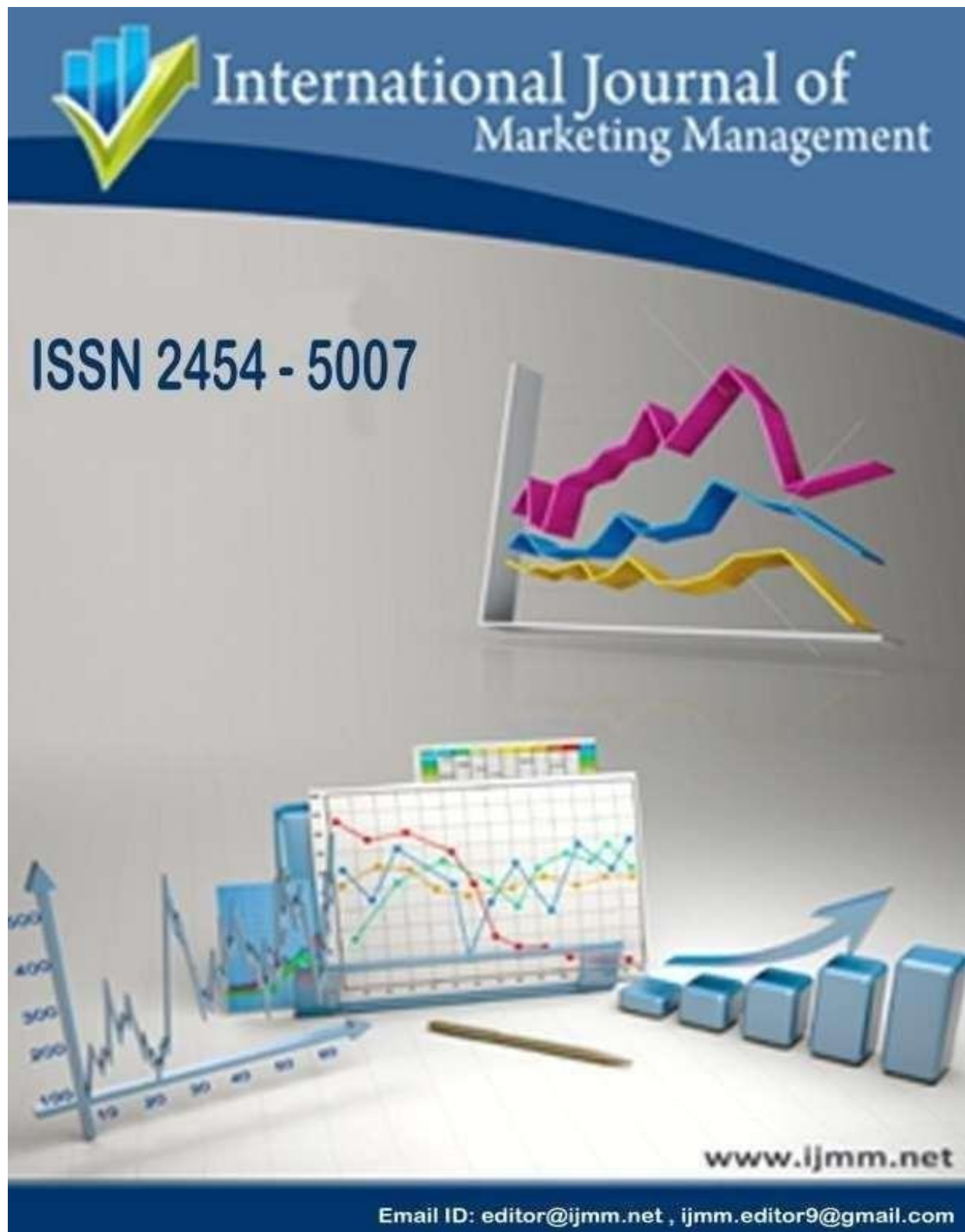




CONSUMER BEHAVIOUR TOWARD TRADITIONAL MARKETING

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ABSTRACT

With an emphasis on understanding consumer preferences, motivations, and decision-making patterns, this study examines consumer buying behaviour toward traditional marketing practices. Despite the rapid growth of digital channels, many consumers continue to rely on traditional methods such as print media, television, radio, and in-store promotions when making purchase decisions. The research explores how factors like demographics, cultural influences, and perceived trust affect attitudes toward these conventional marketing approaches. Data were collected from 200 respondents in Coimbatore, Tamil Nadu, and analysed using t-test, Chi-square, ANOVA, and simple percentage techniques to evaluate how age, income, education, and lifestyle shape consumer responses to traditional marketing efforts.

KEY WORDS

Marketing, Consumer preference, Traditional marketing.

INTRODUCTION

Consumer buying behaviour refers to the decision-making processes and actions taken by

individuals or households when selecting, purchasing, and using products or services. Traditional marketing—through channels such as print media, television, radio, outdoor advertising, and face-to-face sales—has long played a pivotal role in shaping these decisions. Even in the era of rapid digital transformation, traditional marketing remains significant for creating brand awareness, fostering trust, and influencing purchase intentions. Understanding how consumers respond to various offline promotional tools, pricing strategies, and personal selling techniques provides valuable insights for businesses seeking to strengthen their market presence and build lasting customer relationships.

STATEMENT OF THE PROBLEM

Despite the growth of digital platforms, many consumers continue to rely on traditional marketing touch points when making purchasing decisions. However, their buying behaviour is influenced by diverse factors such as cultural background, age, income level, and perceived credibility of offline media. Businesses often face challenges in accurately predicting how these variables interact, which can lead to mismatched marketing strategies and reduced

effectiveness of campaigns. The lack of up-to-date research on consumer attitudes toward traditional advertising methods—such as print ads, billboards, and in-store promotions—highlights the need for a deeper understanding of buyer preferences and motivations. Analysing these behavioural patterns will help marketers refine their approaches, allocate budgets efficiently, and maintain relevance in a marketplace increasingly dominated by digital channels.

OBJECTIVES

1. To find out the consumer preference towards online marketing and traditional marketing
2. To study the factors influencing the consumer purchasing behaviour based on traditional and digital marketing

NEED OF THE STUDY

In the present era of rapidly changing market trends and emerging digital platforms, understanding consumer buying behaviour toward traditional marketing remains highly relevant. Despite the growth of digital media, traditional marketing methods—such as print advertisements, television, radio, and outdoor campaigns—continue to play a significant role in influencing purchasing decisions. Consumers often display varied preferences and levels of trust toward these traditional channels, shaped by demographic factors, cultural background, and personal experiences. There exists a noticeable gap in comprehensive studies that specifically examine how consumers perceive and respond to traditional marketing strategies

in comparison to newer digital methods. Investigating the motivations, attitudes, and factors that guide consumers' purchasing choices when exposed to traditional advertising is essential. By exploring these aspects, this study aims to provide valuable insights for marketers, policymakers, and businesses to refine their marketing approaches. Such understanding will help companies design more effective campaigns, allocate budgets wisely, and sustain the impact of traditional marketing while meeting the diverse needs of their target audience.

RESEARCH METHODOLOGY

1. Area of study - Tamilnadu
2. Sample size - 280 respondents
3. Sampling method - Simple random sampling
4. Data collection - Primary data
5. Period of study - June 2025 – September 2025
6. Analysis Tools - Simple percentage analysis, Descriptive Statistics, Mean Ranking, Chi-square.

LIMITATIONS OF THE STUDY

The sample of this study has been restricted to 280 respondents. This study is purely based on the information supplied by the respondents in Tamilnadu. The findings of the study are not applicable to any other area.

REVIEW OF LITERATURE

1. Ott, E. et al. (2025). Elaboration likelihood model and social media interactivity. Encyclopedia entry.

This theoretical study applies the elaboration likelihood model (ELM) to social media marketing, showing that interactive digital ads engage consumers via the central processing route, increasing perceived informativeness and brand attitude. Traditional marketing, often less interactive, tends to engage consumers via the peripheral route, influencing emotions more than cognition. The enhanced engagement from social media interactivity translates into higher purchase intentions. Marketers are advised to design digital campaigns that encourage active consumer participation to maximize effectiveness.

2. Niseteck Journal (2024). AI in food marketing: Personalized recommendations vs traditional advertising. arXiv preprint.

This study compares traditional advertising methods, such as TV and print, with AI-driven personalized recommendations in the food marketing sector. AI-enabled digital marketing is found to be more efficient in influencing consumer preferences by delivering customized product suggestions based on past behavior and preferences. Personalized digital marketing improves consumer satisfaction, reduces decision fatigue, and increases sales conversion rates compared to generic traditional ads. The authors recommend food marketers adopt AI technologies to stay competitive in the evolving market.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

PARTICULARS	GROUPS	FREQUENCY	PERCENTAGE
Which traditional marketing medium influences your buying decisions the most	Television	73	56.1%
	Newspaper	27	20.8%
	Radio	18	13.9%
	Magazine	6	4.6%
	Billboards	6	4.6%
What do you expect most from a traditional advertisement	Clear and informative message	33	25.3%
	Entertainment	34	26.2%
	Attractive visuals	39	30%
	Discount and offers	22	17%
	Testimonials	2	1.5%

The data shows that most respondents (56.1%) feel that television is the traditional marketing medium that most influences their buying decisions. This is followed by newspapers (20.8%), radio (13.9%), and a small percentage for magazines and billboards, which both influenced 4.6% of respondents. This clearly indicates that television is the most influential platform for traditional marketing compared to other channels.

DESCRIPTIVE STATISTICS

Statement	N	Mean	Median	Mode	S. D
Traditional advertisements in influencing buyer decision	130	2.3692	3.0000	3.00	0.97359
Satisfaction of traditional marketing advertisements	130	2.3692	2.0000	3.00	0.85489
Recommend of traditional marketing	130	2.5000	3.0000	3.00	0.99806

From the table, it's evident from the mean ratings that most respondents agree they were influenced by traditional advertisements in their buyer decisions (mean 2.37). This is closely followed by their satisfaction with traditional marketing advertisements (mean 2.37), and their willingness to recommend traditional marketing (mean 2.50).

Based on the mean ratings, it can be concluded that most people have a neutral to slightly positive view of traditional marketing. The consistently high median and mode of 3.0 across all three statements reinforce that a neutral response was the most common. The standard deviations, which are all close to 1.0, indicate a moderate spread of opinions.

MEAN RANKING

Particulars	Mean rank	Rank
Automobiles	2.3538	10
Fast moving consumer goods	3.0692	9
Real-estate	3.8231	8
Healthcare	4.4000	7
Education	5.0923	5
Financial service	5.8692	6
Fashion and apparel	6.6154	4
Food and beverages	7.3462	3
Travel and hospitality	7.9231	2
Technology products	8.5077	1

From the table, it has been evident from the mean ranking that most of the effectiveness of Traditional Marketing is seen in “Technology products” (mean 8.60) followed by, “Travel and hospitality” (mean 7.92), “Food and beverages” (mean 7.34), “Fashion and apparel” (mean 6.61), “Education” (mean 6.09), “Financial services” (mean 5.86), “Healthcare” (mean 4.40), “Real estate” (mean 3.82), “Fast Moving Consumer Goods” (mean 3.06) and “Automobiles” (mean 2.35)

CHI-SQUARE

Monthly income	0-20000	15	15.6	40	41.7	23	23.9	18	18.8	96	100	Chi square	sig
	20000-50000	1	7.1	5	35.8	7	50	1	7.1	14	100		
Demographic Factor	50000-100000	2	18.2	6	54.5	Traditional ads	27	0	0	11	100	Chi square	sig
		Jingles or		Celebrity		Humour	3	Visual		Total			
	More than 100000	1 catchphrases	11.1	3 endorsement	33.3	3 based ads	33.3	2 creativity	22.3	9	100		
		No	%	No	%	No	%	No	%	No	%		
Age	Below 18	8	28.6	8	28.6	7	25	5	17.8	28	100	17.050	0.048
	18-25	8	8.5	43	45.7	28	29.8	15	16	94	100		
	25-50	3	50	1	16.7	1	16.7	1	16.7	6	100		
	Above50	0	0	2	100	0	0	0	0	2	100		
Gender	Male	11	38	13	44.8	3	10.3	2	6.9	29	100	22.101	0.001
	Female	7	7.1	40	40.8	32	32.7	19	19.4	98	100		
	Prefer not to say	1	33.3	1	33.3	1	33.3	0	0	3	100		
Education qualification	School level	5	45.5	2	18.2	3	27.2	1	9.1	11	100	12.246	0.200
	Undergraduate	13	11.7	48	43.2	32	28.8	18	16.3	111	100		
	Postgraduate	1	14.3	3	42.9	1	14.3	2	28.5	7	100		
	others	0	0	1	100	0	0	0	0	1	100		
occupation	Student	18	15.5	47	40.5	32	27.6	19	16.4	116	100	9.136	0.425
	Working profession	1	11.1	2	22.2	4	44.5	2	22.2	9	100		
	retired	0	0	1	100	0	0	0	0	1	100		
	Other	0	0	4	100	0	0	0	0	4	100		

The Chi-square analysis reveals that age and gender significantly influence consumer preferences for traditional advertisements. Younger individuals (especially 18–25) show a strong preference for celebrity endorsements, while gender differences highlight that males lean toward jingles, and females favor humour-based ads. In contrast, factors like education level, occupation, and monthly income do not show a statistically significant impact on ad type preferences.

SUGGESTIONS

Enhancing consumer satisfaction with personalized marketing communication, regular product information, and feedback mechanisms. Address consumer concerns through supportive community forums, transparent pricing, and customer service initiatives. This empowers consumers and builds confidence in making purchase decisions. Addressing common challenges in traditional marketing, such as limited access to product comparisons, high prices, and lack of transparency. Businesses should promote clear pricing structures, provide low-cost options, and encourage consistent product quality. Additionally, offering educational campaigns and product demonstrations can help consumers make more informed choices. Empowering consumers through interactive marketing approaches. Traditional platforms like print, TV, and in-store promotions can be enhanced with consumer feedback loops and testimonial sharing. These

not only strengthen trust but also encourage repeat purchases.

CONCLUSION

Consumer buying behaviour in traditional marketing is shaped by factors such as pricing, accessibility, product awareness, and trust in the brand. As traditional marketing platforms (print, TV, radio, outdoor) remain widely used, businesses must focus on building credibility and delivering consistent value.

Empowering consumers with personalized messages, transparent communication, and effective after-sales service can significantly influence buying decisions. While digital marketing is increasingly popular, traditional methods still play a crucial role in reaching diverse consumer segments, particularly those who rely on direct, tangible, and familiar platforms. Ultimately, a balance between educating consumers, reducing barriers like high costs or limited access, and providing trustworthy information will help businesses foster loyalty and improve consumer satisfaction under traditional marketing strategies.

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