



## EFFECTIVENESS OF TRADITIONAL AND DIGITAL PROMOTION IN MODERN MARKETING

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### ABSTRACT

In the rapidly evolving marketing environment, organizations increasingly adopt both traditional and digital promotional strategies to influence consumer behavior and enhance brand visibility. This study analyzes the effectiveness of traditional promotional activities—such as television advertising, print media, billboards, and in-store promotions—compared with digital promotional activities including social media marketing, email campaigns, search engine advertising, and online influencer promotions. The research aims to evaluate how these promotional approaches impact customer awareness, engagement, purchase intention, and brand loyalty.

The study adopts a comparative analytical approach using survey-based data collected from consumers across different demographic groups. Key performance indicators such as reach, cost-effectiveness, customer engagement, and conversion rates are examined to determine the relative efficiency of both promotional methods. Statistical analysis techniques are applied to assess the correlation between promotional strategies and consumer response patterns.

The findings indicate that traditional promotional activities remain effective in building brand credibility and reaching broad audiences, particularly in local markets and among older demographics. However, digital promotional activities demonstrate higher engagement levels, targeted reach, real-time interaction, and better cost efficiency. The results suggest that an integrated marketing communication strategy combining both traditional and digital channels provides the most effective approach for maximizing promotional impact.

This research contributes to marketing management by offering insights into how organizations can strategically balance traditional and digital promotional tools to improve marketing performance and customer engagement in the contemporary digital economy.

### I. INTRODUCTION

In the contemporary competitive business environment, organizations continuously strive to enhance their capabilities, expand their market presence, and deliver superior value to customers. The core objective of every successful organization is to adopt advanced technologies and innovative marketing practices that ultimately benefit the end user — the customer.

Marketing today is not limited to manufacturing products that satisfy consumer needs. Modern

marketing philosophy emphasizes a customer-centric approach where understanding consumer preferences, availability expectations, pricing sensitivity, and purchasing behavior is essential. Effective marketing ensures delivering the right product, at the right price, through the right distribution channel, at the right time, supported by the right promotional strategy.

### Promotion and Promotional Mix

Promotion plays a crucial role in communicating product value to customers. It consists of activities designed to inform, persuade, and



remind customers about products and services. The Promotional Mix (Marketing Communication Mix) includes four major components:

1. Advertising
2. Sales Promotion
3. Public Relations/Publicity
4. Personal Selling

These elements work together to ensure effective communication between the company and its target market.

### **Advertising**

Advertising is a paid, non-personal form of communication intended to create awareness, generate interest, and influence purchasing decisions. The primary objective of advertising is effective communication between producers and consumers. It enhances brand recognition and stimulates demand.

### **Personal Selling**

Personal selling is a direct interaction between the salesperson and the customer aimed at persuading the customer to purchase goods or services. It is one of the most powerful promotional tools because it involves personal communication and relationship building.

Characteristics of Personal Selling:

- Establishes long-term relationships with customers
- Allows immediate feedback
- Provides technical guidance and product knowledge
- Flexible and customized communication

Personal selling has historical roots dating back to ancient Greece and Rome. Modern selling techniques evolved with structured sales management practices.

### **Publicity**

Publicity refers to non-paid communication about a company, product, or service through media coverage. Unlike advertising, publicity is not directly controlled by the sponsor and does not require payment for media space.

Publicity enhances credibility and improves brand reputation when managed effectively.

### **NEED AND IMPORTANCE OF THE STUDY**

In today's highly competitive motorcycle industry, understanding customer satisfaction and promotional effectiveness is essential for sustainable growth.

Customers do not merely purchase products; they seek satisfaction, value, and post-purchase support. Measuring customer satisfaction helps companies:

- Identify strengths and weaknesses
- Improve service quality
- Enhance customer loyalty
- Reduce brand switching
- Increase repurchase intention
- Encourage positive word-of-mouth

If customer satisfaction declines, customers may switch to competitors, resulting in loss of revenue and brand equity. Therefore, this study helps management design effective promotional strategies and retain loyal customers.

### **OBJECTIVES OF THE STUDY**

The major objectives of this study are:

- To analyze the promotional activities undertaken by Hero MotoCorp Ltd.
- To evaluate the impact of promotional strategies on sales performance
- To examine the effectiveness of sales schemes and offers
- To assess customer awareness regarding after-sales services
- To measure customer satisfaction levels
- To evaluate the influence of brand image on purchase decisions
- To analyze distribution channel effectiveness
- To gather dealer opinions regarding current market conditions
- To provide suggestions for strengthening channel strategy



## SCOPE OF THE STUDY

The study is confined to selected districts, namely Hyderabad and Ranga Reddy.

The research focuses on:

- Promotional strategies
- Communication effectiveness
- Customer awareness levels
- Performance appraisal aspects
- Channel management effectiveness

The findings of the study are expected to assist management in improving marketing communication strategies and customer relationship management practices.

## II. RESEARCH METHODOLOGY

### Sources of Data

#### 1. Primary Data

Primary data is collected directly from customers using structured questionnaires.

#### 2. Secondary Data

Secondary data is obtained from:

- Books
- Academic journals
- Company reports
- Internet sources

### Data Collection Method

The data is collected using a structured closed-ended questionnaire containing multiple-choice questions.

### Sample Size

- Total Sample Size (N) = 100 respondents
- Respondents: Customers visiting the showroom
- Age Group: 20–55 years
- Sampling Technique: Random sampling

## LIMITATIONS OF THE STUDY

- The study is limited to a sample size of 100 respondents.
- It is geographically restricted to Hyderabad and Secunderabad.
- The survey duration was limited to 45 days.
- The data is largely based on respondent opinions, which may involve bias.

- Findings may not be applicable to the entire market.
- Some respondents were hesitant in sharing personal details.

## III. REVIEW OF LITERATURE

In the modern competitive business environment, organizations are increasingly focusing on customer satisfaction as a key driver of long-term success. Customer satisfaction plays a crucial role in product and service development, strategic marketing decisions, and overall business performance. Companies that understand and fulfill customer expectations are more likely to build strong relationships and sustain growth.

Customers do not merely purchase products or services; they seek value and satisfaction. Therefore, marketers must clearly understand what customers expect and continuously evaluate whether those expectations are being met. A systematic study of customer satisfaction enables organizations to identify gaps, improve offerings, and strengthen their competitive position in the market.

This study also helps in predicting customers' future behavioral intentions such as:

- Repurchase intention
- Increased usage intention
- Positive word-of-mouth recommendation
- Brand loyalty

In highly competitive markets, customers have multiple alternatives available. A decline in satisfaction levels may lead customers to switch to competing brands. Retaining existing customers is more cost-effective than acquiring new ones; therefore, companies must focus on maintaining high satisfaction levels.

## CONCEPT OF MARKET

A market refers to the collection of all actual and potential buyers of a product or service. It includes individuals and organizations that have the need, purchasing power, and willingness to buy.



Markets can be classified into:

- Consumer markets
- Business markets
- Industrial markets
- International markets

Understanding the market structure helps organizations design effective marketing strategies.

### CONCEPT OF MARKETING

In today's competitive business environment, the success of any organization largely depends on three primary factors:

1. Finance
2. Human Resources
3. Marketing

Additionally, the following elements are essential for achieving organizational goals:

1. Innovative Technology
2. Product Quality
3. Competitive Pricing

Due to globalization, privatization, and liberalization, competition has intensified across industries. Customers now demand high-quality products with advanced technology at reasonable prices. Therefore, organizations must adopt effective promotional strategies and modern marketing tools to achieve their mission and vision.

Marketing is not limited to selling or advertising. In the modern context, marketing focuses on identifying customer needs and delivering superior value. It involves planning, pricing, promoting, and distributing goods and services to satisfy customers profitably.

### DEFINITION OF MARKETING

Marketing can be defined as:

“Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.”

This definition emphasizes value creation, customer satisfaction, and exchange relationships as the core of marketing activities.

### ELEMENTS OF MODERN MARKETING SYSTEM

A modern marketing system consists of several interrelated participants who work together to deliver value to customers. These elements include:

- The Company (Marketer)
- Suppliers
- Marketing Intermediaries
- Competitors
- End Users (Customers)

Marketing today is defined as:

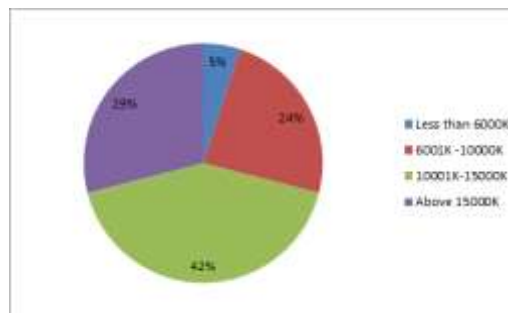
**“The art and science of selecting target customers and building profitable relationships with them by delivering superior value.”**

Marketing management focuses not only on attracting customers but also on managing long-term customer relationships through value creation and satisfaction.

### IV. DATA ANALYSIS AND INTERPRETATION QUESTIONNAIRE AND INTERPRETATION WITH GRAPHS:

#### 1. Monthly Income of Respondents

Income Level	No. of Respondents	Percentage
Less than ₹6,000	5	5%
₹6,001 – ₹10,000	24	24%
₹10,001 – ₹15,000	42	42%
Above ₹15,000	29	29%



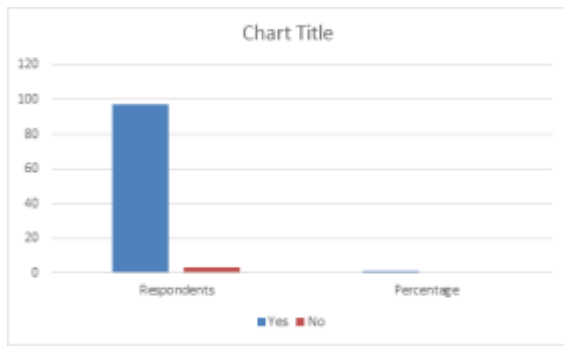


**Interpretation:**

The majority of respondents (42%) fall within the ₹10,001–₹15,000 income group, followed by 29% earning above ₹15,000. This indicates that Hero bikes are popular among middle-income consumers.

**2. Ownership of Bike**

Option	Respondents	Percentage
Yes	97	97%
No	3	3%

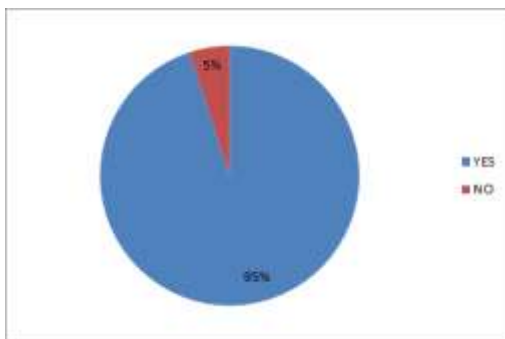


**Interpretation:**

Almost all respondents (97%) own a bike, showing that two-wheelers are a preferred mode of transportation among the surveyed group.

**3. Awareness about Hero Bikes**

Option	Respondents	Percentage
Yes	95	95%
No	5	5%



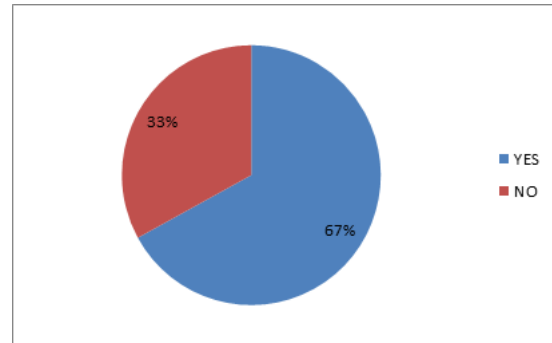
**Interpretation:**

Brand awareness of Hero bikes is very high

(95%), indicating strong market presence and promotional effectiveness.

**4. Usage of Hero Bikes**

Option	Respondents	Percentage
Yes	67	67%
No	33	33%



**Interpretation:**

Out of 100 respondents, 67% are using Hero bikes. However, 33% are using other brands, indicating potential scope for market expansion.

**5. Rating Factors (Among 67 Users)**

	Quality	Price	Longevity
Rating	Percentage	Percentage	Percentage
Good	62%	46%	55%
Fair	4%	20%	12%
Bad	1%	1%	0%



**Interpretation:**

Most users rated quality (62%) and longevity (55%) as good. Price perception is also positive, though 20% rated it as fair, indicating slight pricing sensitivity.

**V. FINDINGS, SUGGESTIONS, CONCLUSION**

**FINDINGS**

1. The company’s advertisements are perceived as not fair and are not reaching all sections of the target audience effectively.
2. Many respondents feel that Hero advertisements are difficult to understand, indicating lack of clarity in message communication.
3. Hero is not concentrating sufficiently on promotional activities for both customers and retailers.
4. The company is not offering attractive gifts or incentive schemes to customers, which may reduce promotional appeal.
5. Hero is not utilizing a variety of advertising media channels effectively (such as digital media, outdoor media, and rural marketing tools).
6. The package design is not communicative or eye-catching; colors and design elements need better harmony to improve visual appeal and brand communication.
7. Distribution network coverage is weak in rural villages, limiting market expansion opportunities.

8. The company is not conducting road shows or public awareness campaigns to promote its products and services.
9. Marketing personnel need improvement in product knowledge and communication skills to better assist customers and retailers.
10. Personal selling efforts are insufficient; direct customer contact and awareness programs need strengthening.

**SUGGESTIONS**

- Continue focusing on the middle-income customer segment.
- Maintain high product quality and durability standards.
- Improve pricing perception through better EMI and finance options.
- Increase digital and social media promotions to attract youth customers.
- Strengthen after-sales service to reduce the 17% complaint rate.
- Introduce loyalty programs and referral benefits.
- Use integrated promotional strategies (advertisements + offers + free service).
- Provide exchange offers to attract customers using competitor brands.
- Launch updated models with modern features and improved mileage.
- Expand rural marketing strategies to increase market share.

**CONCLUSION**

From the overall study, it is clear that while Hero has established a strong presence in the market, there are certain areas that require immediate improvement. The company needs to enhance its advertising effectiveness, simplify promotional messages, and ensure that advertisements reach a wider audience. Greater focus should be given to promotional activities for both customers and retailers, including attractive gift schemes and incentive programs. Improvement in packaging design, rural network expansion, and conducting road shows can



significantly increase public awareness and market penetration. Additionally, strengthening marketing personnel skills and personal selling efforts will help in better customer engagement and brand communication. By addressing these gaps, Hero can further strengthen its competitive position, improve customer satisfaction, and achieve sustainable growth in the market.

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