



Digital Marketing Mix Is A Facelift Of Traditional Marketing Mix

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Abstract:

The marketing mix was developed during the early stages of the marketing concept, when physical items, physical distribution, and mass communication were the most important factors. The marketing mix paradigm, in its renowned version of the 4 Ps, has been the subject of debate both in academic literature and in management practice throughout the growth of marketing theory. Digital business is the most current of the business settings in today's era of revolutionary change, and it has the greatest requirement for differentiation and up-gradation of the mix. Throughout this evolutionary process, researchers have expressed their opinions on whether the 4 Ps paradigms can adapt to environmental changes by integrating new aspects within each "P," and whether the 4 Ps paradigm is obsolete and new paradigms should be proposed. This paper aims to clarify these two approaches to marketing mix evolution by reviewing the main literature on Digital Marketing mix and its constituents, which provides an upgrade to the existing elements of marketing mix, as well as focusing on the development of marketing mix theory for the digital context. The study focuses on the factors that lead to a customer's preference for digital purchasing, which include, in addition to the usual marketing mix, the following blends: portability, performance, payment, and privacy. This study will pave the road to view Digital Marketing as an innovative means to customer delight in the context of the warfare between upstart internet merchants and old brick and mortar stores.

Keywords: Digital Marketing, Marketing mix, Digital Marketing mix

I. Introduction

It has been more than a decade since the internet was commercialized and adopted by marketers and consumers. Since Neil Borden coined the term "marketing mix" and McCarthy (1964) defined the 4 Ps marketing mix as a collection of all the aspects that managers might use to meet market needs, the business environment has undergone many revolutionary changes with the introduction of new concepts. The integration of technology will result in a general shift in market participants' behavior and competing strategy. It's worth debating whether traditional marketing models can serve digital products in the face of rapid changes in the market environment and product attributes (Eiglier P. & Langeard, E.,1976). The core

content of e-commerce and e-marketing, as well as their internal relationships, were examined in this research. By offering different e-marketing mixes, this study seeks to contrast features of e-marketing with traditional brick and mortar marketing mix. The purpose of this document is to serve as a guide for businesses in determining marketing mix models based on product categories and characteristics, whether they are sold online or in person.

II. Traditional Marketing Mix Elements

The marketing mix, according to McCarthy, is made up of four elements: product, price, location, and promotion. If and how it is possible and convenient to extend the number of elements it includes or to dismiss it and create a new one, the validity or exclusion of the traditional mix in the digital context is a question of if and how it is possible and convenient to extend the number of elements it includes or to dismiss it and create a new one. McCarthy's marketing mix has been widely accepted by managers and academics over time, and it has become an important part of marketing theory and practice. This widespread adoption can be explained by its ease of use and comprehension, which makes it a helpful tool for both marketing and teaching. In the 1960s, customer interaction and the Internet's communication possibilities were inconceivable. "Is it possible to build a new list of ingredients that can effectively adapt the old mix to fit in new digital contexts?" is the question that this study seeks to answer. The four Ps were developed with a manufacturer in mind. The marketing mix is a powerful concept because it makes marketing appear simple, provides for the separation of marketing from other company operations and the delegation of marketing chores to specialists; and - the marketing mix's components can influence a firm's competitive position. In the physical world, the value propositions of products and services are fundamentally limited "point solutions" that address only a portion of a consumer's need or desire (Chaffey, D. 2007). The 4 Ps may continue to be the dominant marketing mix paradigm in digital contexts, according to researchers, because it is sufficient to adjust the sub-mixes inside each P, adding and/or eliminating some variables, to adapt to the new scenario.

Even a basic banner advertisement can be both an advertisement and a direct marketing service in the online age. The banner raises a product's notice among passive consumers. However, by clicking on it, the consumer is encouraged to take action. E-marketing should be described as the management of a customer's online experience with a product, from initial contact to purchase to delivery and beyond (Kalyanam, K. & McIntyre, 2012). Consumer online experiences should matter to digital marketers for the simple reason that they all influence consumer impressions of a product or brand, whether good, terrible, or indifferent. The internet gives businesses ownership and

control over all consumer interactions, creating both the ability and the need to improve their overall experience.

McCarthy' 4Ps and the 12 policies of Borden

<p>Product</p> <p>Product Planning</p> <p>Branding</p> <p>Packaging</p> <p>Servicing</p>	<p>Place</p> <p>Channels of Distribution</p> <p>Display</p> <p>Physical Handling</p> <p>Fact Finding and Analysis</p>
<p>Price</p> <p>Pricing</p>	<p>Promotion</p> <p>Personal Selling</p> <p>Advertising</p> <p>Promotions</p>

III. Digital Marketing Mix Elements

"Relational exchanges in digitally networked and interactive (DNI) environments" are enabled by e-marketing. There has been a slew of studies and research prompted by the need to develop a new paradigm for operative marketing that, in addition to the 4 Ps, can more precisely describe marketing levers. The main criticism of the 4 Ps is that it is internally focused; this flaw leads to a lack of customer focus and insufficient attention to customer relationships. The offer, valuation, communication, and accessing the offer were defined as four important roles in early marketing theory, which transferred into the four P's of marketing: Product, Price, Promotion, and Place. Personalization, Security, Privacy, Site (e.g., anytime, anyplace access), and Customer Service are all relational services that the marketer must give in addition to these exchange functions. Customers can initiate an interaction in a web-based environment at any time and from anywhere, as well as before, during, and after the exchange, making the transaction paradigm quite limited when considering E-Marketing. E-marketing should be described as the management of a customer's online experience with a product, from initial contact to purchase to delivery and beyond.

The internet gives businesses ownership and control over all consumer interactions, creating both the ability and the need to improve their overall experience. The concept of e-marketing mix is built around user experiences for two reasons. For starters, this strategy pushes marketers to embrace the consumer's perspective. Second, it requires managers to pay close attention to all areas of their digital brand's interactions with customers, from product design to marketing messages, sales and fulfilment processes, and after-sales customer service. There have been numerous significant changes to customers as well as society as a whole as a result of the introduction of new digital marketing mix models, including:

- Using many channels to complete the transaction
- Keeping track of consumer information
- Combining online and offline orders
- Providing items in a cost-effective manner
- Returns management
- Supporter of the channel
- Providers of advisory and information services

The mix of Digital Marketing ranges from:

- **Precision:** refers to the enhanced accuracy of the target segment selection process and market positioning in digital contexts, owing to database management systems in particular.
- **Payment:** systems must be safe and simple to use for customers.
- **Personalization:** this refers to the ability to design a flexible interface that can adapt to the needs and desires of customers;
- **Process:** this refers to how transactions are carried out in the digital world.
- **Confidentiality:** ensuring the confidentiality of the parties' exchange dealings.
- **Push and Pull:** this refers to the trade-off between active communication policy (push) and communication on demand by users (pull).
- **Projection:** It provides a broader view of knowledge, details, and concepts.
- **Policies:** These are the rules that govern the digital world's effectiveness and efficiency.
- **Promptness:** The digital world's speed and quick movements have laid the groundwork for digital marketing.

IV. Traditional 4 Ps and Digital Marketing

As it has been earlier stressed that the foundations of marketing mix cannot be modified, but they can be redefined in a larger sense with respect to the digital environment. While it is impossible to ignore the need to adapt the marketing mix to the changes in society and the market brought about by the spread of digital technologies, particularly the Internet, a smaller but theoretically consistent body of literature asserts that the 4 Ps' model is perfectly capable of adapting and continuing to be the dominant paradigm in these new contexts. The following are the most significant changes brought about by digital technologies to each of the four Ps:

- **Product:** All of the benefits that the user receives from the transaction over time. Because of the Internet's interactive and connective capabilities, a new product concept has emerged: the "virtual product." By customizing the product with the active help of consumers, the virtual product is considered as the union of tangible and intangible characteristics that is modified and personalized according to the variety and variability of individuals' tastes.
- **Price:** Everything given by the acquirer in terms of money, time and effort given to obtain the product.
- **Place:** Everything that is done and necessary to smooth the process of exchange. The physical place becomes virtual and includes intangible aspects of transaction.
- **Promotion:** All information that is shared between parties. It also includes digital communication's interactive components. The goal of online communication is to build a buying relationship and a sense of trust in the buyer, not only to advertise a product. The P of promotion should contain components such as interaction, multimedia, and relationships.

V. **Limitation of research**

This research provides a literature review and classification in order to provide a picture of the current state of the digital world and the ease with which the traditional marketing mix may be implemented in digital contexts. The most significant disadvantage of this study is that it solely considers academic perspectives found in research articles and academic textbooks, with no regard for field experience. The report emphasizes the necessity for more investigation into the topic.

VI. **Conclusions and further research**

When physical products, physical distribution, and mass communication were the dominating marketing concepts, the 4 Ps marketing mix was formed. The marketing mix paradigm is increasingly being criticized in today's business world, which is shaped by the diverse and empowered capacities of digital contexts. In digital contexts, the quest for a new

dominant paradigm for operational decisions is still ongoing (Kotlyarov, I. D.,2012). When e-marketing research and practice reach a deeper level of understanding and maturity in the digital world, we will most likely see a new marketing mix paradigm emerge, which will put the traditional 4 Ps to rest and usher in a new generally accepted marketing operations paradigm. A fascinating discovery is that the less trial-able a digital product is, the more promotional tools it requires.

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