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## The Impact of Digital Marketing vs. Traditional Marketing on Consumer Buying Behavior

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### Abstract

*Objectives:* This research aims to measure the impact of digital marketing vs. traditional marketing on consumer behavior by analyzing their motives and reasons related to the orientation and purchase of products or services through social media and identifying the differences in marketing strategies used depending on the demographics of respondents. *Methods:* The research was realized based on primary data. For the realization of the research objectives and questions, a quantitative method was used, where 400 citizens of Kosovo were a part of the research. *Findings:* Based on the ordinary least squares (OLS) model, it turned out that the two marketing types impact consumer buying behavior, but digital marketing turned out to be the indicator with the greatest impact on deciding to make purchases. Also, based on the t-test and ANOVA, there was no significant difference in using traditional and digital marketing types depending on demographic variables. *Novelty/improvement:* Through this research, businesses receive comments on the preferences of citizens for the marketing type and the possible offers depending on the preferences, as well as the impact of traditional and digital marketing on the purchasing behavior of consumers.

*Keywords:* Digital Marketing; Traditional Marketing; Consumer Buying Behavior.

## 1. Introduction

Since the discovery of the Internet, its application by companies has grown, and as a global medium, the Internet is considered the most revolutionary marketing tool [1]. The types of communication people have affected the changing business development, influencing the satisfaction of customer needs and saving time and costs through online research [2]. The continuous advancement of technology is an indicator of the transformation of traditional marketing into digital marketing, where communication is carried out through digital media. Traditional and electronic marketing are considered important tools to persuade people to trade [3]. Digital marketing is considered a marketing development phenomenon where marketers clearly use digital marketing as an important component in creating their marketing strategies and campaigns to present their products or services to customers. Seeing this evolution, businesses have transformed the way they do marketing by transforming traditional marketing into a digital one, improving how they create relationships with their customers to meet their needs.

Digital marketing is the latest technique used to attract customers using new technologies through the Internet and information-related technologies to carry out marketing activities [3], while traditional marketing through communication in traditional channels aims to attract customers to meet their needs.

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Practice proves that the relationship between digital marketing and consumer decision-making to buy shows the impact of digital marketing on advertising attitudes, buying intentions, and brand attitudes. However, it is not necessarily a decision-making factor for purchase but a facilitator with a mediating effect. Digital marketing enables the opinions of individuals about certain products or services to be accessible to the rest of the community of Internet users [4]. So, digital marketing can be influential in changing people's behavior and buying based on online comments or opinions, while traditional marketing, where advertisements or recommendations decide to buy from professionals.

Companies prefer digital marketing concerning the traditional one for creating relationships with customers, through which they receive feedback on the behavior and reactions of customers. It is possible from this feedback to make decisions for the optimal improvement of products or services. In this form, consumers have information about all products or services on the market and are enabled to compare these products or services through available information [5]. Seeing the transformation that marketing has undergone, moving from traditional to digital marketing, through this research, it is possible to compare the impact of digital and traditional marketing on the purchasing behavior of consumers, as well as analyze the correlation of customer demographics with the purchasing behavior of consumers, through static and one-way broadcast technologies, such as newspapers, magazines, radio, and television [6, 7].

In some sources, traditional marketing is defined as an important approach for reaching the target market by placing advertisements in frequented public places. Also, it is considered attractive to the local audience and segments according to certain demographic areas, while other sources support the benefits that digital marketing brings through the global extension of target products or services as a result of the power of the Internet, which contributes to the achievement of people in all spheres of life. In addition, other approaches support the combination of traditional and digital marketing as beneficial for businesses since each marketing type has its own advantages and disadvantages. Such a combination strategy would bring success to the business.

Based on the above statements, this research aims to fill the gap in the literature by comparing the findings of other authors who have addressed such a phenomenon and the findings of this research.

## 2. Literature review

Technological developments were an opportunity for existing businesses and have created opportunities for opening new businesses. The emergence of the Covid-19 pandemic was a driver for adaptation to technology, where businesses adapted the way of doing business by transforming into more digital businesses [8]. Marketing products and services are always challenging due to their high cost. Traditional marketing is characterized as high-cost marketing, where the expansion of companies is also challenging due to low sales and awareness of the goods or services offered. In contrast to traditional marketing, digital marketing is a profitable opportunity for companies to promote their products or services due to the relatively low cost. Due to the high competition, businesses claim to expand in the context of market size by attracting or retaining their customers to be profitable [8], and they achieve this through traditional or digital marketing.

**Traditional Marketing:** is a competitive medium for sellers who, to promote their products and services, choose this type of marketing, thus operating in the old way [6], through static and one-way broadcast technologies, such as newspapers, magazines, radio, and television advertisements [9].

According to the studies, many factors have been identified that influence these old-fashioned operators to not benefit due to the change of life, preferences, competition, and purchasing behavior. The reason for the lack of profitability may be due to the lack of ability of traditional marketers to offer advertising campaigns or attractive prices to attract new customers or keep current customers from switching to the competition [10]. Although many studies support using digital marketing and the fading of the traditional one, other researchers bring opposite arguments, considering incorrect the denial of traditional marketing media, where [11] emphasizes that marketing through traditional channels has a positive effect on creating trust and appreciation towards the brand even in cases where viewers do not understand the brand [12].

**Digital Marketing:** is a marketing type carried out through electronic platforms using any technological device [13, 14]. Digital marketing exploits the existence of technology by providing online content, and it connects with the consumer through digital channels. The biggest advantage that digital marketing has over traditional marketing is the ability to reach target customers using search engines and the lower cost compared to traditional marketing [15].

In the modern world, digital marketing is essential in increasing and expanding sales of products or services as a new marketing type. Through these marketing channels, businesses have been changed using digital channels and technology to realize marketing activities [16]. Due to the efficiency and integration of digital platforms, customers increasingly prefer to make purchases through digital devices instead of going to physical stores [14], as well as being considered as a convenient communication channel by marketers to promote products and services to a target market, through a computer or the Internet [15]. Their products to achieve the target market, digital marketers use digital channels, such as social media, email marketing, online, and mobile marketing [16].

**Social Media Marketing:** is a new way of marketing through which businesses can very easily target their target customers [17], as well as how these conversations can be generated, promoted, and converted into revenue [18, 19].

Through this marketing channel, businesses promote the company and its products or services [20]. It creates a more effective overview by introducing analytics applications on official social networking platforms [17].

Marketers understand that a component of their strategies and campaigns to target their customers and give consumers a voice is using social media [4]. This marketing type is referred to as a subset of web-based internet marketing activities and internet advertising campaigns [21]. Various social media platforms, such as LinkedIn, Facebook, Twitter, and YouTube, enable marketers and customers to engage in discussions and appeal for the purchase of products and services [22]. Online advertising is considered a very interesting field for marketing researchers through which the product or service reaches the global target market [23]. This marketing type is a type of promotion that persuades customers to make purchase decisions and provides sufficient information about the specifics of products or services [22]. The advantage of online advertising is that promoting products or services goes beyond local markets and reaches global targets. It is flexible, enabling firms to update information about their products and services [23].

**Email Marketing:** is used to deliver target information to target customers at a convenient time. This marketing enables businesses to send emails to meet customer needs [24], and direct use emails to communicate promotional funds for audience connection [25].

**Mobile Marketing:** is considered one of the last and most significant channels in the context of digital marketing due to its features as a wide economic and fast channel where those interested have the opportunity to receive information about the products or services required without being necessary to go to the stores physically [26]. This marketing type gives potential customers access to the specifics of products and services by influencing their purchasing decisions [27-30].

### 3. Research Methodology

This chapter describes the scientific research approach used with relevant methods, claiming to study more about traditional and digital marketing. Also, it measures their impact on consumer behavior by analyzing their motives and reasons related to the orientation and purchase of products or services through social media and identifying differences in the marketing used depending on the demographics of the respondents.

The research was realized based on primary data. To realize the research objectives and questions, a quantitative method was used, where 400 citizens of Kosovo were a part of the research. In Kosovo, the impact of digital and traditional marketing on consumer behavior was measured. The research was realized using the 5-point Likert scale structured questionnaire of agreement ranging from 1 = strongly disagree to 5 = strongly agree.

The questionnaire was divided into four sections (Appendix I). The first section contained demographic questions for participants, such as gender, age, and education level. The second section contained 8-point Likert scale statements of compliance for digital marketing, claiming to obtain the respondents' opinions about digital marketing. The third section contained 7-point Likert scale statements of compliance with traditional marketing, claiming to obtain the respondents' opinions about traditional marketing. Part of the last section of the questionnaire was 6-point Likert scale statements to analyze consumer behavior in the report with the marketing type used. The research was realized through questionnaires created in Google Forms, where the distribution was done online through social networks. Data processing was done through Statistical Package for Social Sciences (SPSS), Version 14. The chronological flow of the methodology can be seen in Figure 1.

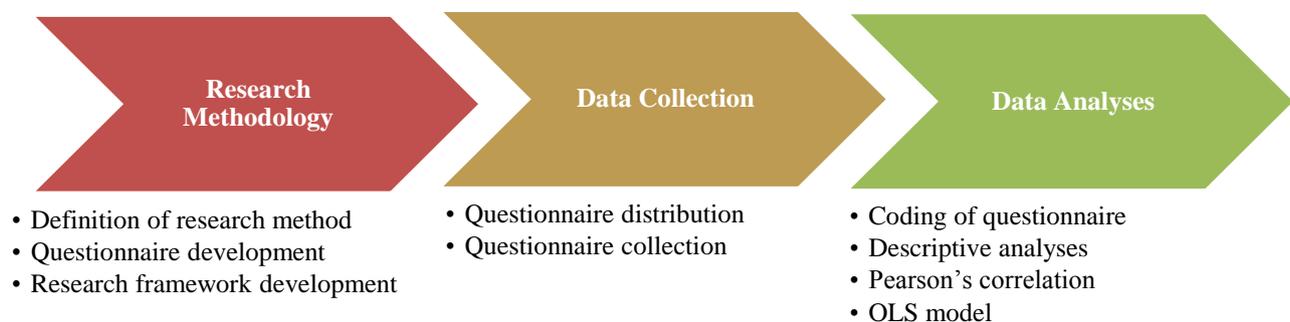


Figure 1. Framework of research

This paper has presented three objectives and three hypotheses as follows:

**First objective:** Comparison of the impact of digital and traditional marketing on consumer behavior.

**First research question:** How does digital marketing affect consumer behavior?

**Second research question:** How does traditional marketing affect consumer behavior?

**H<sub>1</sub>:** There is a statistically significant correlation that digital marketing has a greater impact on consumer behavior than traditional marketing.

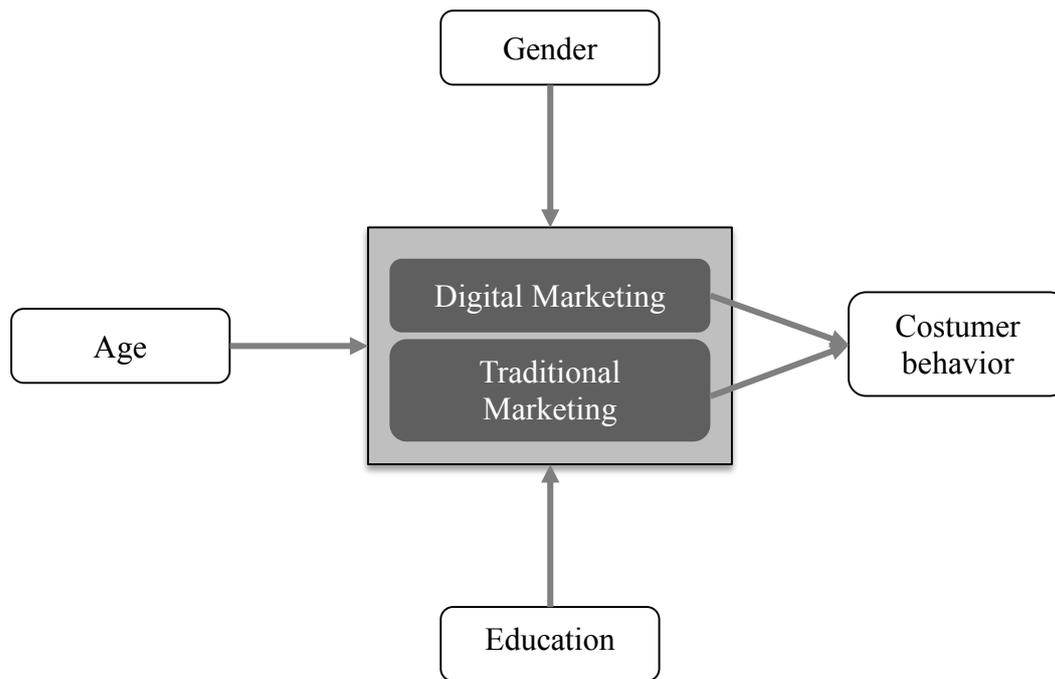
**Second objective:** To describe the relationship between demographic factors and consumer behavior.

**Third research question:** Is there any difference in the marketing type used depending on demographic factors?

**H<sub>2</sub>:** There is a statistically significant correlation that the marketing type used is manifested differently depending on demographic factors.

**Definition of variables:** The dependent variable is consumer behavior, while the independent variables are digital and traditional marketing.

You can find the logical connection between the independent and dependent variables in the framework in Figure 2.



**Figure 2. Flowchart of research methodology**

The measurement of the reliability of the questionnaire was made possible based on Cronbach’s Alpha coefficient values for each category of the questionnaire sessions. According to Table 1, the total reliability of the instrument for all categories is  $\alpha = 0.981$ , indicating that the reliability of the questionnaire is reliable.

**Table 1. Respondent Characteristics; Note: N=400**

		N	Percent (%)
<b>Gender</b>	Female	120	30.0
	Male	280	70.0
<b>Age</b>	18 - 27 years old	0	0
	28-37 years old	40	10.0
	38-47 years old	120	30.0
	48-57 years old	200	50.0
	Over 58 years old	40	10.0
<b>Level of education</b>	High school	50	25
	Bachelor	100	50
	Master	50	25

The test used to test the data distribution is the Kolmogorov Smirnov and Shapiro–Wilk test. The distribution calculations can be carried out as follows:

$$W = \frac{(\sum_{i=1}^n a_i x_i)^2}{\sum_{i=1}^n (x_i - \bar{x})^2} \tag{1}$$

$$F_{(n)}(x) = \frac{\text{number of (elements in the sample } \leq x)}{n} = \frac{1}{n} \sum_{i=1}^n 1_{[-\infty, x]}(X_i) \tag{2}$$

where,  $1_{[-\infty, x]}(X_i)$  is the indicator function, equal to 1 if  $X_i \leq x$  and equal to 0 otherwise.

Pearson’s correlation was used to identify the relationship between the independent variables (digital and traditional marketing) and the dependent variable (consumer behavior). Correlation is estimated as follows:

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}} \tag{3}$$

In order to identify what percentage of the dependent variable is described by the independent variables, R2 calculated from the OLS model through the following equation was used:

$$R^2 = \frac{\sum(\hat{y}_i - \bar{y})^2}{\sum(y_i - \bar{y})^2} = \frac{y^T P^T L P y}{y^T L y} = 1 - \frac{y^T M y}{y^T L y} = 1 - \frac{RSS}{TSS} \tag{4}$$

To measure the impact of digital and traditional marketing on consumer behavior, the OLS model was used as follows:

$$y_i = \alpha + \beta x_i + \varepsilon_i \tag{5}$$

The least squares estimate in this case are given by simple formulas:

$$\hat{\beta} = \frac{n \sum x_i y_i - \sum x_i \sum y_i}{n \sum x_i^2 - (\sum x_i)^2} \tag{6}$$

$$\hat{\alpha} = \bar{y} - \hat{\beta} \bar{x}$$

To identify the difference in using traditional and digital marketing depending on the demographic variables, the parametric t-test and One-Way ANOVA tests were used, using the Equations 7 to 10:

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{(n_1-1)\sigma_1^2 + (n_2-1)\sigma_2^2}{n_1+n_2-2} \times \frac{1}{n_1} + \frac{1}{n_2}}} \tag{7}$$

$$F = \frac{MST}{MSE} \tag{8}$$

$$MST = \frac{\sum_{i=1}^k \left(\frac{T_i^2}{n_i}\right) - \frac{G^2}{n}}{k-1} \tag{9}$$

$$MSE = \frac{\sum_{i=1}^k \sum_{j=1}^{n_i} Y_{ij}^2 - \sum_{i=1}^k \left(\frac{T_i^2}{n_i}\right)}{n-k} \tag{10}$$

### 4. Results and Discussions

From the demographic data, participants in the research were 400 citizens from Kosovo, where 30% (n=120) were women, and 70% (n=280) were men. Regarding the age distribution, 10% (n=40) were aged 28-37 years old, 30% (n=120) aged 38-47 years old, 50% (n=200) aged 48-57 years old and 10% (n=40) aged over 50 years old. The education distribution of the respondents was higher participation in secondary education, where 50% had a secondary education, 25% (n=50) of the respondents, 50% (n=100) had a bachelor’s education and 25 % (n=50) with master’s education (Table 2).

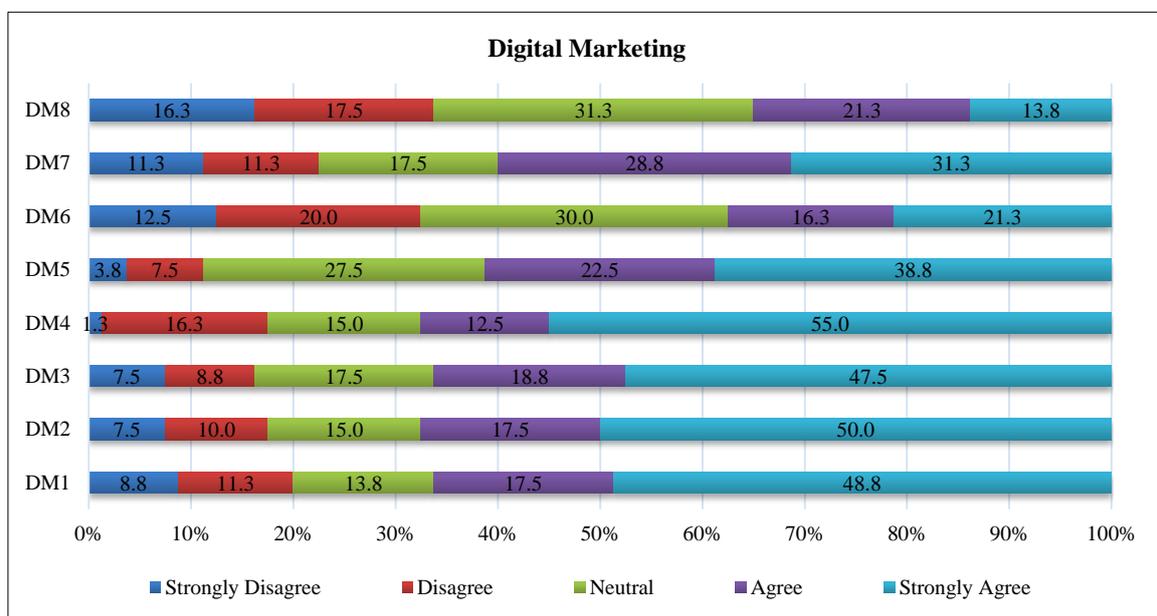
According to the analysis, the average of digital marketing from minimum 1 and maximum 5 on the Likert scale is  $\bar{x} = 3.65$  and  $SD=0.937$ , which means that the respondents agreed above the average level that they are very well informed through social media about the launch of new products, that through digital media it is straightforward and effectively I can give my opinion about the product or service, that many digital advertisements are displayed on the technological devices used, that advertising through social media creates in me the belief that the product is better than other products, that every time they click on the ads that appear online for things that are of interest to them, they prefer online shopping more, that through technological devices (mobile phone, laptop, etc.) they like to buy more as well as the respondents

considered that in the digital market they have greater freedom to choose and compare the products that interest them. The average of traditional marketing referring to the Likert scale of agreement is  $x = 3.51$  and  $SD = 0.844$ , which means that even traditional marketing showed an above-average result with a small difference. So the respondents above the average level agreed that they are very well informed through traditional media (TV, Radio, Billboards, etc.) about new products, that traditional media are more suitable and more convincing for advertising, they stated that advertising should be done more through traditional media, who every time watch and read advertisements in traditional media, who prefer to buy more in physical markets and these physical markets enable them to look at the product and compare it with other products. Also, according to the same scale, the average consumer behavior is  $x = 3.46$  and  $SD = 0.897$ , which means that the agreement is above the average level in terms of consumer behavior, so the respondents have declared that they agree that the culture of society affects the behavior of their purchasing power, who consider their financial situation when shopping, who use social networking sites to spot the latest fashion trends, a family has an influence on their purchasing behavior and expressed that they care about their opinion others where they shop, as well as considered age as a determining indicator for the things they buy.

**Table 2. Descriptive Statistics for Compliance for Digital Marketing, Traditional Marketing and Consumer Behavior**

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Digital marketing	400	1.50	5.00	3.6594	0.93721	0.878
Traditional marketing	400	1.57	5.00	3.5155	0.84483	0.714
Consumer behavior	400	1.67	5.00	3.4667	0.89726	0.805

According to Figure 2, where the degree of compliance for digital marketing is presented, where 8.8% of the respondents disagreed that they are very well informed through digital media about the launch of new products, and 48.8% agreed with this statement. 50% of the respondents agreed that through digital media, they could very easily and effectively give an opinion about the product or service, while the degree of disagreement is small. Of the respondents in a percentage of 47.5% fully agreed that the digital devices they use show a lot of digital advertisements. They also showed a high degree of compliance in terms of the conviction they have about social media, where 55% fully agreed that advertising through social media creates the conviction that the product is better than other products. According to the results, 60% of the respondents prefer online shopping since, through technological devices, you like to buy more and have greater freedom to choose and compare the products that interest you.



**Figure 3. Level of agreement for Digital Marketing**

According to Figure 4, 48.8% of the respondents are informed through traditional media about new products, and 33.8% consider them suitable and convincing channels for advertising. 36.3% of the respondents emphasized that advertising should be done more through traditional media, as they stated that they watch and read traditional advertisements and prefer shopping in physical markets. The reason for this preference is because of the possibility of seeing the product and comparing it with other products.

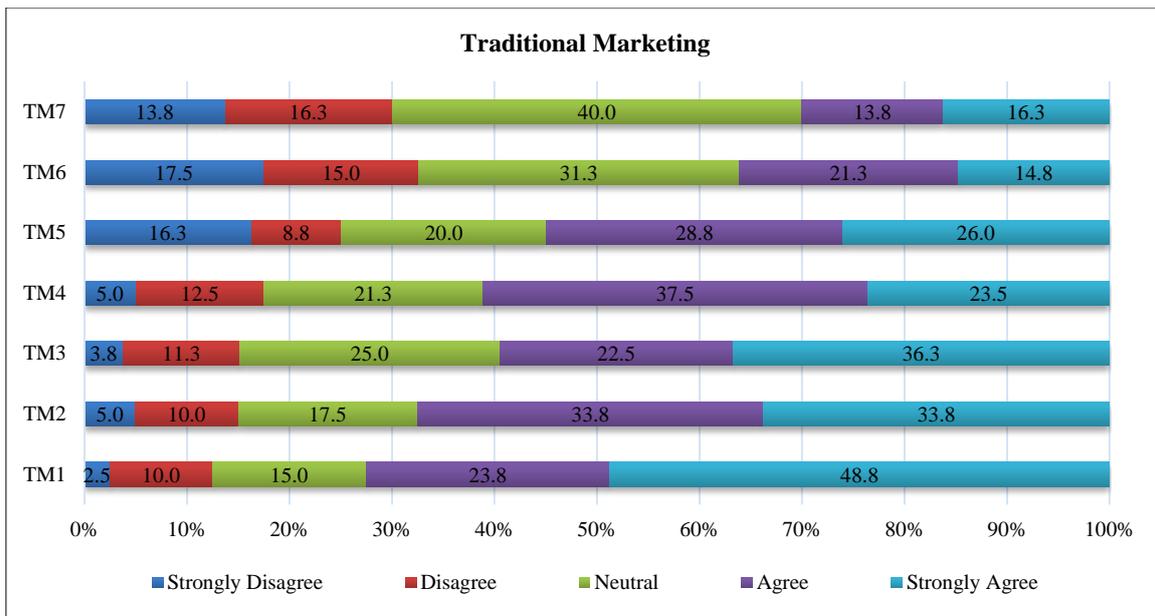


Figure 4. Level of agreement for Traditional Marketing

According to Figure 5, we notice that the most distribution of respondents' opinions was on the neutral option. 26.3% of the respondents agreed that the culture of the society affects their buying behavior. In comparison, 55% agreed that they consider their financial situation during purchases. At the same time, a small part disagreed that they look at the financial situation as they are doing well economically in terms of income. Also, over 50% of respondents stated that their family influences their buying behavior. You care about people's opinions, and age determines what they buy.

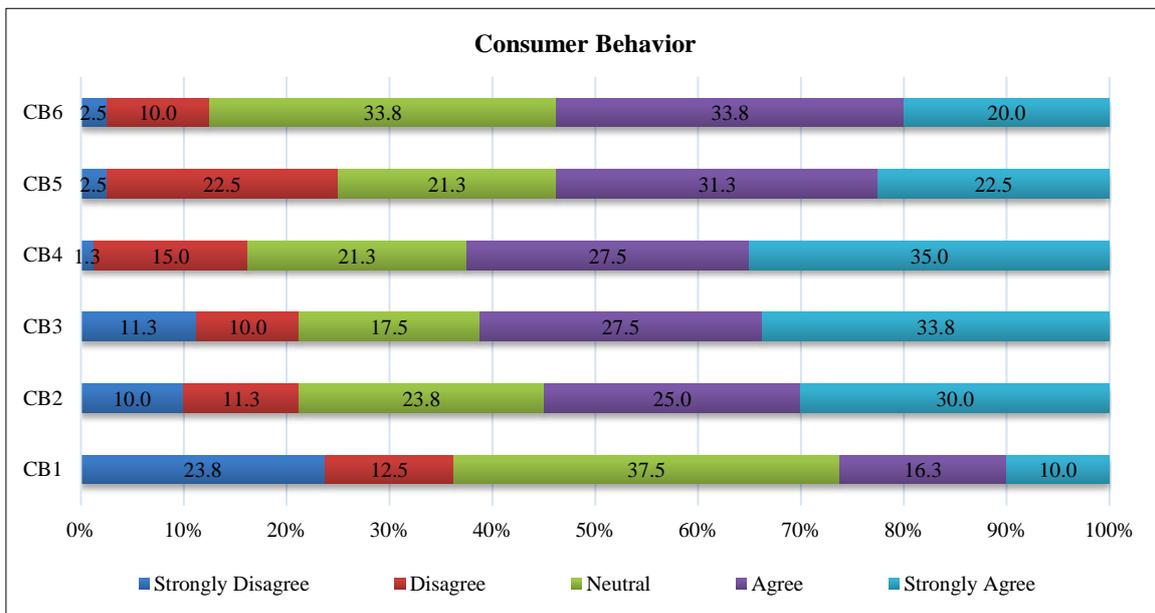


Figure 5. Level of agreement for Consumer Behavior

Before the execution of the hypothesis tests, the Kolmogorov - Smirnov, and Shapiro - Wilk normality tests were performed to verify the normal distribution or not. Since  $p=0.200 > 0.05$ , then we have normal data distribution (Table 3).

Table 3. Test of normality

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Consumer behavior	0.040	400	0.200	0.973	400	0.305

a. Lilliefors Significance Correction

The correlation coefficient is used to measure the relationship between two dependent and independent variables. Also, in this case, the dependent variable is consumer behavior, while the independent variables are digital marketing and digital marketing. Through the Kolmogorov-Smirnov test, it has been proven that we have a normal distribution since only in this case can we calculate that there is a direct relationship between consumer behavior and digital and traditional marketing.

The correlation coefficient between the two variables, digital marketing, and consumer behavior, is  $r = 0.833$ , which means that there is a strong positive linear relationship between consumer behavior and digital marketing. Likewise, the correlation coefficient between traditional marketing and consumer behavior is  $r=0.714$ , and we say there is a strong positive linear relationship between traditional marketing and consumer behavior. Since  $p<0.01$ , we conclude that the results are significant (Table 4).

**Table 4. Correlation matrix**

	Digital marketing	Traditional marketing	Consumer behavior
	1	-	-
<b>Digital marketing</b>	-	-	-
	400	-	-
	0.752**	1	-
<b>Traditional marketing</b>	0.000	-	-
	400	400	-
	0.833**	0.714**	1
<b>Consumer behavior</b>	0.000	0.000	-
	400	400	400

\*\* Correlation is significant at the 0.01 level (2-tailed).

#### 4.1. H<sub>1</sub> Verification

**Objective 1:** Comparison of the impact of digital and traditional marketing on consumer behavior.

*First Research Question:* How does digital marketing affect consumer behavior?

The value of R<sup>2</sup> in Table 5 tells us what percentage of the dependent variable, that is, consumer behavior, is explained by independent variables, such as digital marketing. So, 69.3% of the dependent variable or consumer behavior is explained by digital marketing, while the remaining 30.7% is explained by variables that are not included in the model. Another important test besides this is the Durbin Watson test which shows whether there is autocorrelation in the model or not. In the present case, the autocorrelation problem does not exist since the value of the Durbin Watson test is 1.74.

**Table 5. Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.833 <sup>a</sup>	0.693	0.693	0.49754	0.693	899.624	1	398	0.000	1.741

a. Predictors: (Constant), Digital marketing; b. Dependent Variable: Consumer behavior

ANOVA is a test that shows the significance of the model as a whole. Since the value of  $F = 899.624$  and significance,  $p = <0.05$  proves that the model used is significant at each level (Table 6).

**Table 6. ANOVA<sup>a</sup>**

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	222.699	1	222.699	899.624	0.000 <sup>b</sup>
1	Residual	98.523	398	0.248	-	-
	Total	321.222	399	-	-	-

a. Dependent Variable: Consumer behavior; b. Predictors: (Constant), Digital marketing.

First, we emphasize the conditions that must be met to use the OLS model. The first condition is the sample size which is calculated by this formula:  $(N > 50 + 8 m; 400 > 50 + 8 \times 1 = 58; 400 > 58)$ , so the first condition is met. The second condition must be fulfilled the normal distribution of the data, which we proved through the Kolmogorov Smirnov test. Also, the Durbin Watson test value of 1.577 shows no autocorrelation problem, so the third condition is also met to do the regression analysis.

Referring to Table 7, even if the digital marketing values are 0, the consumer behavior will be 0.358 units. With a 1 unit increase in digital marketing, consumer behavior will increase by 0.884 units.

**Model 1:**

$$y = \beta_0 + \beta_1 \times x_1 + \varepsilon \tag{11}$$

$$Y_{(Consumer\ behavior)} = 0.358 + 0.884 \times x_1_{(Digital\ marketing)} \tag{12}$$

**Table 7. OLS Model Coefficients <sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.358	0.107		3.358	0.001
1 Digital marketing	0.884	0.029	0.833	29.994	0.000

a. Dependent Variable: Consumer behavior

The OLS model rejects the null hypothesis, and the alternative is accepted since the values given in the model have a positive correlation, so the independent variable directly impacts the dependent variable, which is consumer behavior. So, there is a statistically significant correlation that digital marketing affects consumer behavior.

*Second research question: How does traditional marketing affect consumer behaviour?*

The value of R<sup>2</sup> in Table 8 tells us what percentage of the dependent variable, that is, consumer behavior, is explained by independent variables, such as traditional marketing. So, 50.9% of the dependent variable or consumer behavior is explained by traditional marketing, while the remaining 49.1% is explained by variables that are not included in the model. Another important test besides this is the Durbin Watson test which shows whether there is autocorrelation in the model or not. In the present case, the autocorrelation problem does not exist since the value of the Durbin Watson test is 1.60.

**Table 8. Model Summary <sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
2	0.714 <sup>a</sup>	0.509	0.508	0.62940	0.509	412.863	1	398	0.000	1.603

a. Predictors: (Constant), Traditional marketing; b. Dependent Variable: Consumer behavior

ANOVA is a test that shows the significance of the model as a whole. Since the value of F = 412.863 and significance,  $p < 0.05$  proves that the model used is significant at each level.

**Table 9. ANOVA <sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	163.555	1	163.555	412.863	0.000 <sup>b</sup>
2 Residual	157.667	398	0.396	-	-
Total	321.222	399	-	-	-

a. Dependent Variable: Consumer behavior; b. Predictors: (Constant), Traditional marketing

First, we emphasize the conditions that must be met to use the OLS model. The first condition is the sample size which is calculated by this formula:  $(N > 50 + 8 m; 400 > 50 + 8 \times 1 = 58; 400 > 58)$ , so the first condition is met. The second condition must be fulfilled the normal distribution of the data, which we proved through the Kolmogorov Smirnov

test. Also, the Durbin Watson test value of 1.60 shows no autocorrelation problem, so the third condition is also met to do the regression analysis.

Referring to Table 10, even if the traditional marketing values are 0, the consumer behavior will be 0.967 units. With a 1 unit increase in traditional marketing, consumer behavior will increase by 0.683 units.

**Model 2:**

$$y = \beta_0 + \beta_1 \times x_1 + \varepsilon \tag{13}$$

$$Y(\text{Consumer behavior}) = 0.967 + 0.683 \times x_1(\text{Traditional marketing}) \tag{14}$$

**Table 10. Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
2 (Constant)	0.967	0.127		7.613	0.000
Traditional marketing	0.683	0.034	0.714	20.319	0.000

a. Dependent Variable: Consumer behavior

The OLS model rejects the null hypothesis, and the alternative is accepted since the values given in the model have a positive correlation, so the independent variable directly impacts the dependent variable, which is consumer behavior. So, there is a statistically significant correlation that traditional marketing affects consumer behaviour.

**4.2. H<sub>2</sub> Verification**

**Second objective:** To describe the relationship between demographic factors and consumer behaviour.

**Third research question:** Is there any difference in the marketing type used depending on demographic factors?

Based on the t-test and the one-way ANOVA test, we say there is no statistically significant correlation that the marketing type used is manifested differently depending on demographic factors since the p-value turned out to be greater than 0.05 (p>0.05).

The Internet is regarded as an agent of change in the consumer market. However, the empirical results of various studies are controversial if we refer to the general trend for purchases through the Internet. According to Bhayani and Vachhani’s (2018) study, despite technological development and the possibility of using digital channels, people prefer the traditional method as the safest method for purchasing transactions [31-34]. Bhayani and Vachhani’s findings are not completely compatible with the findings of this research since our results support combining two types of marketing, where both traditional and digital marketing influence consumer buying behavior, with some differences and specifics depending on the factors not included in the study.

Different findings from Bhayani and Vachhani’s research findings were brought by Erlangga et al. [35], who proved the positive influence between digital marketing and consumer buying behavior. Similar findings were also brought by Zanjabila & Hidayat (2017), who emphasized that digital marketing significantly affects product purchase decisions [36].

**5. Conclusions**

According to the analysis of the average, we conclude that the respondents agreed above the average level that they are very well informed through social media about the launch of new products, that through digital media, it is straightforward and effective to give my opinion about the product or service, that many digital ads appear on used technology devices, that advertising through social media creates in me the belief that the product is better than other products, than whenever they click on ads that appear online for things that interest them, they prefer online shopping, rather than through technological devices (mobile phone, laptop, etc.). Based on the average of traditional marketing, referring to the Likert scale, we conclude that traditional marketing showed an above-average result. So, respondents above the average level agreed that they are very well informed through traditional media (TV, Radio, Billboards, etc.) about new products, that traditional media are more suitable and more convincing for advertising, they stated that advertising should be done through traditional media, they stated that they prefer to buy more in physical markets. These physical markets enable them to view and compare the product with other products.

Also, based on the correlation coefficient between the two variables, digital marketing, and consumer behavior is r = 0.833, which means a strong positive linear relationship exists between consumer behavior and digital marketing. Likewise, the correlation coefficient between traditional marketing and consumer behavior is r=0.714, so we conclude

that there is a strong positive linear relationship between traditional marketing and consumer behavior. Since  $p < 0.01$ , we conclude that the results are significant.

Based on the OLS model, we conclude that the two marketing channels influence consumer buying behavior, but digital marketing has the greatest impact on consumer buying behavior. Also, according to the t-test and ANOVA, we conclude that there is no significant difference that marketing used is manifested differently depending on demographic factors since the p-value turned out to be greater than 0.05.

### 5.1. Limitations and Suggestions for Future Research

The limitation of this research is the lack of concrete literature on the impact of traditional and digital marketing on consumer buying behavior, making it difficult to compare the findings of other authors with the findings of this research. Another limitation can be called the generalization of the research by not specifying the industry and its categorization, affecting the difficulties of conducting the research and analyzing the data. Considering these limitations, we recommend that future researchers, who deal with such research, make the research more specific, selecting a sector to investigate the impact of these factors on how they affect consumer buying behavior.

## 6. Declarations

### 6.1. Author Contributions

Conceptualization, Sh.M-B. and F.Q.; methodology, F.Q.; software, A.Q.; validation, F.Q., A.Q. and Sh.M-B.; formal analysis, F.Q.; investigation, A.Q.; resources, F.Q.; data curation, A.Q.; writing—original draft preparation, Sh.M-B. and F.Q.; writing—review and editing, F.Q. and A.Q.; visualization, Sh.M-B.; supervision, F.Q.; project administration, Sh.M-B.; funding acquisition, Sh.M-B. All authors have read and agreed to the published version of the manuscript.

### 6.2. Data Availability Statement

The data presented in this study are available in the article.

### 6.3. Funding and Acknowledgements

Many thanks for AAB College for financing the publication and cover the costs of conducting research.

### 6.4. Ethical Approval

Not Applicable.

### 6.5. Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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## Appendix I: The Questionnaire

Dear...

I wish you a good day!

First of all, thank you for your time and sincerity in completing this questionnaire. Your contribution by completing this questionnaire is very important in providing your answers, analysis and conclusions which will improve the way you handle conflict management and improve organizational performance. The implementation of this questionnaire will be done in a confidential manner, your data will be used for analysis issues and will not be shared with other parties. It will take you about 10 minutes to complete this questionnaire. This questionnaire was created and is being implemented within the research by the authors Shpresa Mehmeti-Bajrami, Fidan Qerimi and Arberesha Qerimi. If you have any questions about the survey, please email me at: *fidqer@gmail.com*. Thank you very much for your time and suggestions.

Please answer all questions and honestly, to have a clear picture of your opinion.

### Session 1 - Demographic Questions

#### 1. Gender:

- a) Female
- b) Male

#### 2. Age:

- a) 18 - 25 years old
- b) 26 - 33 years old
- c) 34 - 41 years old
- d) 42 - 49 years old
- e) Over 50 years old

#### 3. Level of education:

- a) Primary school
- b) High school
- c) Bachelor
- d) Master
- e) PhD

### Session 2 – Digital Marketing

*1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree*

DM1 - I am very well informed through digital media about new product launches.	1	2	3	4	5
DM2 - Through digital media it is very easy and effective to give my opinion about the product or service.	1	2	3	4	5
DM3 - More digital ads should appear on the technology devices they use.	1	2	3	4	5
DM4 - Advertising through social media creates in me the belief that the product is better than other products.	1	2	3	4	5
DM5 - Every time I click on ads that appear online for things that are of interest to me.	1	2	3	4	5
DM6 - I prefer to shop online.	1	2	3	4	5
DM7 - Through my technological devices (Mobile phone, laptop, etc.) I like to shop more.	1	2	3	4	5
DM8 - In the digital market I have greater freedom to choose and compare the products that interest me.	1	2	3	4	5

### Session 3 – Traditional Marketing

*1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree*

TM1 - I am very well informed through traditional media (TV, Radio, Billboards, etc.) about new products.	1	2	3	4	5
TM2 - Traditional media are more suitable and persuasive for advertising.	1	2	3	4	5
TM3 - Advertising should be done more through traditional media.	1	2	3	4	5

TM4 - Every time I watch and read the ads in traditional media.	1	2	3	4	5
TM5 - I prefer to buy more in physical markets.	1	2	3	4	5
TM6 - I prefer shopping in physical stores and markets.	1	2	3	4	5
TM7 - In physical markets I have the opportunity to see the product and compare it with other products.	1	2	3	4	5

**Session 4 – Consumer Behavior**

*1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree*

CB1 - The culture of my society influences my buying behavior.	1	2	3	4	5
CB2 - When shopping, consider my financial situation.	1	2	3	4	5
CB3 - I use social networking sites to spot the latest fashion trends.	1	2	3	4	5
CB4 - My family has an influence on my buying behavior.	1	2	3	4	5
CB6 - I care about people's opinion when they shop.	1	2	3	4	5
CB7 - My age determines the things I buy.	1	2	3	4	5