

**ADOPTION OF TRADITIONAL AND DIGITAL MARKETING  
COMMUNICATION MEDIA IN THE TWENTY-FIRST  
CENTURY: A CONCEPTUAL ANALYSIS**

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**ABSTRACT:** The study examines the adoption of traditional and digital marketing communication media in the 21st century through a conceptual analysis of 15 peer-reviewed journal articles from three online portals (Google Scholar, Research Gate, and Semantic Scholars). Exploratory research design was adopted, and secondary data were gathered from extant literature and online journal articles published on traditional and digital marketing communication media acceptance from 2011 to 2023, as well as peer-reviewed journals written in English and available in full text. The inclusion-exclusion criteria aided this process with the help of a critical appraisal skill programme (CASP). Findings indicate media acceptance rates of 45 percent (traditional), 52 percent (digital), and 3.4 percent (hybrid), respectively. The study concludes with recommendations for a 360-degree marketing strategy to optimize effectiveness in a complex media environment. **Word count: (128)**

**Keywords:** Traditional Marketing Communication, Digital Marketing Communication, Media Acceptance

## **INTRODUCTION**

Marketing communications has indeed changed with time to suit new insights and modern technology. The ever-changing marketing communications environment requires a coherent marketing communications mix elements where the various blend its media elements can be synergistically applied, for example  $1+1=3$  phenomenon, indicating the whole is greater than the parts. The advent of twenty-first century has somewhat shift marketing communication media from what we used to know as one-way- communications such as print media, billboard, and television advertising and so on to online means where machines and gadgets like phones, tablets, laptops, and so on performs marketing communications task effectively and efficiently without having to be with the target audience. Marketing communications is the 'face' of the organisation that its audiences learn to know and respect. It entails delivering a coherent collection of stimuli to a specific audience in order to elicit a desired response, establishing channels for receiving, understanding, and acting on messages, and recognizing new communication possibilities. Organizations must use the most appropriate media type for each audience at a given time (Pickton, 2010; Intenzar, 2017).

Globally, integrated marketing communications (IMC) has become a core part of business success in the twenty-first century, but it is still facing exceptional challenges like decreased

communication effect due to the devastation wrought by the COVID-19 pandemic and many other global issues such as insecurity causing a major economic market to slow down (Kitchen & Tourky, 2020). The major cause of this may be consumers' radical changing decisions due to innovative technologies and globalization in the process of products purchase. Some of the integrated marketing communication tools include advertising, sales promotion, public relations/publicity, direct marketing and so on (Smith & Taylor, 2010). However, these tools can be used in two essentially different communication environments: the traditional which is linked to the model of interpersonal and mass communication and the online environment of hypermedia marketing communication such as the internet (Pluta-Olearnik, 2018).

Traditional marketing communication uses a one-way communication channel to disseminate marketing to consumers. For example, the television, radio, newspapers/magazines, billboard and so on. Though some scholars have suggested that research should be carried out to determine why consumers would prefer a particular form of marketing communication channel to the other (Chao, Corus & Li, 2012). Although, (Zillman, 2010) as cited in (Talafuse & Brizek (2011) observed that there was a drastic decline in traditional marketing in 2009 when approximately 400 magazines and 140 newspapers stopped publishing, while only a few remain and others transferred to purely online format. However, presently there are still a lot of organizations who are employing traditional marketing communications media effectively and efficiently.

Digital marketing involves the organization use of online channels and methods to monitor success of their marketing campaigns (Financial times, 2015), for example internet marketing, social media marketing, e-mail marketing and so on. Digital technologies have significantly impacted marketing communications, enabling marketers to capture information on individual customers, manage large amounts of responses, develop understanding of clients, and invest in established relationships, as noted by Corniani (2014). Thus, it is noteworthy that digital marketing extends beyond e-marketing and internet marketing to include channels that do not require the use of the internet such as mobile phones (both SMS and MMS), digital cameras, and any other form of digital media (Financial Times, 2015). Hence, this study explores acceptance of traditional and digital marketing communication media in the twenty-first century.

### **Statement of the Problem**

Marketing communications plays a crucial role globally due to its benefits. However, Covid-19 has led to challenges in its adoption, causing a global GDP decrease in countries like China :2.5, the UK: 11.5, France:11.4, Italy:11.3, and the US:7.3. The UK's communications expenditure was negatively affected, with a 33.5 percent decrease in advertising, 62.4 percent decrease in direct mail, and 17 percent decrease in social media (Kitchen & Tourky, 2020). Covid-19 pandemic has led to businesses underperforming in terms of equity and sales, with marketing communications difficulties affecting certain sectors. These challenges are expected to worsen if adequate measures are not taken or peradventure when faced with a more challenging situation. A major cause of this is that a lot of organizations fail to consider the best marketing communications media and adopt what everyone (competitors) is adopting. There was no thought or consideration of the "hybrid marketing" communication which the application of a similar tool in both the traditional and digital

marketing communication media. Hence, the statement of problem; what are the different views on traditional and digital marketing communications media acceptance in the twenty-first century?

### **Objectives of the study**

The broad objective of the study is Traditional and Digital Marketing Communication Media acceptance in the twenty-first century: a conceptual analysis: Specific objectives were to:

1. examined varied views on traditional marketing communications media acceptance in the twenty-first century.
2. examine different views on digital marketing communications media acceptance in the twenty-first century.

### **Research questions**

1. What are the varied views on traditional marketing communications media acceptance in the twenty-first century?
2. What are the different views on digital marketing communications media acceptance in the twenty-first century?

### **Scope of the study**

The study's scope is conceptualizing marketing communications media acceptance in the twenty-first century, with emphasis on traditional and digital perspectives. Materials were from extant literature and published journal articles from 2011 to 2023. The aspect of digital marketing reviewed was restricted to online digital marketing.

## **LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

### **The concept of marketing communications**

Promotion became one of the elements of marketing communication and is also regarded as a "collection of tools forming a complex composition with defined properties enabling coordination and carrying out the goals and functions of a company" (Pilarczyk & Mruk, 2006) as cited in (Pluta-Olearnik, 2018). Advertising, personal selling, direct sales and public relations are recognised as the leading tools of marketing communication (Pluta-Olearnik, 2018). This is because they are the most commonly known and adopted tools by individuals and organisations. The essence of marketing communications evolves evidently with the development of today's markets, their participants and technology in the light of contemporary research (Pluta-Olearnik, 2018). Holistically, it plays a major role in every vibrant society, making it inevitable in all sectors of the economy (Ogbidi et al., 2018). Scholars have come to the realizations of how beneficial marketing communications tools can be when it is symbiotically applied. That is, mutually dependent and benefiting from the uniqueness of individual elements as opined by (Pickson, 2011). This, to a large extent, will enable organization's to determine where, when and how to judiciously apply the various blends of these elements. Integrated marketing communication (IMC) on the

other hand, was established in the middle of the 1990s when it was discovered that achieving effective marketing communication requires coordinating various tools and communication channels in such a way that the message sent by a company is coherent (Marcinkiewicz, 2011). Notably, three researchers (Porcu, del Barrio-Garcia & Kitchen, 2012) were of the opinion that integrated marketing communications means coherent, transparent communication with various groups of stakeholders using the effect of synergy so that both in the short term and the long term, the organization can build beneficial relations with the environment. Thus, communication tools in integrated marketing communication include both traditional (offline) and digital (online) media (Tarik & Adnan, 2018).

As a result of the convulsion as to which form of marketing communications is more appropriate or what may work best in a typical bilateral or unilateral communication setting, some scholars postulated the 360-degree marketing communications model. 360-degree marketing communication is the process that reaches its audience members in multiple ways, either online or offline (Merenda, 2012).

### **Traditional marketing communications**

Marketing allocation success could be significantly improved with a better understanding of consumer preference between traditional and digital media channels (Talafuse & Brizek, 2011). Traditional channels include radio and television (non-print) and newspapers, magazines, billboards (print). In other words, traditional marketing communications applies to older media such as film, television, radio, billboards, face-to-face, physical print and placement / POP (point of purchase). These forms of traditional marketing can be far-reaching and have a lifespan that is easily defined (Geraghty, et al. 2016). Bhayani et. Al. (2018) were of the view that in order to get one hundred responses from consumers using the traditional marketing communication approach it is necessary to apply television, radio, newspapers/ magazines, direct mail, trade shows, to communicate to about 5,000 to 10,000 people. In line with this (Getz 2012) as cited in (Geraghty & Conway, 2016) opined that it is advisable to adopt traditional marketing communications to reach a whole populace, and this is supported by 8,020 reports (Edelman, 2013). Similarly, Elareshi, et al. (2022) emphasized on the social television which is far gaining popularity. And this is the combination of social media with traditional TV.

### **Digital marketing communications**

Digital marketing has brought many new opportunities and tools to the forefront of event marketing including social media, email marketing, blogs, search engine optimization and video marketing (Geraghty & Conway, 2016). In recent times, several businesses have been greatly impacted by the use of digital media, and more firms now realize the importance of leveraging the Internet to conduct their businesses (Teo, 2005) as cited in (Mirzaei et al., 2012). Digital channels include online webpage advertising, e-mail messages, text messaging, social media advertising text, messaging, audio/ video recording, photos and so on (Talafuse et al. 2011). Nowadays, a variety of channels are used to accomplish the many goals of communication, and they do so far more quickly than traditional media (Schweidtmann et al. 2024). Hence, digital marketing communication, includes search engine marketing, online public relations, viral marketing, opt-in

email, and interactive ads, collects comprehensive client activity data through two-way communication features and traceable connection technologies and so on have thriving.

### **Hybrid marketing communications**

The hybrid marketing communications explains a situation where a similar variable is employed in both the traditional and digital marketing communications media simultaneously. It is a concept that leads to increase in productivity and large market share. This is because, organizations and companies have the opportunity of meeting more clients and customers. For example, a company with 200 online audience (digital media) and 200 offline audience (traditional media) making it a total of 400 customers at a particular time. Now, imagine a company who chooses to apply only one of the media types and the implication as such this concept will dovetail into a dynamic managerial expansion for anyone who chooses to apply this media type.

### **Marketing mix (4PS): traditional and digital marketing communications perspectives**

Bhayani & Vachhani (2018) gave an extensive illustration of the marketing mix element and its relevance in traditional and digital marketing communication in the twenty-first century.

**Product:** Product is the most significant component of marketing. Whenever a consumer purchases a product, he/she likes to see the product physically. This is feasible in the case of traditional marketing. However, in e-marketing, it is not feasible to get the actual touch of the product. Except it has passed through the process of way billing which is the case with digital marketing

**Price:** The pricing of a product can be based on the cost of the process of getting the product to the market. The reason organizations are involved in e-marketing is because it has a better prospect of saving costs and feasibility to have lower prices and to have a larger market share

**Place:** In traditional marketing, companies have the opportunities to decorate the stores to create a specific atmosphere that can attract consumers. But the reverse is the case with digital marketing. Customers only get to admire the products on their gadgets. Tools such as music and colour adds value to the physical experience. Though some websites try to create a unique place when designing their sites, the experience is not the same with the real experience.

**Promotion:** The major difference between traditional and digital promotion is the durability of the marketing message the marketer wants to communicate with the consumers. Traditionally, the timing is limited when compared to online promotion.

### **Summary of and Gap in Literature**

This study examines a wide range of literature that is pertinent to the acceptance of digital and traditional marketing communication methods. It discusses the advantages and disadvantages and how they relate to the research. While there has been a lot of research in this field, the researcher found that none of it addresses circumstances in which the same variable is required or used in

both traditional and digital media. Hence, this study bridged the identified gap by introducing a concept, hybrid marketing communication, which is a situation where a similar variable is employed in both traditional and digital marketing communications media.

## **METHODOLOGY**

The Boolean operators “and/ not” were used to narrow down the topic to properly search the literature and bring it to a more specific term in order to broaden the search. Basically, the search covered journal articles on traditional digital marketing communications media acceptance from 2011 to 2023 that were peer-reviewed, written in English, and available in full text.

A search result of 325 potential journal articles was generated through various online portals like Google Scholars: 125; Research Gate: 103, and Semantic Scholars: 97. Thereafter, the inclusion and exclusion criteria were used to determine the paper most appropriate for the study by carefully previewing the journal article titles and abstract. Where full information was not given on a particular topic, the full text was read. This process was repeatedly used to determine valid inclusion criteria.

The critical appraisal skill programme (CASP) was then employed to ensure systematic, trustworthy and relevant results of published articles before used. According to CASP (2018), the following methods should guide the researcher when reviewing a qualitative study:

- A. Is the study valid?
- B. What are the results?
- C. Will the results help contextually/ locally?

This appraisal process was also adopted to examine and exclude irrelevant journals and include only related titles, valid results, and major findings. Therefore, the results found to be useful to the study were limited to 15 journals. The reason for this selection is that these journals fall within the subject scope and are also within the time frame of the study (2011- 2024).

## **DATA PRESENTATION AND ANALYSIS**

**Table 1: Review of published journals on areas of focus and conceptual confines on traditional marketing communication media acceptance.**

<b>S/N</b>	<b>Authors</b>	<b>Journal Title</b>	<b>Topic of Study</b>	<b>Year of Publication</b>	<b>Area of Focus</b>
1.	Talafuse et al.	Journal of Management and Marketing Research.	Traditional and digital marketing preference: a descriptive evaluation of Billings, Montana mothers.	2011	Radio, television



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2.	Bhayani et al	Sage journal- FIIB Business Review. 3(3).	Internet marketing vs. traditional marketing: a comparative analysis.	2018	Radio, television, newspaper/magazines , tradeshow, direct mail
3.	Oancea et al	Journal of Emerging trends in marketing management.1(1)	Integrated marketing communication tools: Traditional vs. Modern	2016	Radio, Newspaper/magazines, outdoor, point of sales
4.	Rakic et al	Megatrend Scientific Review paper.11(1),187-204	Integrated marketing communications paradigm in a digital environment: the five pillars of integration.	2014	Radio, television, newspaper/magazines , outdoor, promotion, distribution, product, price, direct mail, telephone, catalogue, people, process, physical evidence
5.	Idrysheva et al	E3S Web of Conferences.135, 04044	Marketing communications in the digital age.	2019	Radio, television
6.	Todor	Journal of the Transilvania University of Brasov. Economic Sciences	Blending traditional and digital marketing. 9(58),1	2016	Radio, television, outdoor
7.	Nair et al	Asia Pacific Business Research Journal. 13-14	Transformation of traditional marketing communication into paradigms of social media Networking.	2012	Television, Newspaper/Magazines, outdoor
8.	Intezer	Humanities of Social Sciences Letters, Conscientia Beam. 5(2), 36-42.	Marketing communication in the 21 <sup>st</sup> century: trends & strategies.	2017	Television, telephone
9.	Durmaz et al	Global Journal of Management and Business Research: E-Marketing, 16(2).	Travel from traditional to digital marketing.	2016	Television, promotion, distribution, product, price
10.	Tarik et al	Journal of Economics and Business. 16(1), 45-57.	Online vs. Traditional: marketing challenge in the telecom market in Bosnia and Herzegovina.	2018	Newspaper/magazines, outdoor

11.	Pluto-Olearnik	Journal of Scientific Research and Organization. 2(1).	Integrated marketing communication-concepts, practice, new challenges.	2018	Events, promotion, distribution, product, price, sponsorship, interactive marketing, fairs and exhibition
12.	Sambyal et al	Journal of Biz and Bytes. 8(1).	Online marketing communications.	2017	Outdoor, public relations
13.	Ugolkov et al	Innovative marketing journal. 16(3), 26-36.	The evaluation of content effectiveness within online and offline marketing communications of an enterprise.	2020	Outdoor

**Research question one:** What are the varied views on traditional marketing communication media acceptance in the twenty-first century?

**Table 2: Summary of journal articles and categorizations of traditional marketing communication media acceptance.** Where (e.g 6/57x 100= 10.5%)

S/n	Categorizations	Frequencies	Percentage %
1	Radio	6	10.5%
2	Television	11	19.2%
3	Newspaper/ Magazines	5	8.77%
4	Tradeshaw	1	1.75%
5	Events	1	1.75%
6	Outdoor	7	12.2%
7	Point of Sales	2	3.50%
8	Promotion	3	5.26%
9	Distribution	3	5.26%
10	Product	3	5.26%
11	Price	3	5.26%
12	Direct mail	2	3.50%
13	Public relations	1	1.75%
14	Telephone	2	3.50%
15	Catalogue	1	1.75%
16	People	1	1.75%
17	Physical evidence	1	1.75%
18	Process	1	1.75%
19	Sponsorship	1	1.75%
20	Interactive marketing	1	1.75%
21	Fairs and Exhibition	1	1.75%
	<b>TOTAL</b>	<b>57</b>	<b>100%</b>



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**Table 3: Review of published journals on area of focus and conceptual confines on digital marketing communication media acceptance.**

S/N	Authors	Journal Title	Topic Of Study	Year of Publication	Area of Focus
1.\	Talafuse et al.	Journal of Management and Marketing Research.	Traditional and digital marketing preference: a descriptive evaluation of Billings, Montana mothers.	2011	Webmail. Text messaging
2.	Bhayani et al	Sage journal- FIIB Business Review. 3(3).	Internet marketing vs. traditional marketing: a comparative analysis.	2018	Webmail
3.	Oancea et al	Journal of Emerging trends in marketing management.1 (1).	Integrated marketing communication tools: Traditional vs. Modern	2016	E-marketing, internet, E-word of mouth, social media, search engine optimization, pay per click, Affiliate marketing, google ad words
4.	Rakic et al	Megatrend Scientific Review paper.11(1),187-204	Integrated marketing communications paradigm in a digital environment: the five pillars of integration.	2014	E-word of mouth, text messaging, Internet
5.	Idrysheva et al	E3S Web of Conferences.135,04044	Marketing communications in the digital age.	2019	
6.	Todor	Journal of the Transilvania University of Brasov. Economic Sciences	Blending traditional and digital marketing. 9(58),1	2016	Search engine optimization, content marketing, E-books
7.	Nair et al	Asia Pacific Business Research Journal. 13-14	Transformation of traditional marketing communication into paradigms of social media Networking.	2012	Social media
8.	Intezer	Humanities of Social Sciences Letters,	Marketing communication in the	2017	E-commerce

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		Conscientia Beam, 5(2), 36-42.	21 <sup>st</sup> century: trends & strategies.		
9.	Durmaz et al	Global Journal of Management and Business Research: E-Marketing, 16(2).	Travel from traditional to digital marketing.	2016	E-marketing, social media, search engine optimization, pay per click, search engines, websites, viral marketing
10.	Tarik et al	Journal of Economics and Business. 16(1), 45-57.	Online vs. Traditional: marketing challenge in the telecom market in Bosnia and Herzegovina.	2018	Webmail, E-marketing, Text messages
11.	Pluto-Olearnik	Journal of Scientific Research and Organization. 2(1).	Integrated marketing communication-concepts, practice, new challenges.	2018	Internet, social media, buzz marketing
12.	Sambyal et al	Journal of Biz and Bytes. 8(1).	Online marketing communications.	2017	E-marketing, social media, search Engine Optimization, Affiliate marketing, digital public relations
13.	Ugolkov et al	Innovative marketing journal. 16(3), 26-36.	The evaluation of content effectiveness within online and offline marketing communications of an enterprise.	2020	Test messaging, Internet, websites, content marketing
14	Mirzaei et al	<i>International Conference on Economics, Business and Marketing Management</i> , 29(13)	Differences of traditional marketing” in opposition to “electronic marketing”.	2012	E-commerce
15.	Karjaluotu et al	Journal of Business and Industrial Marketing, 30 (6), 703-710.	The role of digital channels in industrial marketing communications	2015	E-marketing, Internet, social media, websites

**Research question two:** What are the different views on digital marketing communications media acceptance in the twenty-first century?

**Table 4: Summary of journal articles and categorisations of digital marketing communication media acceptance. Where (n = 15: Freq.=59: %=100)**

S/n	Categorisation	Frequencies	Percentage %
1.	E- Marketing	7	11.8%
2.	E- Commerce	2	3.38%
3.	E- Business	1	1.69%
4.	Web Email	3	5.08%
5.	E- Books	1	1.69%
6.	Text messaging	5	8.47%
7.	Internet	7	11.8%
8.	E- Word of mouth	2	3.38%
9.	Social media	8	13.55%
10.	Search Engine Optimization	5	8.47%
11.	Pay per click (PPC)	3	5.08%
12.	Affiliate marketing	3	5.08%
13.	Google Ad words	1	1.69%
14.	Search Engines	1	1.69%
15.	Websites	4	6.77%
16.	Contextual Advertising	1	1.69%
17.	Digital public relations	1	1.69%
18.	Buzz marketing	1	1.69%
19.	Content marketing	2	3.38%
20.	Viral marketing	1	1.69%
	<b>TOTAL</b>	<b>59</b>	<b>100%</b>

**Table 5: Summary of authors' view on traditional and digital marketing communications media acceptance in the twenty-first century**

S/N	Dimensions	Categorisation	Author(S)	Total	%
1	Traditional	Radio, television, newspaper/magazines, tradeshow, events, outdoor, point of sales, promotion, distribution, product, price, direct mail, telephone, catalogue, people, physical evidence, process, sponsorship, interactive marketing, fairs and exhibitions	Talafuse et al. (2011); Bhayani, (2018); Oancea et al. (2016); Rikic and Rikic (2014); Idrysheva et al. (2019); . Tarik et al. (2018); Nair et al, (2012); Rakic et al. (2014). ; Sambyal et al. (2017); Ugolkov et al (2020); Todor, (2016). Intezer (2017); Durmaz et al.	13 13 x 100 29 = 44.82	44.8%

			(2016); Pluta-Olearnik et al. (2018);		
2	Digital	E-marketing, e-commerce, webmail, e- business, e-book, text messages, Internet, E-word of mouth, social media, Search Engine Optimization, Pay Per Click, Affiliate marketing, Google Ad words, Search Engines, Web sites, contextual advertising, Digital public relations, Buzz marketing, content marketing, viral marketing	Oancea et al. (2016); Nair et al. (2012); Financial times (2015); Sambyal et al. (2017); Idrysheva et al (2019); Karjalutu et al. (2015); Pluta- Olearnik (2018); Durmaz et al (2016); Todor (2016); Ugoikov et al. (2020). Mirzaei et al (2012);Intezer (2017); Talfuse et al (2011); Bhayan et al (2018); Tarik et al (2018); Rakic et al (2014)	15  15 x 100  29  = 51.72	51.7
3	Hybrid	Public relations	Sambyal et al. (2017)	1	3.4
<b>TOTAL</b>	<b>3</b>	<b>43</b>		<b>29</b>	<b>100%</b>

## DISCUSSION OF FINDINGS

There have been several discussions on traditional and digital marketing communication media acceptance. However, due to individual differences, various scholars have come up with varied views on different areas as seen below.

Talafuse and Brizek, (2011) carried out a study on traditional and digital media advertising preference: a descriptive evaluation of Billings, Montana mothers. There were 285 mother consumers' responses to the mail survey request. A t-test and ANOVA analysis were used to show mothers' preference for traditional media channels over digital. A significant difference was found in mother media channel preference for traditional media channels ( $M= 2.63$ ,  $SD= 0.71$ ) over digital media channels ( $M= 1.68$ ,  $SD= 0.57$ ) conditions;  $t(285) = 1.97$ ,  $p < .000$ . The ANOVA results were significant,  $F(5,1698) = 128.239$ ,  $p = .000$ , indicating a statistically significant difference between channel preference within the pairs of the six media channels studied. This study provides marketers information about the media channel preferences for consumers that can be used to effectively target the consumer preferences and behaviour of this demographic group.

Bhayani and Vachhani (2018) examined Internet Marketing vs Traditional Marketing: A Comparative Analysis. The objective was to identify the preferences of the people with prime focus to understand the difference between the conventional way of marketing products and the technological way of marketing products in India. In this study, 500 respondents were considered to measure the impact of internet marketing among them. 211 respondents preferred internet buying option as well as a personal buying option, 116 respondents preferred the internet buying option but not the personal buying option, 111 respondents say they prefer personal buying option

but not the internet buying option, and 62 respondents said that they do not like internet buying option as well as a personal buying option.

Intezer (2017), researched marketing communications in the twenty-first century: trends & strategies with the sole objective to discuss the main strategic issues that arise for marketers in the twenty-first century. The position paper was targeted at various firms and the type of marketing communications strategy they employed. The findings of the study showed that in the era of the twenty-first century, the primary task of every firm is to devise a competitive strategy, which depends on understanding the business and marketing environments in emerging markets before knowing the best marketing communications approach to adopt. The study concluded and recommended that the certainty of marketing communications is that the world, in general, is changing rapidly, the pace of change is increasing, and marketing communications must reflect those changes. What needs to change are not only the tools of marketing communications but advancements in communication technology and increased interaction between buyers and producers.

Mirzaei et al. (2012) carried out a conceptual analysis of the differences between traditional marketing” and electronic marketing, and they found that internet marketing is a more reasonable, economical, and faster method to reach out to consumers and also the best way to a business to market locally or globally. Both forms of marketing communications can help traders and marketers to do business because of their advantages and disadvantages.

Tarik and Adnan (2018) researched online vs traditional marketing challenges in the Telecom market in Bosnia and Herzegovina to analyse modern trends of online marketing, such as the web, smartphones, social media, and so on and their influence on the company's marketing communications. They evaluated traditional offline marketing channels and their preference. Out of 391 questionnaires sampled for both online and offline marketing communication users, 46 percent of the respondents use the Internet more than 21 hours a week, and only 2.3 percent of the respondents do not use the internet. The research showed that telecommunication service users in Bosnia and Herzegovina prefer the online media ( $M= 2.4789$ ;  $SD= 0.95123$ ) over the traditional media ( $M= 2.2946$ ;  $SD= 0.74939$ ).

Oancea, Dutu, Diaconu and Brinzea (2016) embarked on a study titled Integrated Marketing Communication Tools: Traditional vs. Modern. The objective was to provide answers to the question "Are modern communication tools completely different from those traditional? The study adopted the structural equation model to develop a model for the study using BRIT motors Ag Company as a case study to test for the online presence within a period in the year 2010. The result obtained showed that BRIT Motor AG, Jaguar Land Rover Official Dealer in Pitesti, use all integrated marketing communication activities. Although it mainly uses modern tools of communication, Brit Motors also successfully integrate the traditional communication tools. The study found out that most of today's businesses are achieved through modern communication tools that are designed to connect people and businesses. The main conclusions of this study show that in a global market characterized by high dynamism and strong competition, the challenge for most companies is to identify the most effective tools through which to communicate with actual and potential customers. The study suggests that modern communication tools, such as public relations,

direct marketing, online marketing, and mobile marketing, offer an enormous number of possibilities for companies. Therefore, it was recommended that every company should have at least one marketing department, which is responsible for the company's online presence.

Nair and Subramaniam (2012) conducted a study on the Transformation of Traditional Marketing Communications into Paradigms of Social Media Networking. The focus of the study was on an emerging component of integrated marketing communication, which is increasingly becoming the trend. The secondary data presented for this research were those of the period between the year 2005 and year 2011. The study revealed promising facts like the transition to marketing through SMN gives visible advantages like bidirectional communication, interactive product presentation, and a firm influence on a customer who has a rudimentary interest (Forrester Research, 2010) as cited in this study states that sales through the Internet accounted for 53 percent of total retail sales, as consumers actively and increasingly use the Internet to research products before a purchase decision is made. Further, Forrester's also projected that the total retail sales for each year, beginning from 2010 to 2014, will be influenced by the World Wide Web at a rate of 46 percent, 48%, 50 percent, 51 percent and 53 percent for each year, respectively.

Pluta-Olearnik (2018) wrote a position paper on Integrated marketing communication concepts, practice, and new challenges with the objectives of showing the evolution of the models of integrated marketing communication in the light of current research and to analyse the configuration of various Integrated Marketing communication tools (traditional and Internet) which constitute the level of operationalisation of integrated marketing communication models. In their paper, they maintain that the instruments of marketing communication can be used in two essentially different communication environments: the traditional one, which is linked to the model of interpersonal and mass communication and the environment of hypermedia marketing communication, such as the internet.

A study by Tarik and Adnan (2018), online vs traditional marketing challenge in the Telecom market in Bosnia and Herzegovina, discusses the main strategic issues that arise for marketers in the twenty-first century, such as the World Wide Web, the net, social changes and technological change. After reviewing the extant literature, they concluded that the future of marketing communications is like most other things, uncertain. The certainty is that the world, in general, is changing rapidly, the pace of change is increasing, and marketing communication must reflect those changes.

Idrysheva et al. (2019). In this article, the authors presented the differences between traditional marketing communications and digital marketing. The theoretical basis includes the analysis of digital marketing tools and marketing communications. The empirical part of the study is carried out using two methods of research, qualitative and quantitative parts, in the form of questionnaires and logical methods. The results of the survey showed that the following services are most in-demand in the Kazakh market: SMM (88 percent), targeted advertising (84 percent), contextual advertising (80 percent), website development (76 percent), SEO-optimization (64 percent), digital design and creativity (56%), integrated digital services (56 percent), video production for digital projects (56 percent), mobile application development (36 percent), CRM system integration (36 percent), content marketing in the digital environment (36 percent), as well as motion-design and



animation for digital-projects (32 percent). The results of the survey showed that in 2019-2020, the situation in the market in Kazakhstan's digital services industry was improved, and the market volume was also increased.

### **Conclusion**

In conclusion, it is necessary to point out that combining traditional and digital marketing communications media channels is nothing that goes beyond the current standards. At present, the goal is a real conversation with people. This means that it is not enough to publish online content, as what is necessary is interaction with the consumers, which eventually leads to providing them with the expected values in offered products and services. Geraghty and Conway (2016) assert that both forms of marketing communications serve their purpose for their desired markets, with each having its financial costs and potential audience associated with it. Similarly, based on the findings from 15 journal articles reviewed 42 variables were identified. Traditional marketing communications had twenty-two media types with 13 authors, and digital marketing communications had twenty media types with 15 authors. This shows that both traditional and digital marketing communication cannot be isolated from each other; rather, 360-degree marketing communication should always be applied where necessary.

### **Recommendation**

Based on the findings made, it was recommended that;

1. Organizations should adopt a 360-degree marketing communication principle where the traditional and digital marketing communication media is a must for every daily activities.

### **Contribution to knowledge**

The study developed a unique concept known as hybrid marketing communication, in which a similar variable is employed in both traditional and digital marketing communications media.

### **Suggestions for future studies**

1. A quantitative study should be carried out to statistically check the effect and different views on traditional and digital marketing communication.
2. A study should also be carried out to determine the similarities between traditional and digital marketing.
3. The marketing mix elements (Product, Place, Price, Promotion, People, physical evidence and process) should also be inculcated into digital marketing communications. The reason is that without these elements digital marketing communications cannot be successful.

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