

A FRAMEWORK BASED TRADITIONAL APPROACH MARKETING STRATEGIES

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Abstract

The aim of this research is to identify about the marketing strategies in traditional ways. This paper proposes a framework to identify what are the aspects that have in traditional marketing strategy. In order to achieve this aim, the proposed framework identifies the traditional market strategy, advantages of traditional marketing, disadvantages of traditional marketing, marketing mix for traditional and marketing tools used in traditional marketing. This paper is also expected to act as a medium to look for better understanding about traditional marketing strategies as a whole.

Keywords: Traditional marketing strategies, advantages, disadvantages, marketing mix, marketing tools

1. Introduction

Traditional marketing strategies represent to advancement or promoting that has been used by organizations for a considerable length of time, and has a demonstrated achievement rate. Every business major goals are to expand and maintain their business to make their products well known to the society. It is all depends on developing a good marketing strategy which is the business and budget by deciding where to invest. Kotler (2002); Geraghty and Conway (2016) clarifies that when advertising for historical centers, it is essential to characterize the objective market and market to them absolutely, utilizing the correct instruments to suit that market. These apparatuses can originate from either the conventional or non-customary fields. Target marketing is accomplished through market division and utilizing suitable instruments or potentially channels to speak with that gathering (Perreault et al, 2013). As indicated by Kotler (2002) and Crowther (2011); Geraghty and Conway (2016), each target market should be tended to in various courses all together for a showcasing effort to be viable.

Traditional media is the thing that the vast majority think about display or share news and celebration, for example, daily paper, radio, communicate TV and satellite TV. According to traditional marketing communications applies to various medium which are media: film, TV, radio, boards, eye to eye, and physical print. These types of conventional promoting can be sweeping and have a life expectancy that is effortlessly characterized. These are on the whole conventional advertising techniques, which have been used by organizations for a considerable length of time. Most of companies keep on using traditional marketing as a component of their strategies. They put aside a financial plan, some of the time spent millions on publicizing, say the Super Bowl.

The aim of this study is to measure the traditional marketing strategies by marketers. In order to achieve this objective, this research proposed a framework to identify four main aspects of the traditional marketing strategies. The remainder of this

paper is organized as follows. Section 2 is literature review. Proposed framework is in Section 3. Final section contains some concluding remarks.

2. Literature Review

This research is expected to analyze about the traditional marketing strategies. For the traditional marketing strategies, we focus on five main aspects; traditional target marketing, advantages, disadvantages, marketing mix and marketing tools.

2.1 *Traditional target marketing*

Traditional marketing communications can be separated into TV, film, radio, announcements, eye to eye and any sort of print materials, for example, flyers indicated by (Santanu, 2016). Every one of these types of traditional marketing can be extensive and have a life expectancy that is effectively characterized. In the event that the life expectancy of the marketing media is short, it might be most appropriate for a once off occasion (Gibson and Neilson 2000). Getz (2012); Geraghty and Conway (2016) prompted utilizing traditional marketing, to achieve an entire masses and this is empowered by 8020s report. As indicated by Katz (2008); Geraghty and Conway (2016), traditional marketing has an all the more outwardly engaging, nostalgic and more noteworthy angle.

Belch and Belch (2006), Geraghty and Conway (2016) formulated an inexact time span of presentation or life-time traditional marketing interchanges. Magazines have the longest life expectancy of any conventional type of promoting (Blakeman, 2014). Magazines do not have much kind to be passed around from hand-to-hand, or sit in an office for passers-by to peruse. Newspapers can be exceptionally powerful at target promoting in view of their readership. Newspapers again have some degree shorter life expectancy however a day by day daily paper can be grabbed, left on a drive and got again by another individual from public.

2.2 *Advantages of traditional marketing*

Traditional marketing utilizes methodologies like direct deals, TV, radio, mail, print advertisements in daily papers or magazines and pieces of literature like bulletins, blurbs, lists or pamphlets. According to (Santanu 2016), traditional techniques might be best way to achieve the intended interest group, for example, old age, person-to-person is a methodology of customary promoting and now then there is a certainly a period and place when this kind of direct offering is best to advertise an item or administration. While (Raval et al, 2014) stated that traditional marketing can become broad reach medium because TV radio still remains as they are the most noteworthy family unit media transmission gadget. They also added other advantages which are creative possibilities as an assortment of media decision permitting movement and sound, or splendid full shading prints which offer conceivable outcomes for imaginative advancement approach. Besides, high intrusion value for visual and sound to have the capacity of intruding on a watcher and geographic selection to give probability to very compelling business sector division. Rich shopping experience also the advantage of traditional marketing for shopping as it seen as a diversion by numerous individuals and

it is a place for get together with family and companions. According to Taherdoost and Jalaliyoon, (2014) the greatest advantage of customary promoting is remarketing and brand mindfulness. At the point when an organization produces another item with a specific end goal to enter to the market need a great deal of promoting endeavors until to keep on the client brain and afterward can move towards new market.

2.3 Disadvantages of Traditional Marketing

As stated by Xu (2016), most of traditional marketing analytics depends on small data sets (megabytes or gigabytes, or kilobytes) with restricted logical stages and usage limit. These settled scale informational collections are generally accessible from the administrator or scientist's PC where the investigation happens and the examination is not effortlessly replicable. According to Santanu (2016), to buy promoting for TV, radio or print can be exorbitant restrictive to most independent companies and leaflets, business cards and mailers are costly to be printed in copies. Printing materials, purchasing media and making radio promotions require procuring outside that add to costs. The results also are not effectively estimated, and much of the time cannot be estimated by any means.

Traditional marketing is static which implies there is no real way to cooperate with the crowd. Raval (2014) stated that traditional marketing required high cost as the cost needs to use for creating TVC, magazine publicizing, or standard mail. He also added that it need to stay considerably higher in correlation with web advancement and have long lead time in order to always promote that will require troublesome techniques and extensive time. In addition, it has short exposure time because of the high cost of the media and most advertisements are displayed for a brief timeframe. It also has low flexibility which is will troubled the updating procedures and restriction on media control bringing about low adaptability for imagination. (Durmaz and Ibrahim, 2016) also added that in outcome of two world wars, nations strived to resuscitate their economies and in this way, traditional marketing process item and administration requests could not address the issues of purchasers.

2.4 Marketing mix for traditional marketing

The marketing mix for traditional is made based on marketing mix theory by Philips Kotler. According to Nargesi et al., (2013) the 4P worldview must be built up by experimental research and hypothetical preparing.

2.4.1 Product

According to Raval et al., (2014), product is the solution to customers wants or/and needs. There are different aspects of product that needs to be considered like design, function and quality of the product. The marketer needs to know what kind of appearance such as size, colour and generally design of product is wanted or needed. Service is also a part of this P. It is the intangible good that a company can offer to its customers and it is difficult for satisfying customer's needs and expectations. Conventional promoting tries to convince potential clients by displaying highlights and advantages of an item or administration, through customary mediums (Johnston, 2013).

2.4.2 Price

Estimating is an essential piece of the marketing and it conveys a message about the item, organization and the picture. The choice of valuing is reliant on what objectives the organization needs to accomplish. Setting a cost is a procedure and in view of the showcasing blend hypothesis there are 6 stages in this procedure which are pricing objectives, determination of demand, estimation of costs, analyzing competitors' costs prices and offers, selection of pricing method and selection of final price (Raval et al., 2014).

2.4.3 Place

Raval et al., (2014) indicated that place in marketing can be about location in the means of store, factory and storage. Place in marketing can be about area in the methods for store, industrial facility and capacity. Additionally, the choices on appropriation channels and transport are a part of it. The organization should follow up on the objectives they need to accomplish by the area they pick. A few cases of the variables that affect this choice are the cost of the picked area, the sum the organization can spend around there, its benefit and the space required. The decision of place can be exceptionally radical for the achievement of the business.

2.4.4 Promotion

Effective brands project tactile interest, in winning dedication of the shopper (Tan, 2006); (Mohasoa, 2014). Promotion is one of the vital Ps of 4 Ps in marketing mix. The emphasis is basically on how the organization could achieve it's focused on clients and convey its message to them. It for the most part incorporates deals with promotion, eye to eye selling and personal offering, publicizing, advertising, direct marketing, direct mailing, list promoting, telemarketing (Raval et al., 2014).

2.5 *Traditional marketing tools*

Customary promoting apparatuses can be portrayed by Taherdoost and Jalalivoon, (2014) as business cards, magazines, daily papers, notices, plugs on TV and additionally leaflets and bulletin. In substance customary advertising incorporates all limited time endeavours aside from advanced showcasing devices. Customary promoting apparatuses fall under four classifications, to be specific (Marketing-schools.org, 2012; and Truly basic advertising, 2015):

1. Print media: Examples of which incorporate daily papers, leaflets, magazines and bulletins that are disseminated to potential shoppers.
2. Communicate media: Such as radio, TV and on-screen theatre publicizing.
3. Standard mail: This incorporates postcards, pamphlets also, inventories that are printed and sent to potential or current purchasers of the item.
4. Telemarketing: Calling purchasers specifically to see whether they might want to buy the organization's item.

As indicated by BusinessNewsDaily (2013) traditional marketing instruments still grow, with 77% of SMEs as yet utilizing print promoting. Conventional promoting instruments seem to have talked more to shoppers and to drawing in the customer to buy the offering (Salehi, 2012); (Cant and Wiid 2016). Even though traditional marketing devices work for a few, numerous advertisers trust that this procedure is ineffectual. For instance, in an overview with respect to organizations conclusions on lead quality and amount by channel, just 4% of respondents demonstrated that leads produced from print, radio and TV promotions were high quality and just 9% showed that this channel conveyed a high amount of leads (Ross, 2013).

Table 1: Analysis of Review

Author(s)	Target marketing	Advantages	Disadvantages	Marketing mix	Marketing tools
Xu et al., (2016)			✓		
Talafuse & Brivek (2015)	✓				
Raval et al., (2014)		✓	✓	✓	
Santanu & Gouri, (2016)		✓	✓		
Taherdoost & Jalaliyoon, (2014)		✓	✓	✓	
Geraghty & Conway, (2016)					
Durmaz & Ibrahim, (2016)			✓		
Cant & Wiid, (2016)		✓	✓		✓
Mohasoa, (2014)					✓
Nargesi et al., (2013)				✓	

3. Proposed Framework

Figure 1 shows proposed framework to guide this research with traditional marketing strategies which are target marketing, advantages, disadvantages, marketing mix and marketing tools. In this study, it is identified there are four different independence variables. Independence variables are defined based on previous discussion in Section 2.1 Traditional target marketing, Section 2.2 Advantages of traditional marketing, Section 2.3 Disadvantages of traditional marketing, 2.4 Marketing mix for traditional marketing and Section 2.5 Traditional marketing tools. These independence variables are important due to the implementation of traditional marketing strategies.

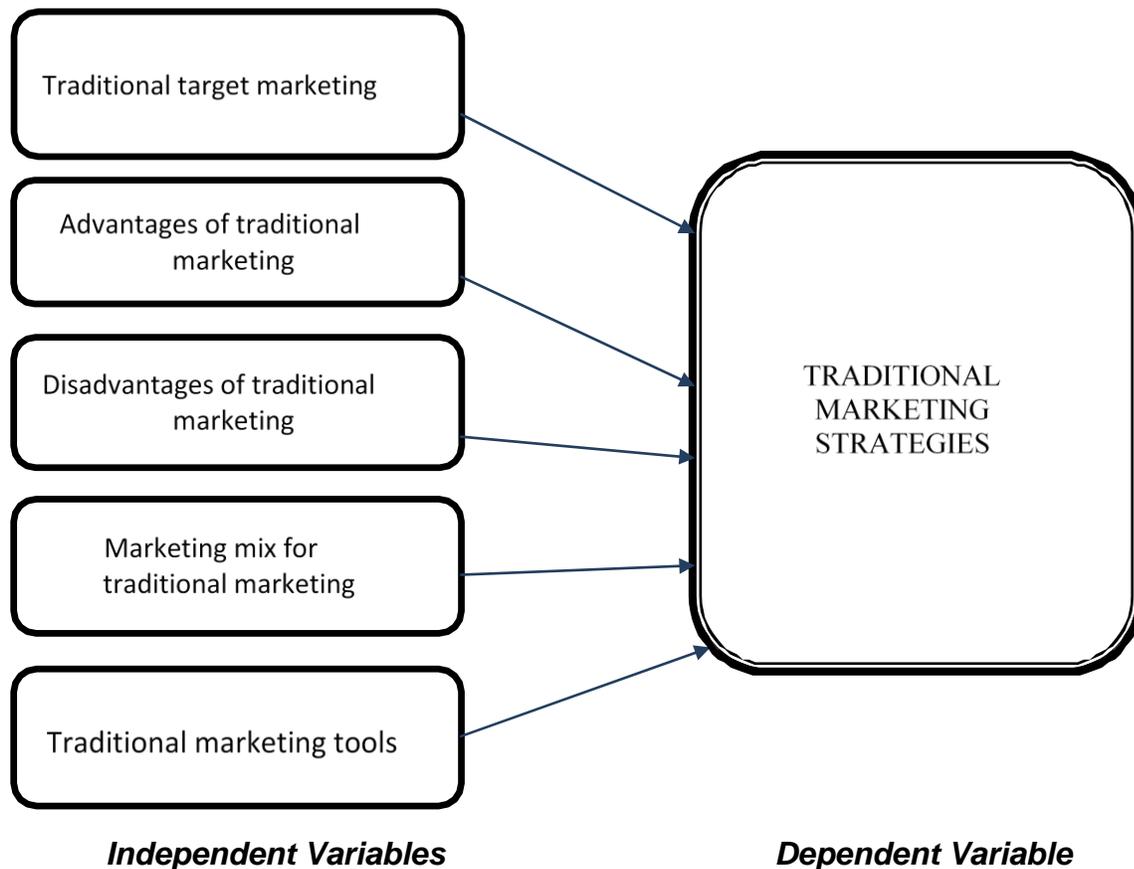


Figure 1. Proposed research framework

4. Conclusions

In a conclusion, traditional marketing strategies have many mediums to be used to market the products. The fact that TV was observed to be the most accessible media to this statistic aggregate considered, the outcomes showed that these youthful Malaysian grown-ups favoured online media. Media inclination was found to have a huge association with way of life factors, for example, family foundation, and way of life, and access to the Web. However, traditional marketing has both advantages and disadvantages so it depends to the marketers to apply by using the right marketing tools and follow the marketing mix to expand the business. Customarily the four Ps of advertising, Price, Product, Place, and Promotion, have been viewed as the cornerstones of an association's showcasing methodology. The utilization of the Web as a business to- business or business-to-customer showcasing device incorporates what numerous see as the fifth P of showcasing, 'Individuals' and fits inside this customary system.

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