Assessing the Role of Traditional and New Media in a Multichannel Environment

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Abstract

The research which is conducted on the role of the new media and traditional in the multichannel environment has analyzed social media and advertising and their impact on the multicultural environment. The research also discusses the various activities that are intended in the marketing results. Moreover, the study has highlighted the importance of the traditional and new media and also evaluated their values in this modern world. However, the research also elaborated on the aims and the main objection of the research, which are the identification of the various models of the traditional and new media that are in the multichannel environment, also evaluate the role of new media and traditional, moreover discussing the benefits and advantages of the new media and traditional. In addition to this, this research has chosen the qualitative research approach in which the inductive approach has been discussed, and also the sample size that is included in the study is 100-120.

Keywords: *Social media, Advertising, Environmental analysis*

Introduction

In the last decade, the ways in which consumers communicate with one another have drastically improved, and the same goes with how customers receive and share information on and purchase goods. An increasing variety of online media has given customers wide-ranging alternatives for delivering active knowledge on resources and products: Digitally disruptive technologies of the last decade have allowed users to communicate without effort (Kumar, 2012). Unprecedented shifts are happening in the global media climate. Now marketers are providing a number of alternatives that just a few decades ago did not exist because the internet, social networking, and mobile media have rapidly expanded (Belch and Belch, 2014). Moreover, new consumers, particularly those who focus on digital media, are decreasing their use of conventional media such as newspapers, magazines, and even television.

This has pushed advertisers to re-evaluate their media strategy and rethink customer decision-making and media decision-making mechanisms that affect these choices in order to interact successfully with customers in the current digital era (Dalla Pozza, 2014). The mechanism of purchase choice is becoming more and more interactive, forcing advertisers to optimise the journey they buy. The theorizing, analysis, and planning of how consumers respond to ads and other promotional instruments are governed by hierarchical response models (Kumar, 2010). For example, for several years, advertising strategy and calculating efficacy monitoring have dominated the hierarchy of effects and different purchasing funnel models. Over the last decade, however, the atmosphere in which consumers assess brands and make decisions has drastically shifted, as digital content, particularly from social and mobile communications, has become ubiquitous in our everyday lives and strongly influences consumer behaviors (Yuan, 2011).

Around the same time, the proliferation of digital media often offers innovative business models extensive opportunities. Brands also play a key role in the digital media landscape of user-generated content — consumers express their passion for their favourite brands through Twitter, YouTube, and Facebook. Some enable other customers to address issues with their goods free of charge, thus reducing the cost of operation and improving efficiency.

The new technology provides marketers a wide variety of means of accessing customers and engaging with them and measuring the way they interact, navigate, or shop. These choices are useful for marketing in general but should be important to customer management, which employs individual customer expertise for the development of individual marketing activities (Singh and Srivastava, 2019).

While both digital and social media dramatically increase the growth rates of traditional media as a percentage of the total media investment, conventional media, and particularly TV, still retain an increased share of the budget among mass marketers. Several surveys have shown that this would not change anytime quickly, and the broadcast expenses will escalate to account for a significant proportion of the cost instead of merely moving media resources from conventional to the internet and social (Chen, Xu, and Xiao, 2020). A poll of media buyers showed that TV remained the most popular promotional medium, although it was not so well received by magazines, radio, and the media. Thus, the sums currently being distributed to these media remain important, although conventional media are declining.

In addition, advertisers must consider the importance of multiple channels to the accomplishment of engagement targets in addition to budgetary considerations. While studies discussed previously entail a rethink of the usage of customer funnels as a decision-making system, many businesses prefer to use those reaction hierarchies as the foundation in which to plan their communications (Cheng and Qiu, 2017). In reality, studies have shown that traditional media also attain higher funnel targets, such as knowledge and engagement, and push searches more effectively. While digital media spending continues to increase, this growth may not be as fast as it is expected, as advertisers are still unsure how successful it is in influencing consumer conduct. Media consumers will simultaneously feel better at knowing conventional metrics.

Social networking has become a normal environment for brand and customer engagement. It is not shocking that most businesses have opted to build their multichannel marketing campaigns on the most common networks. Multiple engagement channels will greatly help a mechanism of brand identity, create and sustain current partnerships with buyers and raise the knowledge of consumers. Digital and social media are growing exponentially, and consumers' shopping environments have a variety of implications for Research in customer and integrated marketing communications (Belch and Belch, 2014). More analysis is required in order to understand how customers in this digital knowledge world view and judge products. The degree to which the various sources of information are used and the result it has on the customer making of decision must be taken into account.

The media climate has certainly changed, and it will continue, and advertisers must leverage digital and social media. It is important, however, that marketers continue to use digital as well as conventional marketing communications (Cheng and Qiu, 2017). Digital and social media have been a significant component of their media initiatives for many businesses. Marketers must, however, ensure that new platforms are not too enamoured to the detriment of

mainstream media vehicles. Companies have also found that abandoning mainstream media can have adverse consequences on their program, and others even have moved media resources to conventional media and television (Chen, Xu, and Xiao, 2020). Given that researchers had to study the impact of such digital media for a comparatively brief period, a number of questions continue to be unresolved.

Research aims and objectives

The purpose of the current research is to assess the role of new media and traditional in a multichannel environment. In order to attain the aim, the research will have concentrated on the objectives that re below:

- To identify different models of new media and traditional in a multichannel environment from a theoretical perspective
- To lay out the role of new media and traditional in a multichannel environment
- To lay out the advantages and disadvantages of traditional and new media in a multichannel environment
- To provide relevant recommendations to help implement better policies for organizations to introduce new media in a multichannel environment

Research questions

The research questions addressed in the Research are as follows;

- What are the different models of traditional and new media in a multichannel environment from a theoretical perspective?
- What is the role of traditional and new media in a multichannel environment?
- What are the advantages and disadvantages of traditional and new media in a multichannel environment?
- What are the relevant recommendations to help implement better policies for organizations to introduce new media in a multichannel environment?

Hypotheses

H_1: Social media marketing activities have a positive impact on the multichannel environment.

H_2: Social networks have a positive impact on the multichannel environment.

H_3: The customer value-creating process has a positive impact on the multichannel environment

Literature Review

By improving social networking platforms and by having digital devices like smartphones and tablets, customers are more likely than ever to view and retrieve content,

communicate with each other to share it, compare products/services and brands, and engage more quickly and efficiently with advertisers (Cheng and Mitomo, 2019). Advertisers must take care not to respond to outdated alternatives when embracing digital media. While legacy media are obviously diminishing, they are still not obsolete and can still provide value that cannot be accomplished with the exclusive use of the digital media alternatives (Shankar and Yadav, 2010). The exponential rise in digital and social media impacts both the way in which customers opt to shop and how advertisers interact with them. The conventional approach to promotions, which relies heavily on the advertisement and sponsorship of the digital portion of mass media outlets, has shifted.

Although with this large understanding, it is calculated that interaction with Facebook advertising is only around 1%, not a promising outcome (Belch and Belch, 2014). The most widely used metrics in digital and social networking, preceded by posting, forwarding, and tweeting, are links with friends, the number of followers, and likes. Less than 18% of managers using these platforms reported the use of conventional media such as market recognition and brand awareness (Belch and Belch, 2014). As a result, and because of the lack of acceptance criteria to evaluate how effective digital and social networks are in pushing customers to shop, many advertisers are unwilling to withdraw money from conventional advertising. Furthermore, many advertisers find that mass media also enable them to accomplish their communications goals.

At least one survey found that 84% of brand managers currently say they would slash social and digital media budgets in the next year (Belch and Belch, 2014). The key factor listed was the incomprehension of the efficacy and/or difficulties of these media in the measurements. Just a limited percentage of these administrators found social media measures beneficial to them in decision-making on the media. These sellers do not think that any meaningful measure of success can be derived from metrics such as web traffic, numbers of followers, numbers of mentions, favorites, or others. The deepest indicator cited by these media is the commitment, which takes on various meanings in numerous vehicles (number of followers, comments, and web page visitation), with little agreement as to what participation actually entails.

Using digital media opportunities needs an in-depth understanding of why users are exposed to these new media and how they affect the effect and actions of users. Alignment with new characteristics of the new media and their impact on consumers is needed in new strategic and tactical marketing methods (Cheng and Mitomo, 2019).

Developers are only starting to grasp the effects of these digital media on customer decisions making, and these experiments can offer useful lessons over time like conventional

media to improve the effectiveness of media strategies. More research into the effect of digital and social media on customer decision-making is important in designing and using effective performance indicators and assessments for industry professionals and scholars.

Research Methodology

Research Design

The research design has two types of methods that have been used for the research purpose. One is the secondary, and the other is the primary through which the data have been collected for the research purpose (Mohajan, 2018). However, this research has been collected on both the levels where the secondary source includes the articles, books, reports, and others, whereas the primary data is the knowledge of the research paper which is firsthand. In the primary data, there is the use of the questionnaire collecting the data.

Research Limitations

The research limitations are referred to the unavailability of the resources, permissions, and other factors related to these. The researcher has conducted the overall role of the new media and traditional in the multichannel environment.

Time Horizon

The time horizon is of two types that are longitudinal and cross-sectional. In the longitudinal time horizon, the Research has been repeated on the extended time frame. However, the cross-sectional area of a particular time frame. The time horizon which is involved in this Research will have taken the time of two years, and the research that has been conducted will be considered the future Research.

Research strategy

According to Snyder (2019), the research strategy which is used in this research is mainly based on the strategy where there is the distribution of the questionnaire in which there is a series of questions that helps in collecting the data by the various steps like reaching to the respondents and then determining the content of the questions, and after this, the implementation on the survey method has been conducted.

Research Approach

According to Basias and Pollalis (2018), in the research approach, there are different types of methods that have been used in the research approach to take the Research toward the targeted area. However, the three types of research approaches that have been separated into three categories are deductive, inductive, and abductive research approaches. The inductive research approach has the ideas and the observations, whereas the deductive research approach refers to the association with the people in the scientific investigation. However, the abductive

research approach has started the process with the facts and is dedicated to the explanation. In this research, the researcher has conducted the inductive research approach in which there is the collection of the data in which the Woking have started to develop an idea or the theory. Therefore, the researcher has not selected the deductive or abductive due to the evidence and their involvement in the specific conclusion. Moreover, the researcher has started the Research by the observations and the measurements that have the full and proper involvement to the content in collecting the data.

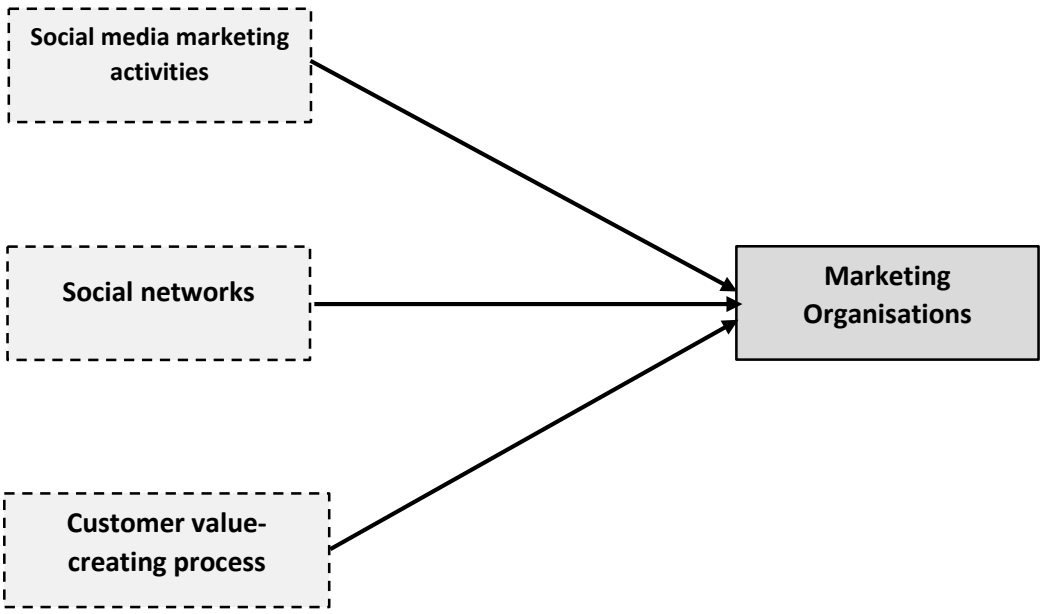
Targeted population

The research which is conducted on assessing the role of the new media and traditional in the multichannel environment will have been conducted on the average or the overall targeted population.

Sample and method of sampling

The sampling methods refer to the item, the object, group, or the object that has been taken within the Research (Campbell et al., 2020). In addition to this, there are three methods of sampling that are involved in any of the Research which is snowballing, probability, and non-probability in which. The probability refers to giving a chance to any of the population, whereas the snowballing refers to generating a pool of the individual to share ideas, whereas the non-probability refers to the population that have not a chance in the Research. The research is conducted on the non-probability, where the total number of the sample sizes that have been taken in the Research is 120. There is a questionnaire that has been distributed.

Research Framework



Research instruments

According to Pandey and Pandey (2021), the research instruments refer to the tools and things that are used to analyze, obtain and measure the data from the research content. This Research is a qualitative research approach. The questionnaire which has been developed is based on the three elements that are social media marketing activities, social network, and the customer value-creating process and their impacts on the multichannel environment and on the marketing organizations. The questionnaire has developed on the basis of these perspectives and the role of the traditional and new media in the multichannel environment. There is the use of SPSS for the operation of the handling of data and the information gathering. Moreover, it is used to analyze the figures and the facts from the data.

Data Analysis

Demographic Analysis

In this survey the participants were divided into male and female, where 40 male and 60 were female. Thus, in total 120 participants have participated in this survey. In the age-wise analysis the participants have were categorized into the 4 categories 18-24 years, 25-31 years, 32-38 years and more than 45 years. In each category there were participants were 50, 25, 25 and 20 respectively.

Regression Analysis

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	Customer Value Creation, Social Networks, Social Media Marketing[b]	.	Enter

a. Dependent Variable: Marketing Organisation
b. All requested variables were entered.

In this analysis in the case of the regression analysis, it has been noted that the dependent variables were customer value creation, social network as well as social media marketing. whereas the dependent variable of this survey was marketing organisation. In this method, all the variables were entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.108[a]	.012	-.014	1.42757

a. Predictors: (Constant), Customer Value Creation, Social Networks, Social Media Marketing

Based on the std error of the estimate the identified independent variables are the customer value creation, social media marketing as well as the social networks. The value was about 1.42757.

Coefficients[a]					
Model		Unstandardized Coefficients		Standardised Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	2.347	.508		4.623
	Social Media Marketing	.103	.091	.105	1.132
	Social Networks	.019	.098	.018	.195
	Customer Value Creation	.033	.088	.035	.370

Coefficients[a]		
Model		Sig.
1	(Constant)	.000
	Social Media Marketing	.260
	Social Networks	.846
	Customer Value Creation	.712

a. Dependent Variable: Marketing Organisation

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.798	3	.933	.458	.712[b]
	Residual	236.402	116	2.038		
	Total	239.200	119			

a. Dependent Variable: Marketing Organisation
b. Predictors: (Constant), Customer Value Creation, Social Networks, Social Media Marketing

The ANOVA has shown a p-value which is greater than the standard value that is 0.05 it has indicated that there is an insignificant relationship between the variables

Correlation Analysis

This analysis has indicated that in the case of the social media marketing they have a significant relationship with the social network as well as customer value creation having the following values which are less than 0.05; 0.016 and -.118.

Correlations Between Variables				
		Social Media Marketing	Social Networks	Customer Value Creation
Social Media Marketing	Pearson Correlation	1	.016	-.118
	Sig. (2-tailed)		.862	.199
Social Networks	Pearson Correlation	.016	1	-.084
	Sig. (2-tailed)	.862		.362
Customer Value Creation	Pearson Correlation	-.118	-.084	1
	Sig. (2-tailed)	.199	.362	
Marketing Organisation	Pearson Correlation	.101	.017	.021
	Sig. (2-tailed)	.270	.855	.823

The social networks have a significant relationship with the social media marketing as well as the customer value creation having the p-value of 0.016 and -.084. Customer value creation tends to share a significant relationship with both social media marketing as well as social networking. whereas the Marketing organisation has a significant relationship with the social networking as well as customer value creation having the following p-value of 0.017 and 0.021 meanwhile they have an insignificant relationship with the social media marketing having the .101 p-value.

Correlation Between Independent and Dependent Variable		
		Marketing Organisation
Social Media Marketing	Pearson Correlation	.101
	Sig. (2-tailed)	.270
Social Networks	Pearson Correlation	.017
	Sig. (2-tailed)	.855
Customer Value Creation	Pearson Correlation	.021
	Sig. (2-tailed)	.823
Marketing Organisation	Pearson Correlation	1
	Sig. (2-tailed)	

Social Media Marketing has an insignificant relationship with marketing origination having a .101 p-value. Social Networks have a significant relationship with marketing organisation having a p-value of .017. Customer Value Creation has a significant relation with the marketing organisation having the 0.021 p-values.

Hypothesis Result

Based on the correlation analysis the results of the hypothesis have been defined below:

Hypothesis	P-value	Result
H_1: Social media marketing activities have a positive impact on the multichannel environment.	0.101	Rejected
H_2: Social networks have a positive impact on the multichannel environment.	0.017	**Accepted**
H_3: The customer value-creating process has a positive impact on the multichannel environment.	0.21	**Accepted**

Conclusion and Recommendation

Conclusively the aim of this research was to assess the role of new media and traditional in a multichannel environment. In line with the, there is the number of the variables that have been assumed to explore the research issue, it has been concluded that the new media has a significant role in promoting the multimedia environment. It has been concluded that the new media is less time-consuming for customers to connect, and in a matter of minutes, they can order goods online. However, this has made advertisers more demanding. Less time for customers means they can access information at their fingertips. The issue of the advertisers arises as they must now create the right promotional campaigns not only to gain the undivided attention of customers but also to make them remember their brand and purchase their goods promoted in the different media. Many factors led to the changes in how advertisers sell their goods, including changes in consumer lifestyle and patterns, marketing uses, and, last but not least, emerging technology and new media.

The future researcher is recommended to work on the missing parts of this research as well as to work on the secondary methods which can be proved advantageous for the sake of the identified issues and to explore the research issue in a deep manner.

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