Comparison of Traditional Marketing and Digital Marketing: The case of Vietnam

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ABSTRACT

To achieve success in business, businesses and entrepreneurs need to have a thorough understanding of the market, need to know what customers want, how they want to be treated. Today, businesses must operate in an environment of fierce competition, rapid changes in all aspects and customer loyalty to a brand name is weaker and weaker. Whether a brand gets the attention of its customers or not has become a vital issue. Therefore, marketing has become the most effective tool for businesses in attracting customers’ attention to their brands. Thanks to the advent of the Internet and advanced technologies, marketing has been divided into traditional and electronic routes. This article will compare traditional marketing with electronic marketing.

Keywords: digital marketing, industrial revolution 4.0, traditional marketing

1. INTRODUCTION

For a long time, the marketing acts appeared sporadically and vaguely in the goods purchase, sale and exchange activities. However, marketing has not really appeared yet. Until science and technology develop strongly, the source of goods and services becomes plentiful and diversified, buyers have more ability to choose, leading to fierce competition among sellers. , requiring business people to find a way for consumers to pay attention to their products. This led to the advent of marketing. The Industrial Revolution 4.0 gave birth to intelligent tools and machines, and especially the internet. The internet has deeply influenced traditional marketing methods, leading to the advent and strong development of electronic marketing. While traditional marketing methods are gradually saturated, electronic marketing has become a wise choice for businesses. Therefore, this article will show more clearly the similarities and differences between traditional marketing and electronic marketing. Through it, it helps to see the advantages that e-marketing brings.

2. CONTENT

2.1. Research history

Philip Kotler - the father of modern marketing believes that the problem businesses face is not lack of products but lack of customers. This leads to fierce competition, requiring sellers to do their best to attract customers by reducing prices and increasing gifts. But these ways will reduce profits. To avoid this, marketing or marketing is the most authentic answer to competition instead of discount [1].

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Traditional marketing did a great job of it over a long period of time, until the Internet came along and drastically changed the face of marketing. In recent years, along with the explosion of information technology and the internet, online transactions and purchases have become more and more exciting, the competition between brands is also getting fiercer. Online consumers are influenced by trends and reviews online, meaning they need more information to refer to as well as more "sites" to choose from [2]. This requires traditional marketing also to change in a new direction to keep up with the change of information technology and social trends.

2.2. Concept of traditional marketing and electronic marketing

The father of modern marketing has defined marketing as identifying unmet needs and wants of customers, thereby defining and measuring size and profitability, and identifying target markets. Which businesses can best serve. Thanks to these things, we decide to create products and services suitable to supply to the previously selected market. Then call on the members of the business to think and serve the customers [1]. Or to put it more simply, marketing is about transforming diverse human needs into possibilities for profit. Marketing is a tool that provides better information and solutions to customers, helps them reduce time to find satisfactory products, as well as create more choices for customers.

In which, traditional marketing is all marketing activities that do not use digital and internet. Traditional marketing uses traditional media such as newspapers, television, leaflets, etc. These are the means for businesses to reach consumers and other businesses for decades.

Electronic marketing is a marketing activity born after the industrial revolution. Thanks to smart electronic devices that can be connected to the internet, electronic marketing has a wide range of activities and influences quickly and deeply to customers through social networks and online websites. Thanks to its convenient features, online information is increasingly chosen by many consumers to search and share reviews of the products they want. It is also because of the popularity of many consumers that businesses increasingly prefer to use electronic marketing.

2.3. Traditional marketing - pros and cons

With the explosion of the internet and social media, traditional marketing is often underestimated by businesses. However, to this day, traditional marketing still holds a strong position and wins the trust of consumers. Traditional forms of marketing still exist around consumers' daily life such as television advertisements, outdoor billboards, leaflets, magazines, etc.

Based on the 2007 Clutch website survey of more than 1000 consumers living across the United States, advertising influenced 90% of consumers [3]. Thus, we can see how the power of advertising affects consumers. And we still can't deny the high visibility and high recall of traditional advertising. Moreover, traditional advertising types have a higher trust from consumers than online advertising. Also according to a survey by the Clutch page in 2007, with the question of the type of advertising you trust the most, we have the answers are advertising on television (61%), in newspapers (58%) (Figure 1).
In addition, traditional advertising methods are still marketing methods that make it easier for consumers to remember. In Vietnam, until today, people of the 8x and 9x generations can still remember carefully the traditional "legendary" advertisements of childhood on old television. For example, today there are many laundry detergent products for consumers to choose from, but most Vietnamese consumers will still tend to remember Omo detergent along with the slogan "afraid of stains".

However, to create an advertisement in the traditional way is very expensive and time consuming. Creating a TV commercial or a newspaper ad can take months to plan, make, and review. Not to mention, to place ads on TV channels with a large audience or a newspaper with high publishing volume will cost several times more than advertising online. Also, since traditional marketing is often used to advertise finished products and these ads do not have the ability to interact directly with consumers, it makes it harder for businesses to change products that are more in line with the ever-changing needs of consumers.

2.4. Electronic marketing - pros and cons

Today, the explosion of the Internet makes people more connected. Therefore, through the internet, businesses can bring information about their products to more customers. According to data from We are social site, as of July 2020, there are 4.57 billion internet users in the world, accounting for 59% of the total population of the world, up 8.2% over the same period last year. In a day, on average, people spend 6 hours and 42 minutes using the internet. And we can see, the major social networking platforms have a very large number of users, this is a source of potential customers that most small and medium enterprises in many different fields are gradually applying, use electronics in their marketing activities (Figure 2).
Next, electronic marketing allows businesses to interact directly with customers anywhere, anytime. If you have an actual store, the customer has to come to the store and can only come when the store is open, which is similar to traditional marketing limited to one hour per fixed location, does not have the ability to interact directly. In contrast, with electronic marketing using the internet, businesses can consult with customers anywhere regardless of distance through online "chat" tools. In addition, today's websites and social networks allow users 24/7 access to pre-installed content stores, electronic marketing can be done continuously through advertising scheduling functions, automatically. reply the message.

Electronic marketing can also help businesses save a considerable amount of money for advertising. To be able to squeeze into television advertising (popular channels such as VTV, HTV, etc.) or major newspapers and magazines requires businesses to spend a cheap fee at all (Photo 1). Moreover, it takes a lot of time for businesses to complete advertising content because it takes a long time to review for ads running on TV or magazines, not to mention that businesses cannot change the content of the content. there. In contrast, running electronic ads will cost less. Signing up to run ads will also be easier.

Electronic marketing also has its disadvantages. The convenience and ease in Internet marketing makes it possible for any web surfing user to encounter advertisements. Every day, users encounter dozens of ads while surfing Facebook message boards, watching Youtube, banner ads on websites, email advertising of countless businesses, even offers in facebook messages. zalo, etc. Moreover, sometimes users will be distracted by news about celebrities, hot news of the day, etc. Parallel to it, the internet opens up wide access opportunities, it also leads to use it to promote fake brands. And preventing this tampering is also very difficult.

3. APPLICATION TO INTERACTIVE MARKETING IN VIETNAM
The development of communication, the spread of the internet has been bringing many opportunities, opening up new spaces with many creativity and approaches to customers. One-way advertising and communication activities have become outdated, making it easy for listeners to get bored and ignore the messages it brings. Catching up with the new trend of the market as well as customer psychology, many businesses have developed interactive marketing campaigns on the internet. The power of interaction enables businesses and customers to connect with each other, thereby creating connection and brand loyalty.

Interactive marketing has many advantages to help businesses develop their brands, capture customers' needs, and create a bond between customers and businesses. Since then, helping businesses increase profits and revenue, especially for small and medium enterprises, whose financial capacity is not too large, interactive marketing is an effective and ideal saving tool. However, to take advantage of the power of interactive marketing, businesses need to focus on the following solutions:

Firstly, it is necessary to build an effective electronic database platform, especially website, Facebook, blog, twitter. Official websites of enterprises should focus on building an easy-to-read and easy-to-search interface and has functions of messaging, feedback, vote, choose to buy convenient for customers to use and place orders. Online shopping is currently a customer's trend and customers searching for products, choosing products and giving feedback on products depend a lot on the convenience of the interface of the sales website of the business.

Second, it is necessary to flexibly apply interactive methods and tools. Make the most of interactive content types such as questionnaires, surveys, polls, even videos or interactive infographics, to easily listen to customers' needs and thoughts. In the digital world, the vital secret of a business is nothing more than keeping customers with every evolution of the brand. And the way that is always most effective is to create conversations, also known as interactive marketing. The selection of tools as above will help businesses understand the needs as well as thoughts about current products, ideas for future products, thereby further development in their product chains.

Third, researching and surveying consumer tastes needs to inspire customers through meaningful discussions and interactions. When businesses understand the psychology of customers to buy and how to promote them, they will find the right steps in accordance with the age psychology and culture of the target customers.

In general, the brilliant development of the internet and the present technology 4.0 has brought challenges but at the same time also brings many opportunities for businesses to take advantage of it. Traditional one-way marketing has become outdated, giving way to creative, attractive two-way interactive marketing with outstanding advantages. However, to take advantage of interactive marketing, businesses not only need to have a basic electronic database system, but businesses need to know how to take advantage of interactive methods and tools. In addition, businesses need to study the psychology and psychological trends of customers in order to offer attractive and creative interactive content that is still relevant to the level and culture of the target customers.
4. CONCLUSION

To be able to attract consumers, businesses need marketing through a variety of means, whether they use a smartphone, computer, television or newspaper. Consumers reach thousands of ads every day, businesses that want to reach as many people as possible should advertise. Both traditional marketing and e-marketing have different advantages and disadvantages. Enterprises need to understand their own marketing needs, who their target customers are and what their budget is in order to find the right marketing method for reaching customers. Through understanding the pros and cons of different types of marketing, businesses can prepare carefully to minimize risks as possible. The core of marketing is not what method you use, but how you can lead you to better reach your customers.

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