



**THE IMPACT OF THE TRADITIONAL VS DIGITAL  
MARKETING TOOLS DURING THE COVID-19  
OUTBREAK, IN THE SERVICE MARKET  
PERFORMANCE IN SRI LANKA**

This Dissertation is submitted as a partial fulfilment of the degree of  
Master of Business Administration

**R. Pranavan  
MB20854324**

**November 2021**

## **ACKNOWLEDGEMENT**

Foremost, I would like to express my sincere gratitude to my research supervisor, Udanee Samarasinghe for her continuous support given throughout for my Research and for her motivation, patience & enthusiasm. Without her support, this effort would have never become a reality.

Also, I would also like to thank Prof. Ruwan Jayathilaka & SLIIT MBA Programme Management for their encouragement, insightful observations & motivations given throughout.

Finally, I would like to convey my sincere gratitude to my Senior Management at Dialog Axiata PLC, family and friends who were always behind me giving me the required support whenever in need.

R. Pranavan - MB20854324

## **ABSTRACT**

The researcher developed this study using a practical subject that was faced by Dialog Axiata PLC. The issue is mainly identified as a constant issue and mainly engaged with the Covid outbreak. Through the identification of the problem, the researcher outlined research questions and research objectives of the study. Previous articles which were published by scholars were used to outline the study and the conceptual framework of the study developed using specific articles. The researcher outlined the hypothesis of the study referring the conceptual framework of the study and researcher used only quantitative method as the research method of the conducted study. The target sample of the study was 200 and all responses were collected using a developed google form. The researcher used the SPSS software as the premiere analytical tool of the study and all the analysis was conducted mainly using that software.

Through the analysis, the researcher found that, all independent have positive correlations with the dependent variable and it shows the positive relationship with all variables. The digital marketing tools has the highest correlation value with the performance of the firm. However, both variables have positive moderate relationship with the dependent variable of the study. In the consideration of significant impact, both variables are significantly impacting on the performance of the Dialog Axiata PLC.

Keywords – Digital, Marketing, Performance, Traditional,

## Table of Contents

DECLARATION .....	1
SUPERVISOR'S CERTIFICATION .....	2
ACKNOWLEDGEMENT .....	3
Abstract .....	4
Chapter 01 .....	9
Introduction.....	9
1.1. Background of the study .....	9
1.2. Research Problem.....	10
1.3. Research Questions .....	11
1.4. Research Objectives .....	11
1.5. Significance of the study .....	12
1.6. Limitations of the study.....	12
Chapter 02.....	14
Literature Review.....	14
2.1. Chapter Introduction .....	14
2.1.1. Digital Marketing .....	14
2.1.2. Empirical studies .....	15
2.1.3. Advantages of digital marketing .....	18
2.1.4. Disadvantages of digital marketing.....	19
2.2. Traditional marketing tools .....	20
2.2.1. Broadcasting marketing.....	20
2.2.2. Telemarketing.....	21
2.2.3. Printed media marketing .....	21
2.3. Digital Marketing tools .....	21
2.3.1. Online Advertising .....	22
2.3.2. Social Media Marketing .....	22
2.3.3. Search Engine optimization .....	23
2.4. Business performance .....	23
2.5. Theoretical review.....	24
2.5.1. Network/Social Network Theory .....	24

2.5.2. Theory of Collective Intelligence.....	24
2.5.3. Generational Theory.....	25
2.5.4. Innovation diffusion theory.....	26
2.5.5. Technology Acceptance Model (TAM).....	29
2.6. Digital marketing tools and platforms.....	30
2.7. Digital Marketing and Sales.....	32
2.7.1. Social Media as a Tool in Business.....	33
2.7.2. Social Media Marketing Strategies.....	35
2.7.3. Social Media Advancement Strategies in Business.....	40
2.8. Measurement of Digital Marketing Effectiveness.....	43
2.9. Conceptual framework.....	44
2.10. Hypothesis Development.....	44
2.11. Chapter Summary.....	45
Chapter three.....	46
Methodology.....	46
3.1. Chapter introduction.....	46
3.2. Research Design.....	46
3.2.1. Research Approach.....	46
3.2.2. Research Strategy.....	46
3.2.3. Research Choice.....	46
3.3. Research Onion.....	47
3.4. Hypothesis.....	48
3.5. Methodology.....	48
3.5.1. Population.....	48
3.5.2. Sampling and Sampling technique.....	48
3.5.3. Data Collection method.....	48
3.5.4. Operationalization.....	49
3.5.5. Pilot Study.....	50
3.6. Data Analysis Techniques.....	51
3.7. Chapter Summary.....	51
Chapter 04.....	52

Analysis.....	52
4.1. Chapter Introduction .....	52
4.2. Exploratory analysis.....	52
4.3. Normality testing.....	53
4.4. Reliability testing .....	56
4.5. Demographics data.....	57
4.6. Descriptive statistics.....	61
4.7. Correlation analysis.....	62
4.8. Hypothesis Testing.....	63
4.9. Multiple Regression analysis .....	63
Chapter 05.....	66
Discussion, Conclusion & Recommendation .....	66
5.1. Discussion about results.....	66
5.2. Conclusion of the study.....	67
5.3. Recommendations .....	67
5.4. For future research .....	68
References.....	69
Appendixes .....	78
Appendix 01 - Questionnaire .....	78
Appendix 2 - Regression results – SPSS.....	83

## LIST OF TABLES

Table 1 – Operationalization.....	50
Table 2 - Reliability results.....	50
Table 3 - Normality testing.....	56
Table 4 - Reliability testing.....	56
Table 5 - Descriptive Statistics .....	61
Table 6 - Correlation values.....	62
Table 7 - Coefficient table .....	63
Table 8 - Model Summary .....	64
Table 9 - ANOVA table.....	65

## LIST OF FIGURES

Figure 1 - Conceptual framework.....	44
Figure 2 - Research Onion .....	47
Figure 3 - Gender .....	57
Figure 4 - Age .....	58
Figure 5 - Occupation .....	59
Figure 6 - Income.....	60

## List of Abbreviations

<b>Abbreviation</b>	<b>Definition</b>
MS	Microsoft
PLC	Public Limited Company
SMS	Short Message Service
SPSS	Statistical Package for the Social Sciences
WIFI	Wireless Fidelity