider coverage but needs ways to find to make an impact on the consumer's perception.

KEYWORDS: *Digital Marketing, Traditional Marketing, Consumer Perception, Tools Of Digital Marketing And Traditional Marketing*

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INTRODUCTION

Marketing, a social process (Kotler, 2014), involves creating and offering with others value-added products to cater needs and wants of each other. Marketers keep exploring old and continue to identify new ones till the product has life. Marketer tries to increase the span of products by enhancing product quality, utility, functionality and attractiveness by gaining knowledge of consumer and management to repeat orders (Kotler & Authors, 2006, p.6). The dynamic world has fluxed the marketing tools and techniques to generate, assemble, spread, follow-up, restructuring of information for targeting of information for consumers. Companies depended only on radio, TV, newspaper, magazines, hoardings, etc. to position their products in the mind of consumers. No doubt marketers had

been doing it profitably, but there were certain limitations to it. It was a one-way process as a result, ways to collect information on consumer attitude, his perception, satisfaction level, grievances, changing needs, collecting feedback is limited and difficult. It is also analyses to reach to a conclusion is challenging too. Timely and economically capturing of the variability among the later variables of consumers is another utmost task. Though the cost-effective traditional marketing has wider coverage still term “Big data” is and shall remain unattainable and untouchable with traditional marketing techniques.

Technology explosion made certain task possible and easy by leaps for marketers. This two-way communication has an ability to make marketers rich in data on consumers and has also removed some of the challenges for marketers. Theme of Digital marketing like getting feedback quickly, knowing level customer satisfaction, attitude, perception and, their needs, grievances, etc. has made it the most dominating marketing technique. It has brought customer and marketer closer by giving insights of customer behavior to marketers and has reduced the gap between consumer expectation and experience of products.

Traditional marketing establishes reach to consumers and a digital market helps in strengthening the relevance to the consumer and marketer. To understand consumer extensive and intensive boundaries, marketers have to monitor consumer continuously (Knežević and Blić, 2015). It also requires the deep observation on the way the product or services are advertised as it's important for marketers to know how and what has consumer perceived. Consumer perception is a function of various factors like age, education, need, want, content, timings, etc. Traditional or digital marketing, both play a pivot role in the framing of consumer perception. The technique, that is better able to map marketing mix to needs of consumer and shall enjoy a status quo. Perception is more than reality as it directs the buying behavior. Kotler (2014). Same stimuli can exhibit different perceptions as it's a perpetual process, beneath it lies selective attention, selective distortion and selective memory on exposure to information (Kotler et al., 2006, p. 274).

LITERATURE REVIEW

Social Media has an impact on consumer behavior (Elisabeta Loanals et al., 2014). Mobile marketing has the ability to increase value to both, marketer and consumer (Roger Strom et al.,). Perceived utility through an advertisement has a positive impact on consumer buying intentions. (Basheer et al., 2010)

Consumer's decisions are influenced by content projected on Digital and traditional marketing has an impact on consumer buying behavior. The content of advertisement and previous buying experience has influence buying behavior. Sadia Afzal et al., (2015). Digital marketing tools can be used to spread awareness of a brand.

Consumer's perception is influenced by the marketing mix. Perception involves selection, organisation and interpretation of stimuli. Stimuli create the attitude towards a product. (Kesić, Piri Rajh, 2016, p. 155). Based on the review, it is apparent that there is a change in the trend of the shopping behavior of consumers because of the emergence of digital marketing. Hence, the study is focused on measurement of the awareness level of consumers about digital marketing and the impact of the digital channels on their purchase decision.

Marketers want to know the reaction of consumers to the stimuli (digital/traditional marketing). Their focus is on the impact of two techniques on the consumers. Kotler concluded a stimuli-reaction model, (Kotler et al., 2006, p. 255). Marketing stimuli is the

Figure 1: Behaviour model when shopping (Kotler et al., 2006, p. 255)

first step of shopping and interact with latent customer characteristics lead to making of decision. The later is exhibited in consumer response towards the product. (Kotler et al, 2006, p. 256)

Traditional marketing influence can be viewed through 4/7Ps of the marketing mix as it's the first stimulus that assists in formation of consumer perception for purchasing/rejecting a good or service. Marketing Mix is first that is offered on the market with an aim to cater a consumer's needs and their respective wants (Kotler et al., p. 372). The traditional outdoor advertisements like display on public transport, hoardings, railway stations, airports, yellow pages, etc. have an advantage of broadcast 24 hours a day. (Arens, W. F., 1999, p. 536).

Digital marketing conveys and enables busy consumers to get and seek information about products through the internet and influences their behaviour. They can order products faster.(Knezevic and Bilic, 2015., p. 158).

Digital marketing beside measurable and, economical in terms of time to reach to target a consumer, it also creates better control over consumers' perception and attitude towards product/services and reduces expenses on sales. It also strengthens the relationship with the consumers. It has resulted increase in the share of online advertising, stagnating, or shrinking the allocation of resources to other channels of marketing. Traditional and digital marketing, both work together to achieve the objective of the company. (Chaffey (2012. Websites, social networks, email, banners, SEO, PPC, etc. are effective ways of communication ((Taiminen and Karjauloto 2015)). The outcome of digital marketing can be measured in terms of return on investment, but it's not possible in traditional marketing that is a financial measurement and ROI is used in SME and giant corporate houses. (Lenskold 2003, p. 19).

An Internet has made it possible for the product to reach his target audience instantly. Forums, blogs and reviews on the product or service are readily available for the consumer as per consumer's needs. Consumers are believed to be more skeptical to word-of-mouth, advertisers' claims, etc. (Haramija2007).

Research Gap

The review of literature clearly shows that very little research has been done on the comparative study of traditional and digital marketing to create an impact on consumer perception in healthcare services. It will facilitate the marketers to know the gap in what marketers are perceiving of consumer perception and what is it actual.

The Aim of The study

- To study the reasons to seek information on traditional media w.r.t gender
- To compare the impact of the traditional and digital marketing on consumer's perception w.r.t. gender.

RESEARCH METHODOLOGY

The study was done on education level and demographic (age & gender) factors in Tricity, (Chandigarh, Panchkula and Mohali). Primary data was collected through a structured questionnaire from 132 respondents, that comprises 44 respondents from each city, i.e. Chandigarh, Panchkula and Mohali and these 44 respondents from each city included 22 females and 22 male. The data was analyzed using MS Excel.

OBJECTIVES

- To analyse the level of awareness of various tools of digital marketing on the healthcare sector in Tricity (Chandigarh, Panchkula and Mohali).
- To study the awareness of various tools of traditional marketing on the healthcare sector in Tricity, (Chandigarh, Panchkula and Mohali)
- To analyze the impact of the digital marketing in the healthcare sector on consumer's perception in Tricity, (Chandigarh, Panchkula and Mohali)
- To analyze the impact of the traditional marketing in the healthcare sector on consumer's perception in Tricity, (Chandigarh, Panchkula and Mohali)
- To compare the impact of the digital and traditional marketing in the healthcare sector on consumer's perception in Tricity, (Chandigarh, Panchkula and Mohali)

Statistical Tools

MS Excel is used to analyse the data

Empirical Statistics

Figure 1: Watching TV: Percentage of Hours Per Day

It has been found 48.33% males and 51.66 % females watch TV for 0 - 2 hours daily; 59.64% males and 40.35 %

females watch TV for 2 - 6 hours daily and 20% males and 80 % females watch TV for more than 6 hours daily. (Figure 1)

Figure 2: Frequency of Buying Newspaper

It has been found that 56.36% males and 43.63 % females buy a newspaper daily.; 75% males and 25 % females buy a newspaper once/twice a week.; 35.71% males and 64.28 % females buy a newspaper once/twice a month. (Figure 2)

Figure 3: Purpose of Online Shopping

It has been found that respondents while looking for of healthcare products/services ,33.33% males and 66.66 % females do online shopping as there is less trouble than with traditional forms of shopping; 45.45% males and 54.54 % females do online shopping as products/services are available 24 hours a day; 100 % males feel it's a secure shopping; 28% males and 72 % females do online shopping as there is a wider variety of product & services; 66.66% males and 33.33 % females do online shopping as it is economical in terms of time and 31.25% males and 68.75 % females didn't disclose the reason for online shopping. (Figure 3)

Figure 4: Purpose of Visiting Social Sites

It has been found that 48.27% males, 51.72 % females visit social site for entertainment; 75% males, 25 % females visit social site for professional work; 46.66% males, 53.33 % females visit social site for to explore; 0% males, 100 % females visit social site for shopping; 48.14% males, 51.85 % females visit social site for educational purpose; 100% males and 0% females visit social site for the bank transaction. (Figure4)

Figure 5: Influence on Decisions on Healthcare Product/Service

It has been found that the decisions on healthcare products/services of 46.2% males and 53.8% females are influenced by traditional marketing; the decisions on healthcare products/services of 41.7% males and 58.3% females are influenced by digital marketing. The decisions of 53% males and 47.4% females are influenced by both media in the healthcare sector (Figure 5)

Table 1: Impact of the Digital and Traditional Marketing on Consumer's Perception

	Completely Disagree (%)	Mostly Disagree (%)	Neutral (%)	Mostly Agree (%)	Completely Agree (%)
Traditional media is a richer source of information on new services/products than digital media.	1.5	6.8	33.3	49.2	9.1
Product is thoroughly searched for reviews on all digital interfaces.	2.3	7.6	30.3	43.9	15.9

Interaction on social media like facebook, Instagram, snap-chat, etc. disperses information faster than traditional sources of information.	16.7	26.5	34.1	18.9	3.8
I seek information from my friends, relatives and reviewers on social media more than a company's website before making a decision to buy any healthcare product.	0.0	0.0	37.1	48.5	14.4
The quality of product shown on shopping site is same as the product received.	3.0	15.9	43.9	31.1	6.1
Mobile App has limited functionality as compared to web page.	3.8	6.8	22.7	42.4	24.2
I like to see a product physically in the shop before making a decision on buying.	11.4	27.3	36.4	19.7	5.3
Print Media is a reliable source of information than digital.	18.2	26.5	36.4	17.4	1.5
I surf all online ads to know the product/services deeper a product.	5.3	8.3	31.8	47.7	6.8
Digital media is a more economical source of information than print media.	22.0	23.5	36.4	11.4	6.8

It has been found through analysis that 1.5 % completely disagree, 6.8 % mostly disagree, 33.33% neutral, 49.2 % mostly agree, and 9.1 % completely agree with the fact that the traditional media is a richer source of information on new services/products than digital media.; 2.3 % completely disagree, 7.6 % mostly disagree, 30.3 % neutral, 43.9 % mostly agree, and 15.9 % completely agree that product is thoroughly searched for reviews on all digital interfaces; 16.7% completely disagree, 26.5% mostly disagree, 34.1% neutral, 18.9

% mostly agree, and 3.8 % completely agree with the fact that the interaction on social media like facebook, Instagram, snap-chat, etc. disperses information faster than the traditional sources of information; 37.1% are neutral, 48.5% mostly agree and 14.4% completely agree with the fact that they seek information from their friends, relatives and reviewers on social media more than a company's website before making a decision to buy any healthcare product; 3.0% completely disagree, 15.9% mostly disagree, 43.9% neutral,

31.1 % mostly agree, and 6.1 % completely agree that the quality of a product shown on shopping site is same as the product received; 3.8 % completely disagree, 6.8 % mostly disagree, 22.7 % neutral, 42.4 % mostly agree, and 24.2 % completely agree that mobile App has limited functionality as compared to web page; 11.4 % completely disagree, 27.3 % mostly disagree, 36.4 % neutral, 19.7 % mostly agree, and 5.3 % completely agree that they like to see a product physically in shop before making a decision on buying; 18.2 % completely disagree, 26.5% mostly disagree, 36.4% neutral, 17.4% mostly agree, and 1.5 % completely agree that the print media is a reliable source of information than the digital; 5.3 % completely disagree, 8.3 % mostly disagree, 31.8 % neutral, 47.7 % mostly agree, and % completely agree that they surf online ads for information and 22 % completely disagree, 23.5 % mostly disagree, 36.4 % neutral, 11.4 % mostly agree, and 6.8% completely agree that digital media is a more economical source of information than print media.

CONCLUSIONS

Marketers are trying their best to reach to consumers through Digital and traditional marketing as effectively as possible. These two marketing techniques have not been able to replace each other. There is a large group of respondents who still rely more on traditional ways of information. The shift is apparent from the traditional to the digital marketing, but female consumers are still less to depend upon digital information. Since consumer finds that digital information is available around the clock so marketers should use right content and time to interact with the consumer to strengthen e-CRM. Marketer needs to customize information more according to the consumer.

Limitation and Scope of the Study

This research will help marketer to know the consumer perceives the information provided through traditional and digital marketing and which technique is more effective. The same research can be done in other cities, towns and states on the same and other product/service sectors. The marketer can reallocate resources accordingly. Even though it helps marketers and researchers for further research still the limitations can't be ignored. The response of respondent is subject to his ability to recollect and compose the information on the subject of research in question. The limitation of time and resources to fetch information is another constraint.

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