Chapter 10

The Comparison Between Traditional vs. Advanced Means of Marketing Communications

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ABSTRACT

The selection of an effective advertising campaign is remarkably essential for organizations to get consumers’ attention where diverse conventional mediums were already operational over the past decades (i.e., outdoor media advertising). However, the trend has been transformed toward revolutionary means of marketing communications owing to widespread penetration of the technology. Therefore, electronic marketing is a challenging and growing trend to attain consumers’ attention using internet in the present era. The core aim of this chapter is to investigate the significance of e-marketing (eM) and outdoor media advertising on consumer buying behavior within the electronic products of Pakistan. It is empirically revealed that e-marketing and outdoor advertising are factors of exploratory consumer buying behavior. In comparison, electronic marketing may have a higher positive influence than outdoor media advertising in the current digital age to reach a particular market. This chapter proposes several managerial implications and future studies for academics and practitioners.

DOI: 10.4018/978-1-5225-5619-0.ch010
INTRODUCTION

The Internet has become an influential and innovative tool for all kinds of businesses (Doolin, Burgess, & Cooper, 2002; Sigala, 2002). For example, in marketing practices, various emerging tools and techniques are operational to attain customer's attention, including email marketing, interactive marketing, database marketing, and e-marketing. To promote marketing practices, several types of advanced means have been studied by researchers over the past decades (e.g., Neill & Richard, 2012; Rautanen, 2012; Chittenden & Rettie, 2003; Sigala, 2002; Angehrn, 1997). In addition, many experts have examined the relationship in diverse dimensions and contexts, i.e., Gilmore, Gallagher, and Henry (2007) on email marketing, Angehrn (1997) on Internet marketing, Bauer (2005) on mobile marketing, Neill and Richard (2012) on intranet marketing, El-Gohary (2012) on mobile marketing, Intranet marketing, and extranet marketing. Furthermore, a well-studied framework of the marketing practices has been presented by Coviello, Milley, and Marcolin (2001) based on four marketing practices, i.e., transaction marketing (TM), interaction marketing (IM), database marketing (DM), and network marketing (NM) known as contemporary marketing practices.

With the passage of time and owing to growing technologies, Coviello, Milley, and Marcolin (2001) introduced a new practice of marketing practices called as e-marketing. According to Coviello, Milley, and Marcolin (2001), e-marketing is a marketing mechanism that facilitates organizations to create dialogues with customers by means of the Internet. Nowadays, e-marketing is receiving significant attention of academic researchers and practitioners who endeavor to establish and validate empirical relationships in different dimensions and contexts (El-Gohary, 2012; Strauss, 2016; Waheed, Yang, & Rafique, 2017; Kleindl, 2003).

In comparison, outdoor media advertising is a traditional tool which is acknowledged as a long-term advertising tactic (Gulmez, Karaca, & Kitapci, 2010). Advertising using outdoor media has a high effect on customers’ behavior (Woodside, 1990). According to Belch and Belch (1990), outdoor advertising creates a brand image. Outdoor advertising helps increase market share and brand loyalty (Gulmez, Karaca, & Kitapci, 2010). Past literature has revealed various aspects of outdoor advertising that might be considered while targeting consumers with multiple techniques, i.e., transportation advertising, lamp-post advertising, ComPark advertising, street advertising, walls capes advertising, premier panel/square advertising, sheet postures advertising, billboards advertising, street furniture advertising, bus/car/train/plane painting advertising, store display advertising, and Kiosks advertising.

The purpose of this study is to empirically conduct a comparative analysis between conventional tools and advanced tools of marketing communications within the context of Pakistan. Pakistan is world’s 6th populated country with 196 million population and 2.03% growth rate (World Meters, 2017). The electronic industry in Pakistan produces various electronic products, including mobile phones, computer machines, television, digital cameras, and rest of electronic gadgets. According to PCER (2016), the electronic industry of Pakistan is highly challenging and is expected to grow rapidly, e.g., computer sales from 1.1 to 1.5 billion, TV sales from 1.2 to 1.4 billion, and handset sales from 2.9 to 4.5 billion during 2016 to 2020. In such a huge consumer market, it is crucial to identify effective advertising mediums and understand distinct factors that may affect consumer buying behavior. According to Ling, Piew, and Chai (2010), consumer attitude towards a particular advertisement plays an important role throughout stages, especially creating awareness about the brand. Therefore, the selection of a suitable and dynamic medium is essential for advertisers. To this end, this research contributes by evaluating the effect of...