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How Digital Marketing is Changing the Traditional Marketing Mix

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Abstract *This paper examined how digital marketing has transformed the traditional marketing mix to the digital marketing mix, moving businesses from company-focused and one-way marketing toward more interactive, customer-centered, and data-driven strategies. Using the traditional 4 Ps—product, price, place, and promotion—and the extended 7 Ps framework, the paper compares traditional marketing with modern digital marketing. Digital technologies such as artificial intelligence, big data, machine learning, e-commerce, personalization, and social media have transformed each element of the marketing mix. Products can now be digitally customized and continuously improved, prices can be adjusted using real-time data, distribution has expanded through online and omnichannel platforms, and promotion has become more interactive through social media, SEO, and content marketing. The additional 3 Ps—people, process, and physical evidence have also evolved. Businesses now build online communities, automate customer service through CRM and AI, and use websites, apps, reviews, and digital credentials to establish trust and credibility. Overall, the paper concludes that digital marketing has changed the marketing mix from a static, traditional tool into a dynamic and continuously adaptable strategic framework. While digital marketing provides benefits such as global reach, personalization, cost efficiency, and better customer insights, it also creates challenges involving cybersecurity, data privacy, misinformation, and increased competition. Therefore, businesses need to adopt a flexible, integrated, and ethical digital marketing strategy to maintain customer trust and achieve long-term competitive advantage.*

Keywords *Digitalization, Digital Marketing, Marketing Mix, Traditional Marketing.*

Introduction

In today's dynamic business environment, the pace of doing business is changing at a rapid rate. The advancement of digital technologies is imperative for organizations operating in either the global marketplace, or for companies operating domestically. The advent of digital transformation has become a major area of business innovation and revolution. Digital marketing and technologies have changed the dynamics of traditional marketing worldwide, especially the method marketers have used the marketing mix. Subsequently, Neil Borden coined the term "marketing mix" and McCarthy in 1964 defined the 4 Ps marketing mix as an assortment of all the characteristics which marketing managers would use to meet the needs of a particular market. The business environment worldwide has experienced numerous revolutionary changes with the introduction of new concepts such as digital marketing. The integration of technology could result in a universal shift in market participants/customer behavior and competing strategies [1].

Researchers [2] defined marketing mix as "the set of tactical marketing tools that the firm blends to produce the response it wants in the target market". The early theory of the marketing mix, which transferred into the four traditional P's of marketing, which includes Product, Price, Promotion, and Place. This paper will examine how the modern era of marketing has affected the traditional marketing mix, by a detailed investigation on how digital marketing has changed the global landscape of the dynamism of today's marketing environment.

Aim of Research

The aim of this study is to investigate the traditional marketing mix and the digital marketing mix, and the role it plays in today's evolutionary business environment.

Objectives

1. To identify the main elements of the traditional marketing mix and the digital marketing mix, and their role.
2. To examine the benefits and drawbacks of the digital traditional and digital marketing mixes.
3. To discuss the main facets of the marketing mix and the traditional marketing mix.

Data Collection

The data collected for this study consist mainly of secondary data on the topic area, and extensive and comprehensive search of the literature reviewed together with key analytical reports on the subject.

Methodology

This study was conducted by utilizing reports, and secondary research on the topic area. This was accomplished by accumulating and examining current and previous information on the subject, the data generated research outcomes which would grant the study major benefits. Both the traditional and digital marketing mix was diagnosed to extract valuable insights on the topic being investigated.

The Marketing Mix

The marketing mix as explained by Kotler, Armstrong and Mc Carthy which are the traditional four P's of marketing, product, price, place and promotion, from traditionally the 4 P's the mix has seen an extension for the services sector. The marketing mix has evolved into the services sector, these include physical evidence, people and processes. This view is also supported by Extension, Special, Dheere [3] illustrating that "People, Process, and Physical Evidence, serve as a guide for businesses aiming to optimize their offerings and enhance customer satisfaction". These additional P's are dedicated to the services sector in marketing.

Marketing strategies, this element within organizations, is all about identifying and finding out the wants and needs of the customers by creating products, promotions, prices, and places (marketing mix) that answer those needs and wants of the customer. The 4Ps of marketing as mentioned are product, price, place and promotion, these factors are very popular among the marketers. The place is used to designate a product's online or physical

placement. The product, event, or brand is promoted through communications with target consumers within the marketing mix, this is also known as Promotion. Regarding the products, it relates to a product's characteristics, advantages, designs, presenting, and branding. These are significant components of the organization's marketing plan. Price is how much a customer is willing to spend on a good [4].

The 7 Ps of Services Marketing



Traditional Marketing Mix

Product, this applies to the goods the organization is offering to your customers. Besides the physical product itself, there are factors related to the product that customers could be attracted to, this can be the design, or packaging. Further product attributes involve the quality, features, options, services, warranties, and brand name of the products themselves. The product's appearance, features, function, and support make up what the customer is essentially purchasing. [5]. Successful organizations and marketers thoroughly focus on the customer needs/ wants that their product offerings are designed to satisfy, by recognizing the importance of

designing products that effectively address customer needs.

Price, this refers to the amount customers are willing to pay for the product. This P is considered a very significant element of the marketing mix. Setting the correct price can be very challenging because it involves careful understanding of several factors, these include customer demand, market, production costs, consumers' purchasing power, competitors' pricing, and government regulations. The element of pricing within the mix is a critical organizational decision as it subsequently directly affects both the demand for a product and the overall profitability of the firm. Additionally, Price establishes the target consumer market as well as the strategy for advertising, promotion and distribution for the

product. Pricing the product communicates real value to the customers and this can have direct impact on the firm's performance. The impact on pricing depends on the elasticity of the product [6].

Place, this element of the marketing mix refers to the location, decisions and strategic distribution, this is where the product can directly reach the target market [7]. This process involves a network of individual and intermediary institutions, including distributors, wholesalers, and retailers, collectively referred to as the firm's distribution channel. Organizations determine the most appropriate distribution strategy, such as supplying products directly to retailers, utilizing distributors or wholesalers, or adopting a direct-to-consumer approach. The choice of distribution channels depends on the firm's marketing objectives, operational capabilities, and target market.

Promotion, this element of the marketing mix refers to the marketing activities that are embarked on to raise understanding/ awareness and inform customers particularly to the target market, as well as to foster sales of the products being sold [8]. Promotion is an important ingredient of the marketing mix because it comprises informing, persuading, and influencing consumers to choose the product being promoted. Organizations promote their products via personal selling, publicity, advertising, and sales promotion through major communications. The principal purpose of promotion is to provide prospective customers with information about a product's availability, benefits and features. Promotions also aid in generating consumer interest, pushes comparisons with competing products, and supports informed purchasing decisions. The rapid growth of both print and digital media has substantially enhanced the effectiveness and reach of promotional activities via numerous communication channels.

People, this element of the extended mix, according to [9] stated that 'all human actors

who play a part in service delivery and thus influence the buyers' perceptions; namely, the firm's personnel, the customer, and other customers in the service environment'. Anyone (people) who interacts with an organization's customers plays a role in shaping their experience. These interactions can leave either a positive or negative impression, significantly influencing customer satisfaction. Since the business' reputation is essentially built through these customer interactions, employees (people) must be appropriately trained, motivated, and possess the right attitude to consistently deliver excellent service.

Physical Evidence, physical facilities also support the marketing of a product, physical facilities can influence consumers to use the product or services offered. These include physical buildings, logos and residents [10]. Physical evidence, this factor within the marketing mix implies to the setting where a service is delivered to and experienced by the customer. This environment of the service encompasses a selection of elements that can shape customers' perceptions of the service experience. These aspects include the ambience, such as temperature, scents, colors, lighting, sounds, and music, all of which influence to the overall atmosphere of what is being offered to the service. Additionally, the spatial functionality and layout of the environment such as the layout of furniture, equipment, and other physical features, this plays a significant role in influencing customer comfort, convenience, and overall satisfaction of the service provided by an organization.

Processes, component of the marketing mix, imply the flow of activities involved in the process of delivering the service to the consumer [11]. The approach services are delivered, along with the behavior of the employees providing service, plays a significant role in establishing customer satisfaction. Influences such as the quality of information revealed with customers, waiting times and the willingness of employees to assist

all contribute to a positive customer experience. Firms aim to deliver a seamless, efficient, and customer-focused service journey, which is determined by a well-designed process operating behind the scenes to guarantee consistent and effective delivery service to the customer by the organization's process.

The Digital Marketing Mix

The digital marketing mix is a key strategy that is used by marketers to promote their products or services, this encourages consumers' purchase intentions. Digital marketing enhances marketing effectiveness and contributes to improved business performance and profitability. Digital channels also provide cost-efficient ways for businesses to build strong relationships with consumers, strengthen customer engagement, and foster long-term loyalty [12]. The evolution of digitalization is transforming the method marketing strategies are developed and implemented, marketers and producers of products and services are overall reshaping the marketing mix management to meet customer needs [13]. Digital marketing transformation has reinvigorated a shift in both theoretical and practical aspects of marketing, making strategic activities such as customer segmentation, market analysis, and the customization of the marketing mix more efficient and achievable. This development has also reinforced the critical role of marketing in enhancing an organization's competitiveness and overall success.

Product, product customization and interactive promotions play a key role in the digital marketing mix by allowing businesses to adapt their products and services to meet consumer preferences while increasing customer engagement through online interactions [14]. Today's products are increasingly designed around customer needs rather than being driven into the market of the old (traditional). The information age of digitalization has made consumers more

learned and informed also very demanding, while quicker product life cycles require firms to deliver products on a timely manner, relevant, appropriate and well-targeted. As a result, decreasing the time it takes to bring new products to market has become a strategic factor in achieving business/ product success. The digital era has significantly enhanced product development and design capabilities, enabling innovations and improvements that were previously unimaginable [15].

In a digital environment, the view of a product (s) goes way beyond just the physical or digital item itself to incorporate the overall user experience, interface design, and the methods digital technologies enhances how products are delivered. [16] argued that the "differentiation between the "core product" and the "extended product," explaining that e-commerce businesses often provide additional information and services, such as order tracking, to increase the value of the core offering". Digital platforms facilitate the "dematerialization" of products by transforming physical products into digital services. For instance, books are now available in numerous formats, these include e-books, audiobooks, representing how one core product can be modified into different digital formats to accommodate various consumer needs and preferences [17].

Variety of products of different categories can be made available to customers. Companies can use various tools that allow businesses to configure and modify preferred product components. Products listed on an organization's website can also be made accessible via search engine shopping platforms, such as Google and Yahoo. Product prices can be adjusted vigorously in response to changes in supply and demand for the product. Additionally, marketers can identify target prices for preferred product offerings, facilitating the business website to identify and display suitable products from the organization's portfolio.

Price, this element of the marketing mix is deeply connected to the business model. The rapid progression of digital technologies, in particular, artificial intelligence, big data analytics, machine learning, and has significantly enhanced organizations' capacity and capabilities to develop and implement dynamic pricing mechanisms. These technologies facilitate firms to analyze real-time consumer behavior, market environment, and demand patterns, thereby facilitating the constant adjustment of prices in response to environmental changes in consumer preferences and market dynamics. Pricing strategies within the contemporary digital marketing environmental paradigm have experienced fundamental evolutionary shifts from conventional product-centric models toward methods that emphasize the creation and communication of personalized customer value.

Traditional pricing mechanisms, including cost-based and competitor-oriented pricing, are increasingly perceived as insufficient for addressing the complexity, heterogeneity, and rapidly evolving nature of digital consumer behavior. Consequently, value-based pricing (VBP) has gained prominence as a more strategically appropriate and comparatively superior approach for navigating contemporary digital marketplaces [18]. Within the digital ecosystem, price is no longer conceptualized merely as a quantifiable economic variable; rather, it constitutes a multidimensional signal of perceived value that is constructed, communicated, and reinforced across diverse digital touchpoints, customer interactions, and experiential contexts [19].

Place, (distribution) in the digital age, this concept has expanded to include various forms of e-commerce and online distribution. These include e-commerce platforms, online marketplaces, multichannel retailing, mobile commerce, virtual stores and showrooms, as well as online payment gateways [20]. This type of distribution ascertains marketing

channels, direct sales the most effective means/methods for the online business environment, sales are completed via cyber intermediaries, sales through online telemarketing, direct sales via e-mail [21]. Furthermore, the place (distribution) element of the digital marketing mix incorporates digital environments that function as multifaceted structural hubs for businesses, facilitating a wide range of activities including online presence, customer engagement, product and service distribution, and operational support. In the present contemporary and existing business contexts, digital platforms progressively transcend their traditional role as distribution channels, serving simultaneously as critical infrastructural foundations that underpin organizational operations. This is particularly evident in the case of social media platforms and electronic marketplaces, which facilitate not only market access and customer interaction but also broader dimensions of business coordination and service delivery [22].

Promotion, this factor of the digital marketing mix refers to the numerous forms of marketing communication organizations used to inform and influence their customers on products or services. In digital marketing, this involves content marketing, advertising, social media, paid search and display, and marketing automation. The most efficient and effective combination of these channels largely be determined by whether the target audience consists of business B2B or individual consumers B2C [23]. Furthermore, this type of digital promotion involves the use of digital and online platforms to market products, services, brands, or content to a specific target audience. It utilizes the internet, email, social media, websites, search engines, and other online channels to engage and reach potential customers by sharing information about the product or service. Key components include social media marketing, email marketing, content marketing, search engine marketing, messenger marketing, and voice marketing.

People, within this element in the digital marketing mix, people may be understood as the human actors whose behaviors, expertise, communication practices, and relationship-building capabilities shape the creation, delivery, and interpretation of value across the digital touchpoints of the firm. This involves the organization's employees responsible for managing websites, social media platforms, online communities, customer relationship management systems, and digital advertising activities, as well as customers and other external stakeholders who actively contribute to the process of value creation. The significance of this element within the digital marketing mix stems from essentially the interactive nature of digital environments, this is where human engagement and interpersonal interactions play a critical role shaping the customer experiences and perceptions of value of the organization.

Regarding the people dimension of the digital marketing mix pertains to the business ability to foster significant meaningful, reciprocal, and customer-responsive relationships through digital communication channels. These digital platforms, social networking sites, online communities, review forums, and instant messaging services, facilitate direct and interactive communication between customers and organizations, while simultaneously enabling customers to exchange information, experiences, and opinions with one another.

Place, In the present digital age, this concept place within the digital marketing mix has expanded to integrate various forms of e-commerce and several online distribution channels. These include e-commerce platforms, online marketplaces, multichannel retailing, mobile commerce (m-commerce), virtual stores and showrooms, digital distribution networks, and online payment gateways [24]. Further examination in this field indicates that place (online distribution) establishes marketing channels such as direct sales, which are particularly effective in the online environment;

sales through cyber intermediaries, online telemarketing; and direct sales via email. Additionally, another option is to use vertical hubs, which are developed through commercial partnerships with organizations operating within a specific industry or sector [25].

Physical Evidence, this component of the digital marketing mix, encompasses the tangible and perceptible elements that impact the establishment of consumer trust, corporate credibility, and brand image. Within the context of digital marketing, physical evidence continues beyond conventional physical attributes to encompass both tangible and digital touchpoints. These incorporate environmental elements, such as the physical layout of a store or the design and functionality of a website; tangible cues, including product packaging, brochures, and employee uniforms; and an organization's online presence, reflected through its website and social media platforms. Additionally, branding materials, such as logos, visual content, customer testimonials, and online reviews, serve as important indicators of brand identity and credibility. Collectively, effective physical evidence can enhance brand recognition, reinforce consumer confidence, and provide a business with a distinctive competitive advantage within the marketplace. Further to this, according to [26] illustrated that a "well-designed and user-friendly website, social media profiles, online reviews and customer testimonials can act as virtual physical evidence which provides customers with information and reassurance about the brand".

Discussion

The development of a coherent digital marketing mix represents a critical strategic requirement for organizations seeking to maximize the efficacy of their online communication channels and attain predefined marketing objectives. The systematic alignment of established marketing mix principles with organization's digital content strategy can

substantially enhance the performance, coherence, and overall effectiveness of its digital platforms. In contrast, the absence of such strategic alignment may give rise to fragmented, inconsistent, or incongruent online content, thereby increasing the likelihood of consumer uncertainty and adversely affecting brand perceptions, purchase evaluations, and, ultimately, consumer purchasing behavior.

More recent scholarly reviews indicate that a generally established model of the digital marketing mix has yet to emerge in recent times. Existing frameworks comprehend a diverse scope of dimensions, including personalization, privacy, customer service, online communities, security, and website functionality. Researchers including, [27] identify a broad range of the digital marketing-mix models and advocate for a consolidative perspective that synthesizes conservative marketing-mix elements with factors that are distinctive to the digital environment.

The absence of theoretical agreement is particularly substantial, as it challenges the conceptualization of the digital marketing mix as a standardized or prescriptive checklist. Moreover, this may be more suitably conceptualized as an adaptive strategic framework whose essential elements and relative importance are contingent upon an organization's industry context, target market, business model, and prevailing technological environment.

The digital marketing environment introduces a multiplicity of complex considerations that encompasses beyond the instructive scope of the traditional marketing framework, encompassing privacy protection, cybersecurity, data governance, algorithmic transparency, and very importantly consumer trust. These dimensions assume particular significance given the extent to which contemporary digital marketing practices rely upon the systematic collection, processing, and analysis of consumer data. Subsequently, an exclusively tactical conceptualization of the

marketing mix may inadequately account for the broader institutional, regulatory, and ethical conditions that underpin the legitimacy, resilience, and long-term sustainability of digital marketing practices.

Further aspects of some drawback relating to digital marketing can be misleading, pictures, figures and images are misleading in this digital media, and some business activities are thieves who steal other online marketing undertakings. Furthermore, digital competitions are becoming progressively challenging in this field. While established promoters can develop healthy and successful competitions, while small and newly established promoters frequently struggle to compete effectively. As a result of this, the growing influence of digital media has become a drawback for emerging businesses and advertisers, leading to financial losses and making it more difficult for them to grow. Additionally, safety system customers or buyers may not obtain proper answers or solutions when they have questions about a product or service. This is because digital marketing activities are often achieved within certain limitations, resulting in insufficient product information being provided through digital media channels [28].

Even though these are some drawbacks relating to the digital marketing mix, the examination below illustrates the great deal of advantages, and positive effects it can have in today dynamic business environment.

The exponential advancement of digital technologies in the modern era has catalyzed a paradigm shift in organizational communication strategies, promotional paradigms/ concepts, and value-creation mechanisms within progressively hyper-competitive market landscapes in both localized and international markets. Conceptually, digital marketing comprises the strategic deployment of digital technologies, media platforms, communications channels, and data analytics to engage contemporary target audiences while accelerating broader

organizational objectives. Diverging significantly from conservative promotional paradigms, digital marketing empowers businesses to establish consumer connections, especially interactions characterized by empirical measurability, granular personalization, real-time immediacy between the customer and the firm, and multi-directional interactivity. Consequently, the digital marketing mix has emerged as an indispensable analytical and tactical framework, facilitating organizations to systematically synthesize disparate digital initiatives to undertake cohesive strategic and operational outcomes.

The digital marketing mix forms the conceptual adaptation and transformation of the foundational marketing-mix paradigms into what is now referred to the electronic environments. While traditional strategies conventionally center upon the classic four-pillar framework comprising of standard product, price, place, and promotion, service-oriented enterprises regularly augment this construct to include the human capital, procedural architecture, and tangible service evidence these are referred as people, processes and physical evidence. Within contemporary digital ecosystems, these extended mechanisms demonstrate heightened interconnectivity, synergistically operationalized across web architectures these include social networks, search engine mechanics, mobile applications, electronic commerce platforms, targeted email protocols, digital advertising channels, customer relationship management infrastructures, and predictive data analytics. Further to this, as posited by Ref. [29], the strategic deployment of digital marketing allows businesses to systematically integrate developing technological capabilities into core marketing workflows, thereby enhancing consumer engagement mechanisms and enriching overall organizational efficacy.

A paramount advantage of the digital marketing mix vested in its capacity to transcend geographical and demographic

boundaries, effectively expanding enterprise strategic scope (expanded market reach). Although conventional marketing paradigms are fundamentally restricted by physical proximity, localized distribution channels, advertising boundaries, and print circulation restrictions, digital media operates principally uninhibited by spatial boundaries. Consequently, firms can cultivate engagement across both domestic and global market segments with unprecedented ease via their communication channels. Businesses through their integration of web interfaces, search engine optimization, social media networks, electronic mail systems, and electronic commerce infrastructures, companies can facilitate continuous consumer admission to offerings regardless of geographic coordinates. This dynamic phenomenon offers outstanding utility to small and medium-sized enterprises (SMEs), as digital infrastructures democratize market access modifying the prohibitive capital expenditure historically required for international expansion. In alignment with this paradigm, [30] posit that the “pervasive integration of digital technologies has fundamentally restructured organizational engagement, enabling firms to navigate and compete within highly interconnected global marketplaces”.

An additional imperative merit of the digital marketing mix lies in the capacity for hyper-personalization (personalization of communication). Advanced digital infrastructure permits organization’s entities to dynamically calibrate marketing communications to align nuanced individual or segment-specific profiles. Diverging from huge mass-communication paradigms, companies can distribute highly contextualized content directed to distinct consumer cohort’s/ target market. An example of this, e-commerce platforms regularly leverage algorithmic predictive modeling to create suggested product recommendations taken from historical transaction data and real-time digital footprint

analysis. Similarly, automated email marketing systems methodically dispatch tailored promotional offerings informed by precise consumer interest routes, longitudinal purchase trajectories, and previous communication engagement metrics.

Further research in this topic area elucidate, contemporary customer journeys are progressively characterized by multi-touchpoint landscapes spanning from both physical and virtual domains. Synthesizing cross-channel intelligence throughout these diverse environments, this enables institutions to develop unified, seamless, and contextually salient customer experiences. Eventually, when operationalized with structural transparency and ethical data stewardship, strategic personalization substantially heightens perceived brand relevance and optimizes overall consumer satisfaction [31]. The evidence is prevalent that illustrates the digital marketing mix can put organizations at a strategic advantage in the digital modern era.

Historically, conventional marketing communications were predominantly characterized by unidirectional message communication, wherein businesses unilaterally publicized promotional content to a somewhat passive consumer base. The initiation of digital marketing mix, however, has enabled a structural shift toward bidirectional and multidirectional dialogue with the customer and the organization promoting greater customer engagement and interaction. Modern consumers actively engage with businesses by contributing to social media discourse and dialogue, submitting peer reviews, posing inquiries, sharing digital assets, contributing to virtual communities, and initiating direct brand touchpoints. This type activates heightened communicating capacity; this serves as a medium for interactive transmission and customer connection. Digital platforms, most particularly social media networks, enable organizations to conduct real-time discussions, thereby accelerating response

processes for inquiries and customer complaints. As Ref. [32] illustrated, “social media has fundamentally disrupted traditional organizational-audience dynamics by empowering end-users to co-create, disseminate, and critically interact with digital content”.

Furthermore, this continuous dialogue through these digital channels functions as a rich source of qualitative intelligence (business intelligence). Analyzing user-generated content, customer critiques, and virtual conversations yields critical empirical understandings into the consumer inclinations and behavioral patterns. Therefore, businesses can leverage on these analytical inputs to iteratively enhance product offerings, service delivery, and strategic positioning of the organization’s products or service. The digital marketing mix ultimately reconceptualizes the consumer role, transforming customers from passive targets of persuasive communications into co-creators and active stakeholders within the broader marketing ecosystem.

Empirical studies also support the notion that the customer now wants to be part of the brand narrative and product design process by restructuring the marketing mix. This evolutionary course of the marketing mix is primarily reconfiguring the formulation and execution of strategic marketing paradigms, this is gearing toward the digitization of the marketing mix by precipitating a broader systemic realignment of marketing mix [33]. Consequently, contemporary market dynamics impose a revised strategic orientation specifically, digital marketing [34] alongside updated organizational architectures and core abilities of organizations. Crucially, academic discourse has intellectualized the “Marketing 4.0” framework [35] which suggests that modern consumers in the ever-changing market seek beyond functional utility, vigorously demanding integration into the value co-creation procedures and processes. This dynamic assigns a modification toward a more

collaborative, interactive, and participatory model, which Marketing 4.0 operationalizes to foster and enhance brand-consumer relationships [35].

From a policy and governance assessment, the proliferation of social media platforms in today's digital world, this has radically transformed traditional brand management practices. Consumers have arisen as central co-

creators of brand story line, resulting in businesses systematically examining and evaluating user-generated content to strategically harmonize firm-led communications [36]. This has led to the emergence of the digital marketing mix, giving firms real time data measurability, global reach, cost effectiveness, efficiency and flexibility, interactive customer experiences, scalability.

Traditional Marketing Mix vs the Digital Marketing Mix

Element	Traditional Marketing Mix	Digital Marketing Mix Extension	Primary Digital Channels/Tool
Product	Physical goods, standardized lines	Digital goods, mass customization, co-creation	SaaS, digital downloads, interactive platforms
Price	Fixed pricing, seasonal sales	Dynamic pricing, freemium, subscription models	Algorithmic pricing engines, comparison sites
Place	Physical storefronts, wholesalers	E-commerce, social commerce, app stores	Marketplaces (Amazon, iOS App Store), D2C sites
Promotion	TV, print, radio, direct mail	Two-way dialogue, inbound, hyper-targeted ads	SEO, PPC, social media, Email, Influencer
People	In-store staff, sales reps	Remote support, social media teams, chatbots	Live chat, community management, CRM teams
Processes	In-person queues, manual checkout	Automated user journeys, digital fulfillment	UX optimization, payment gateways, automation
Physical Evidence	Store layout, packaging, brochures	UX/UI design, security trust seals, social proof	Trust badges, online reviews, verified ratings

The strategic evolution of the traditional marketing mix to the modern digital marketing mix marks a structural shift from a transactional, firm-centric approach to a relational, customer-centric paradigm. Viewing this phenomenon through the strategic paradigms and synthesis, it illustrates Control vs. Co-Creation, Traditional marketing highlights strong managerial command over brand messages and communication [37]. In contrast to this, digital marketing urges consumers to participate in establishing value through online communities, customer reviews, and brand advocacy [38]. Furthermore, data and analytics, traditional promotional approaches typically depend on historical information and sampling techniques, such as Nielsen ratings. Digital marketing strategies,

conversely, make greater use of real-time analytics and designation models that constantly monitor consumer behavior among multiple digital channels these includes Facebook, Instagram, Tic Tok, just to name a few. Additionally, omnichannel integration, contemporary marketing strategies commonly do not treat traditional and digital marketing as competing alternatives. Instead, corporations can combine both within an omnichannel approach, using physical channels and actual brand experiences to determine credibility and trust, while digital platforms and procedures improve customer engagement and conversion efficiency.

Conclusion

The revolution of businesses from a geographically confined and comparatively

static enterprise into a vastly interconnected, data-intensive global ecosystem has displayed the restrictions of conventional marketing models when considered independently. As established throughout this research paper, digital transformation has extended beyond the mere improvement of the traditional marketing mix, rather it has essentially reshaped the scope, operational processes, and theoretical foundations. Consequently, the 7 Ps which are, product, price, place, promotion, people, process, and physical evidence, can no longer be regarded as separate, linear tactical instruments designed principally to stimulate passive consumer responses from marketing efforts from enterprises. Within the contemporary digital marketing environment, these factors operate as an interrelated and adaptive framework categorized by collaborative value creation, continuous performance optimization, dynamic interactions of value, and instantaneous consumer engagement.

As demonstrated throughout this paper, the application of the digital marketing mix creates a fair bit of strategic and ethical complexities within the marketing environment. The absence of a generally accepted and standardized academic framework underlines the inherently dynamic and context-dependent nature of the digital marketing mix, which is shaped by industry-specific circumstances, technological capabilities, and the degree of strategic amalgamation within industries. Moreover, businesses are increasingly required to address a variety of adverse implications, including algorithmic bias, data privacy violations, digital advertising fraud, deceiving or misleading digital illustrations.

The digital marketing mix has evolved, especially with the advent of the digital age. The traditional marketing mix does still have a major part to play in organization in different sectors within which they operate in. However, with the economy and the rise of artificial intelligence, the digital marketing mix will keep on evolving, which would add value to organizations that use the digital marketing mix to their advantage.

Conflict of Interest

None of the authors have any conflicts of interest to disclose.

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Nil.

Ethical Approval

Ethical approval was not required for this study as it did not involve human participants. The researcher did all checks and balances before undertaking the study, as all materials were Published literature, journal articles, books, and reports.

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Author Contributions

Dr Rajesh Ramsudeen contributed to the entire study, including material preparation, data collection, analysis, and writing of this paper.

Data Availability

The data supporting the findings of this study are openly available that can be viewed via the references, DOI and online.

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