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## COMPARATIVE STUDY ON DIGITAL AND PRINT PROMOTION WITH REFERENCE TO H&M

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### **ABSTRACT**

Advertisements and promotions are vital in having achievement within the enterprise. Through the advertisements and the promotional activities the organizations can be capable of having a sustainable boom inside the market. The promotional sports are measured through the criminal and regulations of our bodies within UK for preventing the unethical practices of the commercials corporations or the misleading advertisements containing dangerous messages for the society. The transformation of the goods into the brand is executed thru branding of the goods and placing creativity within the commercials of the goods. The creativity of the advertisements leads the boom of the logo and creates effective photo of the goods.

They have proven the market that shape doesn't want to be luxurious and also you don't want to gain a massive measure of cash to have the capacity to get dressed elegantly. This idea is for the most elements that is extremely attractive for extra younger people that also don't have the sort of high pay seeing that they are inside the start in their vocation or they're but thinking

about. H&M has efficiently imparted their vision to their customers and made a strong logo call, and on this way possessed the ability to pick up a place within the psyche of the clients that is essential in a targeted factor of view. Amid the most recent decade the opposition between corporations that offer shabby and popular garments has elevated, that allows you to pressure H&M to never stop growing and enhance their commercial enterprise. Their showcasing methodologies have to be targeted and within the period in between ethical to attract in and keep customers satisfied.

### **Introduction**

Print and digital marketing are better method of attaining specific demographic corporations than different forms of advertising and marketing. Digital marketing allows a much broader geographic net toward a specific type of client, while traditional print advertising and marketing is frequently greater powerful at riding business at a certain degree. Exploring each stage at which the reader is, and what sort of the ads is opposed to how a good deal they return on the investment. But it is critical to decide what advert scheme is exceptional for a specific company or product.

One major role of virtual marketing is that it's a variable price form of advertising which means an advert campaign is greater scalable to a selected fixed budget amount as compared to the flat charges related to jogging an advert in print. Perhaps the most vital role of digital advertisement is that the digital ad can be interactive. That interactivity can take the shape of an easy video clip, a short flash recreation or maybe

scale the entire manner up to an interactive online game sponsored with the ad and highlighting the advertiser, relying upon price range constraints. Interactive advertisements of any supply provide a greater memorable experience for the advert visitors.

When it involves print media advertising and marketing, move is everything. The more circulated a printed booklet is, the more readers are protected to the commercials that are hold of. The disadvantage of print advertising is that even if positioned is not nicely done then ad may no longer apply to a few of the readers. To counteract the lackluster readership reaction to a print commercial, an organization ought to publish the advert in a topically applicable magazine. For instance, an advert is about a brand new novel and would be better located in a quick fiction magazine with a similar style, rather than the local newspaper. Offering a coupon or special cut price code on retail services or products within the advert can help an employer determine its effectiveness in producing new income.

Maximization is acceptable for E-Business corporations as nicely as growing customer share and knowing profits and cash flow are usually essential among the quick term. Therefore current models won't match well.

About the validity of 4P advertising mix version in virtual world, a standard argument is "Marketers enjoy the active operation among the event of latest organic standards for facilitating commerce within the rising digital society, in preference to the prevailing primitive mechanical systems.

Following this issue, several new models suggest to exchange the 4P model in digital marketing. Among these alternatives, the 4C and 4S model have

major impact. As per Lautenberg, the 4P version cannot form properly in E-market, and also should get replaced by means of the 4C model (consumer desires and needs, value to satisfy, comfort to buy, and communication). The 4S internet advertising model includes scope, web page, action and system.

Therefore, the 4P advertising combine version will not be valid at the net age; the 4C and the 4S model are one of the alternatives. The intention of this study is to possess a look at the quality of those three advertising and selling combine fashions for digital product in digital space. It also means that advertising combine version is well suited for distinctive varieties of virtual product. Therefore, an outfit of advertising techniques is advanced for specialists that are promoting virtual product.

### **Characteristics and Categories of Digital Products**

1. Different advertising techniques could also be applied to one of kind sorts of digital products with their specific traits. It's going to be very essential to sum up the traits of digital products for analysing the suitability of the established advertising mix version.
2. Production shows that the assembly of virtual products is associated with an enormous constant price and negligible margin value.
3. Public items show that Digital products have some intake traits of public items, inclusive or non-exclusive.
4. It is possible that non virtual products also have some same characteristics. But

virtual products additionally possess some unique physical characteristics at the same time.

5. Once produced, they'll exist forever with an equivalent first rate. Furthermore, the competition must spread among new digital product and hand digital products.

6. Changeability means that the content material of virtual products could also be modified or customized easily. The integrity can't be controlled by means of manufacturer after downloaded through customers.

7. In replication virtual products are often shared, replicated, stocked and transferred effortlessly. After the first copy of a digital product is made, they are often manufactured with a totally low marginal price. Digital products are composed of text, graph, and voice then forth. They are heterogeneous because all the additives are often reconstructed quick and effortlessly. Therefore, it is important to classify numerous digital products.

By this we can categorized digital products into 3 categories consistent with a couple of dimensions which includes trial ability, granularity and download ability. Those are utilities and content material primarily based on digital products and online services.

### **Marketing Strategy Analysis of various Digital Products**

The conventional 4P advertising and marketing version, the 4C marketing version and therefore the 4S market placing version are summarized by enterprise backgrounds. It shows that the heritage of 4P is industrialization which is represented by agency. With the shift of electricity from organization to customer, the 4C model suggest, that it is

characterized with the help of purchaser. The 4S advertising and marketing version was created for E-Business surroundings. For exclusive commercial enterprise backgrounds of three advertising and marketing models, we argue that the 4P, 4C and 4S marketing mix models have special suitability for 3 categories virtual products.

In this phase, we are ready to analyze the suitability of three models for 3 different categories of digital products.

#### **4P selling combine**

The 4P version shows four impressive, nicely defined and freelance management approaches. Despite the regular try by several physical agencies to manage the 4P in Associate with nursing enclosed manner, the drafting particularly recommends the implementation of the tips stays for the most part of the task that have various departments.

Even additional massive plan is that the customer is typically experiencing the personal results of every 4Ps in various events, instances and locations, even the organizations take first rate pains to fully mix their advertising and selling sports internally.

Enterprise will sell product through combination of 4P ways and clear advertising approach device kit for businesses promoting virtual product is appointed through reading various categories of virtual products with 4P. We tend to find that promotional tools of the content are based on virtual products that are quite others and combination trial ability is exclusive in three categories of digital product. We tend to argue that the bulk less virtual product is the bigger promotional need.

4C selling combine

With market opposition shifting from the product oriented to consumer oriented, 4C selling combine model suggest the exploitation while the lauterbom world health organization suggest the selling techniques that concerned product, rate, region and commerce. Client desires and wishes value to satisfy, comfort to shop and communication are same motive.

**Literature Review**

AUTHOR	YEAR	TITLE	FINDINGS
Rossiter, J. R., & Percy, L	1987	advertising and promotion management	This study is basically about the approach to the management of advertising. It also plays a vital role in helping the manager to create effective advertising techniques.

Don R Sparks	1999	Design and production of print advertising over the internet	This research provides a catalogue to the client which involves the images that helps in producing marketing pieces
Schlusser	1999	business content accessible on the web that's designed by businesses to tell customers a couple of product or service	This study used association in interview guide for collection of information from the presentation. It also showed that digital advertising effecting the medium

			revenue provided by the general public and to set the strategies as per the standard.				tes an advertiser to pay a specific amount for a particular brand.
Diamond and Diamond	1999	project runway	As per the study we got to know about the project runway which is the style merchandise. In this there was a movement of models with a spoken message and music. Due to this, it promo	Matei George, Bulgarian capital	2000	psychological impact of digital technology on the advertising industry	This study shows importance of perspective and stereotype that is overlooked in advertising. It also holds the visual of physical model that set the product in motion which is attractive to the viewers.

Abhilasha Mehta	2000	advertising attitudes and effectiveness	This research is about the print advertising performance which is influenced by the attitude of the consumer on the advertising. There were many respondents that have favourable attitude and due to which it was persuaded.				a key influencer on client desire about the services and the product. The researcher also listed 11 elements the influences the client preferences.
				Narang	2006	that nature of advertising in print, electronic and social media	It studied the nature of advertising in various factors a attributes with the help of goods and offerings. It also studied the
Thomas and Housden	2002	the patron awareness	The study is about the patron awareness that act as				

			fine rate, supply of products, commercials, logo image, social fame and many more.				sing system that is available by more than one publisher for a specific period of time.
Steven loft, john yu	2010	digital advertising system	This study includes advertising auction system and it also states that the publisher can list the advertising system. In this the winner is also allowed to advertise the product on the adverti	Alam ro and Rowley	2011	customer choice	It stated various elements that are used for the awareness of client related to product and services, logo persona and the U.S.P of the product.
				Yu, yilin	2013	mixed style print advertising	It tells about the new forms

			of print advertising. This analysis is done on sample print advertisement pictures. This will give the advertising business a transparent theoretical style that will influence in future print advertising style.
Judyma, brian du	2016	digital advertising and company value	Firms used to shift advertising expenditure to the digital media channel. It

			also viewed that advertising has an inverted U shaped relationship with the worth of the company.
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**Rossiter, J. R., & Percy, L. (1987)** studied advertising and promotion management: This presents a very new approach to the management of advertising. It aim to help the manager to create, and to be ready to justify, the most effective choices within the overall advertising and promotion arrange.

**Don R Sparks (1999)** studied design and production of print advertising over the internet: it says that a client may order series of image database, and should also assemble into a marketing piece. When it is done, the client places the order through the website and assembles it as one of the series of templates. The templates are associated with the slots. A catalogue is sent to the client over the internet and the set of high resolution images are used to produce the marketing pieces.

**Schlosser (1999)** outlined digital advertising as “any style of business content accessible on the web that's designed by businesses to tell customers a couple of product or service”: the aim of the study was to see the influence of digital advertising on performance of medium in African nation.



The analysis style was utilized during this study to show a descriptive cross sectional survey. Digital advertising uptake by the medium firms was full of socio cultural, economic and legal factors. The study concludes that digital advertising can have an enormous impact on the performance of the medium firms within the next five years. The study recommends that the management of the medium firms ought to increase their investment in digital platforms.

**Diamond and Diamond (1999)** studied project runway: As style merchandise is the best valued when it's far visible "live", it is the second one great device to appeal the capacity of client. The movements of models, visible consequences with a spoken message and music within the background create a certain picture in a human's head that he desires to observe. This agreement permits an advertiser to pay a specific amount of cash for enhancing his business in every sector.

**Mateigeorgescu, Bulgarian capital bratu (2000)** studied the psychological impact of digital technology on the advertising industry: Overall, throughout this paper, we tend to demonstrate the worth and importance of perspective, vanity, and stereotype that predominate in advertising, it aims to achieve higher standard for visual representational process functions in regard to expectations and feature process, whereas the second category of things is that the application of wide shared communicatory principles.

**Abhilasha Mehta (2000)** studied advertising attitudes and effectiveness: Print advertising performance is influenced by consumer's attitudes toward advertising. A lot of respondents have

favorable attitudes toward advertising and range of advertisements.

**Thomas and Housden (2002)** studied the patron awareness: the research suggest that the logo recognition serves as a key influencer on client desire about services and products. If brand awareness is good then demand for the products will rise. Additionally, the researcher listed eleven elements which are key influencers of client preference for services and products.

**Narang (2006)** studied that nature of advertising in print, electronic and social media, consumers are able to remember the manufacturers and various attribute with the goods and services. The literature survey highlights that the element is crucial in figuring out consumer choices are good, rate, the supply of products, buying comfort, commercials, customer support, logo image, social media and social fame.

**Steven loft, john yu (2010)** studied digital advertising system: an exemplary picture includes advertising auction system which also have an administrative server for managing advertising space and the advertising auctions. one or more than one of the publisher can list available advertising system at the server of the administrator and by this method one or more advertisers can bid on the available advertising system. The winner can also have advertisement placed at the available advertising system that is available by more than one publisher for a specific period of time.

**Alamro and Rowley (2011)** studied customer choice: The elements are awareness of client, modes of conversation related to products and services, price and upper class of products, logo persona, U.S.P. of product and provider foundation, provider satisfactory of the agency, goodwill and popularity of the organization, customer satisfaction level and perceived threat degrees.

**Yu, yi-lin (2013)** studied mixed style print advertising: this study involves new form of print advertising style in digital world. The model was used as a measure tool to construct quantitative questionnaires to inquire client preference. It additionally analyzes the factors that structure their visual style.

**Judy ma, brian du (2016)** studied digital advertising and company value: As firms still shift advertising expenditures toward digital media channels, the advantages of digital advertising should be weighed against the chance price. This study shows the quantitative relation of digital advertising to ancient standards.

### **Research Methodology**

By using various methods and techniques to collect information, I'm going to take favorable data additionally to secondary information. My studies are more on the records captured and know how citizen or the consumers react to the new traits. I will be able to use or analyze a number of the news articles and reports for comparing and to know more about the subject. Aside from that I'm even going to apply pie charts, qualitative and quantitative analysis and that i will use those strategies in my research paper to know various factors to offer an evidence for my studies material. I'm even going give an evidence for it through statistical information on how does it have an impact on the client, monetary development. The records that i will be able to acquire via questionnaires I'm getting to provide an evidence for it through bar charts and pie charts. I'll also supply a perception of how the online sale commenced and its business environment.

The study is explorative also as comparative in nature. It intends to get the client's notion on print and digital

advertising of h&m. This research focuses on research design and technique followed form the observation. The facts for the same, take a glance which became gathered with the help of established questionnaire. An immediate survey was to acquire the statistics for these studies examine.

### **Need of advertising**

Advertising plays an important role to grab the attention of potential and current customers and also focuses on a particular product or service. Thus the advertising plan for one product may differ from the other products. It is done by the help of brochure, newspaper, TV, magazine, and personal contact.

Promotion keeps the product in the mind of the customers and helps in creating demand of the product. It also involves publicity. There are two aspects that are considered important in promotion are:-

- 1) Sales
- 2) Public Relations

### **Data analysis**

The survey was conducted for gathering qualitative and quantitative data and for this a sample of 50 people were selected at random ranging from different age groups, sex, professions and educational qualification and a further analysis was done regarding this.

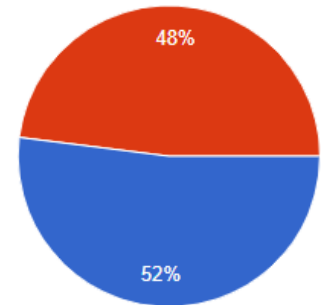
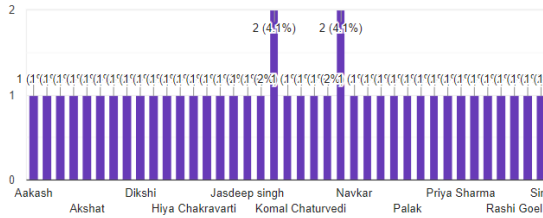


Response through questionnaire-

GENDER-

50 responses

Name -  
49 responses



Through this we got to know that a total of 50 responses are received by random people of different age group.

The data was not confined to a single sex. The data shows from the sample that 52% were males and 48% were females. Thus, the data has been characterized by a close study of all types of genders without any bias.

Age

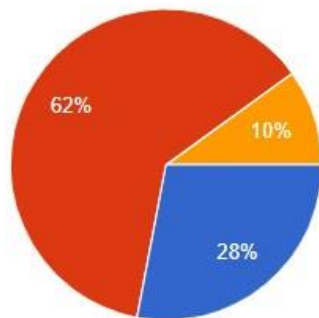
- A) 15-20 years
- B) 20-30 years
- C) Above 30 years

How often do you buy from h&m?

- A) Weekly
- B) Monthly
- C) Specific is needed

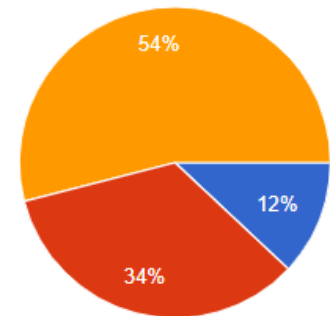
AGE-

50 responses



how often do you buy from h&m?

50 responses



From the study this is inferred that majorly the age group varies from 20 to 30 years of age and the data was collected from 50 people.

From the data it is clear that 12% of people buy weekly, 34% of them by monthly whereas 54% of them buy only if something specific is needed.

Gender

- A) Male
- B) Female
- C) Others

What products do you buy from h&m?

- A) Clothes

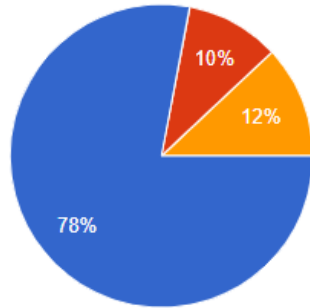
- B) Footwear
- C) Accessories

**How do you shop?**

- A) In store
- B) Online

what products do you tend to buy from h&m?

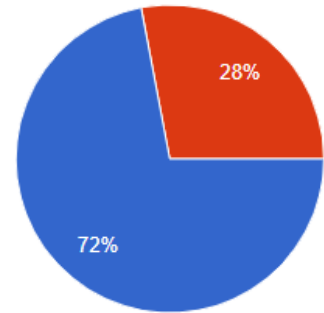
50 responses



By the chart it is clear that 78% of the people buy clothes from h&m whereas 10% of them buy footwear and 12% of them buy accessories.

how do you shop?

50 responses



28% of people shop online from h&m whereas the other 72% of the people buy offline from h&m.

**How reasonable price do you think it is?**

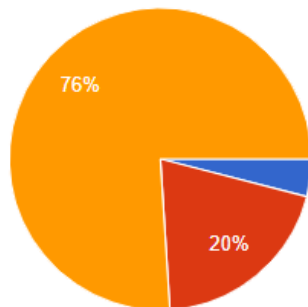
- A) Cheap
- B) Expensive
- C) Fair

**Are you influenced quality of h&m or your purchase is influenced by promotion done?**

- A) Promotion
- B) Quality
- C) Average
- D) Good
- E) No

how reasonable priced do you think it is?

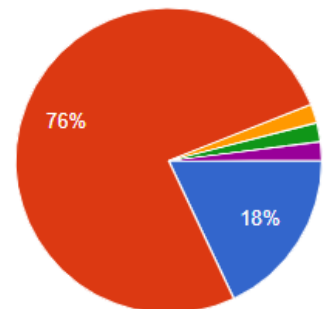
50 responses



By the survey of 76% people think that h&m is fair in price and 20% think it is expensive in price.

are you influenced by quality of h&m or your purchase is influenced by promotion done?

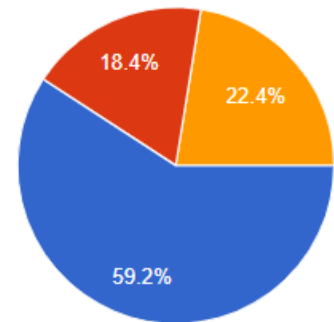
50 responses



76% of them are satisfied with the quality and 18% are satisfied with the promotional techniques done by h&m.

where have you seen advertisements for h&m?

49 responses

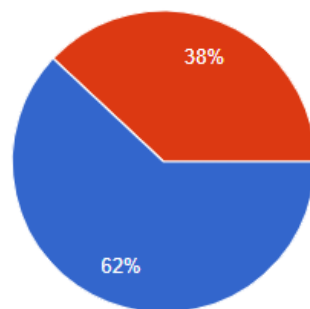


**As compared to other brands, do you prefer h&m?**

- A) No
- B) Yes

as compared to other brands , do you prefer h&

50 responses



According to the survey, h&m has a maximum promotion through magazines according to people, rest 18.4% through TV and 22.4% through newspaper.

**Do you think advertisement is effective?**

- A) Yes
- B) No

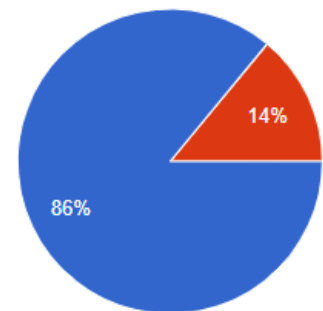
By comparing h&m with other brands, 62% of the people prefer to buy from h&m whereas the other 38% of the people does not prefer h&m as compared to other brands

do you think advertisement is a effective tool for increasing sales?

50 responses

**Where do you see advertisement?**

- A) Magazines
- B) TV
- C) Newspaper



86% of people think that advertisement is effective tool for increasing sales and the rest 14% does think that advertisement is effective tool.

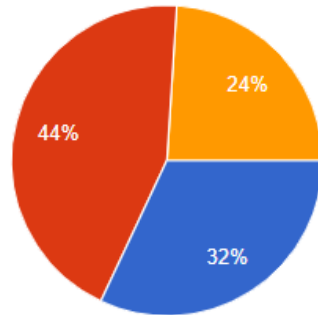
**Which marketing technique influences you?**

- A) Discount coupon

- B) Off season sale
- C) 1+1 offer

which marketing technique of h&m influences

50 responses



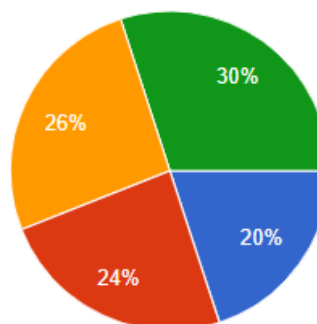
44% of people think off season sales influences the purchase while 24% think 1+1 offer does and the rest 32% think discount coupons help to influence purchase.

**Why do you want to buy h&m?**

- A) Brand
- B) Price
- C) Style
- D) Quality

why do you want to buy h&m product?

50 responses



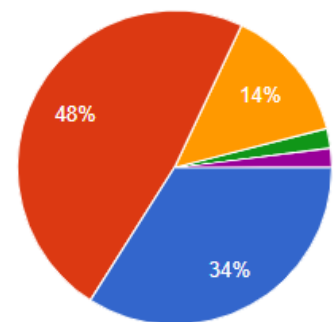
20% goes with the brand, 30% goes with quality, 24% goes with the price and the rest 26% goes with the style of the product.

**What improvement should it make?**

- A) Increase online tie ups
- B) TV advertisement
- C) Print media advertisement
- D) Price
- E) Design

what improvement should h&m do in its marketing

50 responses



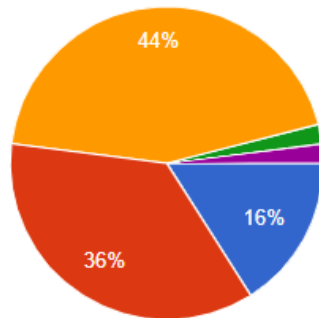
48% think it should do TV advertisement, 14% think it should increase its print media advertisement, and 34% think increase its online tie-ups.

**How often do you see advertisement?**

- A) Frequently
- B) Often
- C) Sometimes
- D) Maybe
- E) Yes

how often do you see advertisement of h&m?

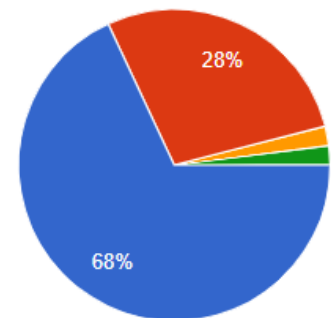
50 responses



44% sometimes see advertisement of h&m, whereas 36% often see the advertisement and 16% frequently see advertisement.

do you find promotion of h&m attractive?

50 responses



68% of the people find the promotion attractive while the other 28% does not find it attractive.

**How likely will you make a purchase?**

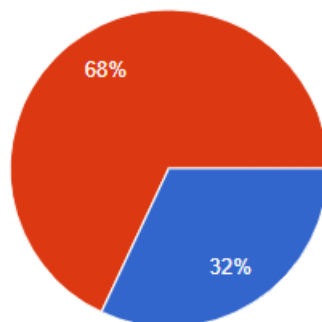
- A) Extremely likely
- B) Moderately likely
- C) Not at all

**How is the service?**

- A) Satisfied
- B) Not so satisfied
- C) Unsatisfied

how likely will you make a purchase from h&m

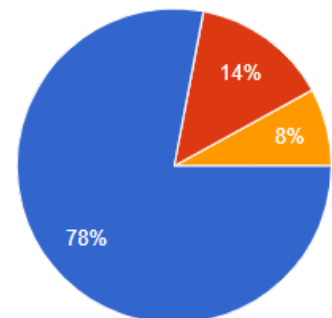
50 responses



68% purchase moderately likely while the other 32% purchase extremely likely.

how would you think about h&m service?

50 responses



78% of people are satisfied with the services of h&m, 14% are not so satisfied and the other 8% are dissatisfied.

**Is promotion attractive?**

- A) Yes
- B) No

**FINDINGS AND SUGGESTIONS**

- It is found that respondents are not satisfied with the services provided by h&m.

- It cannot be safely inferred based on the respondent's replies that digital promotion is better than print promotion.
- Digital promotion has more words that action as compared to TV promotion according to the respondents.
- Advertising should be appropriate so that the customers are satisfied with the product.
- New ideas should be incorporated in the area of print and digital promotion.
- There should be adaptability in the vision of the promotion and advertising industry.
- There should be proper man power planning so that is benefit the promotion techniques.

## **CONCLUSION**

To sell the company and its product, the employer may use video and certain advertisements technique, print commercials and the concept of e-advertising and advertising. These advertising and conversation strategy will tend to meet the customers shape considered one of a type places everywhere, especially the ones target markets or the clients in the working region.

Moreover, for the reason that trend in the market area these days is the use of e-advertising and marketing, the agency will offer an internet site that any purchaser can get proper entry to. The use of the Internet is changing excessive technology advertising in an unmarried day even as exclusive industries have been looking to

use it as part of their advertising and marketing method. It does not reconfigured the manner of companies who provide standard for industrial corporation and the manner the clients buy goods and services however it additionally come to be instrumental in remodeling the rate chain from manufacturers to stores, to clients, developing a trendy retail distribution channel .

E-advertising and advertising is a powerful tool used by special agency firms in the world. It is described as the technique of achieving advertising and marketing dreams by the use of digital communications era. Smith and Chaffey (2001) have supplied a 5Ss' technique for a manner the internet may be carried out with the aid of all company groups for distinctive e-advertising procedures. These 5S's technique is promoting, serve, talk, keep and sizzle.

E-advertising and marketing is likewise recognized to be the web advertising method utilized by wonderful organization whose goal is to be the best organization in their field. Thus, the H&M will create its personal net website online. The primary goal of using e-advertising approach is to keep in contact to specific internet customers in an effort to rule greater customers and clients. All in all, through the internet website online, a customer may or may be a patron worker.