International Journal of Arts & Education Research

E. MARKETING AND CONVENTIONAL MARKETING: A COMPARATIVE STUDY

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ABSTRACT

Marketing is one of the oldest professions on the planet. In the underlying stage, trade was basically a barter system. The difficulties experienced under the barter system induced the people to contemplate a typical medium of exchange, then different sorts of metals like gold, silver, copper, etc were introduced as a medium of exchange. The appearance of money quickened the phase of trade. In this context Phil Kotler has defined the term market as "an area of potential exchanges" The American Marketing Association defines, "Marketing is that piece of economics which deals with the creation of time, place and possession utilities" Marketing is both consumer oriented and competitors oriented. It begins with consumer and ends at consumer by fulfilling their needs. Marketing is the main capacity of management. The drawn out objective of marketing is benefit amplification through customer fulfillment. Marketing is an integrated process which is based on strategies and models. Marketing should deliver labor and products in exchange of money. In our conventional marketing the advancement activities of an item and services are done through TV channels, Telephone, Printing, Broadcast, Direct mail etc.

Keywords: *E. Marketing*, *conventional*

INTRODUSTION

Marketing is one of the oldest professions on the planet. In the underlying stage, trade was basically a barter system. The difficulties experienced under the barter system induced the people to contemplate a typical medium of exchange, then different sorts of metals like gold, silver, copper, etc were introduced as a medium of exchange. The appearance of money quickened the phase of trade. In this context Phil Kotler has defined the term market as "an area of potential exchanges" The American Marketing Association defines, "Marketing is that piece of economics which deals with the creation of time, place and possession utilities" Marketing is both consumer oriented and competitors oriented. It begins with consumer and ends at consumer by fulfilling their needs. Marketing is the main capacity of management. The drawn out objective of marketing is benefit expansion through customer fulfillment. Marketing is an integrated process which is based on strategies and models. Marketing should deliver labor and products in exchange of money. In our conventional marketing the advancement activities of an item and services are done through TV channels, Telephone, Printing, Broadcast, Direct mail etc. Presently e-commerce assumes a significant part in the field of marketing. They are doing their advancement activities through the electronic

medium like internet, online media sites, mobile application etc. The businessman can easily discover their target audience.

Marketing is a significant financial action with history of numerous centuries. It is an essential action for the fulfillment of human needs and for additionally raising social welfare. Creation is the base of marketing. It supplements creation activities by conveying labor and products. Marketing joins producers and consumers together for common benefits. It facilitates transfer of ownership of labor and products to consumers. Creation will be meaningless assuming that products produced are not supplied to consumers through appropriate marketing mechanism. Online marketing is advertising and selling the items or services of a business over Internet. Online marketing relies upon websites or emails to reach to the users and it is combined with e-commerce to facilitate the business exchanges. In online marketing, one can promote the items and services by means of websites, sites, email, web-based media, discussions, and mobile Apps. Online marketing is additionally termed as Internet marketing, Web marketing, or essentially, OLM.

The increase in technology provides great opportunities to the seller to reach the customer in a lot faster, easier and in economic manner. Online shopping is emerging very quick in recent years. Presently a day the internet holds the attention of retail market. A great many people shop online. Then again the buying of item from conventional market is proceeding since years. Numerous customers go for buying offline in order to examine the item and hold the possession of the item soon after the payment for the item. In this contemporary world customer's reliability depends upon the consistent capacity to deliver quality, value and fulfillment. Some go for offline shopping, some for online and many go for both sort of shopping. The focal point of the study is on the consumer's choice to shop on internet and at the conventional stores at the data acquiring period. However online shopping is easier at the people and less cost than the offline shopping. While settling on any purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping. Consumer ought to decide the channel for them which can best suit to their need and needs and which can fulfill them. In this competitive world how consumer can decide the specific medium for their purchase of products is very critical to understand in a managerial perspective. (Laing and Lai, 2000) said that the internet shopping is the third best and most well known action over internet after online shopping next comes the e-mail using, instant messaging and web perusing. These are even more significant than watching or getting entertain by the internet or getting any data or news, this are the two very normal idea which comes to the people's brain when considering the internet users do when they are online.

The behavior of online shopping is otherwise called online buying behavior and internet shopping. Buying behavior means the purchase of good over internet utilizing web browser. Online shopping likewise comprise the same five steps which is related to customary shopping behavior.

they said that in the commonplace method of online shopping when the consumer need some item or service they go through the internet and browse or search the things they need and their data. Yet rather than searching actively, numerous a times potential consumers are attracted by the data about the item they need. They see numerous items online and choose the best one which suits him/her. Then they purchase that item lastly the exchange takes place and post sales service provided by the online sites. Online shopping attitude and behavior are related to the consumer. Previous studied have focused on why the

results of the online shopping is different from other items. Many studies have focused that the high touch items that the consumer feels when they need to contact, smell or attempt the item. It requires the offline shopping at the buying stage because it is impossible in the online shopping. Even with the increase in the online shopping and the recognition that online shopping is more likely to impose the pressure on offline shopping or customary shopping. The research is very limited around here or field. Online or e-shopping is a sort of electronic shopping which permit the consumer to purchase products over the internet directly from the seller utilizing a web browser. There are some alternative names of online shopping those are as follow-e-web store, e-shop, e-store, internet shop, web-shop, web-store, online store, online store front and virtual store. Mobile commerce or m-commerce is described as buying from the online retailer by the mobile optimized online sites or (application).

online shopping is invented by an English entrepreneur Micheal Aldrich in 1979. Tim Berners Lee is the one who created the primary World Wide Web server in 1990. It was opened for a commercial purpose. There after numerous technological advancement emerged in 1994 like the online banking, the opening of online pizza shop by Pizza Hut, Netscape SSL v2 encryption standard for secure information transfer, and Intershop's first online shopping system. In 1994 the main secure exchange was over the web either by Net market or Internet shopping. Amazon was launched in 1995, it is the principal online shopping site of the world and after that eBay was introduced in 1995.Today numerous countries are doing online shopping yet some countries are at the beginning stage of the experiment of online shopping. In 1987, the merchant account was launched that helped the software developers to sell their software online easily. Swreg was the name of first software and the oldest software that is as yet available. Future shop is a book for how new technology will change the method of shopping and what the customer purchase. It was published in the year 1992. The book comprises of the subject like what will happen in the future date of e-commerce and how the internet will take place in the society. 1994 is the mouth of year of online commerce and Yahoo is launched in this year. In 1995 approx. 12000 space names were registered in the internet. In 1998 Google entered the universe of e-commerce and hurray launched yippee store online. The customer of online shopping ought to have internet and a legitimate method of payment to purchase the items from the internet. Amazon, Myntra, flipkart are some of the examples of the successful online shopping sites that use less price of the items and large stocks to draw in the consumer.

In general the populace from undeniable level of income and significant level of learning are more favorable to do online shopping. The populaces who are more knowledgeable and more explored to the internet are more into online shopping. The increase in technology increases the online shopping by the consumer. The increase in technology creates a favorable attitude towards the consumer for online shopping.

What is Integrated Marketing Communication?

"At the heart of any business strategy is a marketing strategy;

Businesses exist to deliver products that satisfy custom

Integrated marketing communication (IMC) is a methodology used by associations to brand and coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as "a

concept that recognizes the added value of a comprehensive arrangement that evaluates the strategic roles of a variety of communication disciplines, and combines these disciplines to provide lucidity, consistency and most extreme communication sway." The essential idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing blend. The brands, core image and messaging are reinforced as each marketing communication channel cooperates in solidarity, rather than in confinement.

As indicated by William Stanton, "IMC is an element in association's marketing blend that is used to illuminate, persuad and remind the market regarding the association and/or its items."

Koekemoer and Bird, (2004) defines Integrated Marketing Communication as the collective activities, materials and media used by a marketer to illuminate or remind prospective customers about a specific item offering and to attempt to persuade them to purchase or use it.

IMC blends different limited time instruments and communication/marketing/advertising services and techniques to maximize benefit. IMC is ultimately achieved through concise and consistent messaging that fosters commonality and consumer proclivity. Effective IMC messages and images are meaningftil and usefiil to consumers, messaging and marking consistency - a proven IMC concept - yield customer fulfillment and dependability.

COMPARATIVE STUDY ON TRADITIONAL MARKETING AND E-MARKETING

Traditional marketing

It consists of three functions- buying, assembling and selling. Buying can be classified into three kinds they are Manufacturers and other businessmen who purchase raw materials, supplies, spare parts and equipments for their operations. Middlemen like wholesalers and retailers who buy goods for resale. Consumers who buy products for their own use, by way of inspection or sample or by description Assembling refers to the keeping of the goods in a centrally located place for a shorter period of time, and it is not meant for selling direct to the consumer. Selling is most characteristic feature of the marketing system. Selling means the transfer of ownership of goods and services by the seller to the buyer in exchange for money. The promotional activity of traditional marketing includes print media (news paper and magazine, advertisements, newsletters, brochures and other printed materials). It includes broadcast media such as TV and radio ads, direct mail include fliers, post cards, catalogs, and also telemarketing. They prove the technique with high success rate; it has long standing which intimates that the public already understands about the brand. Benefits of traditional marketing are the businessman can easily reach their target of local audience with the help of radio or mail box etc. The audience can have a hard copy of materials of which they can read or browse through over and over again. It can be easily understood by most of the people because they are already exposed to this kind of strategy. The businessman maintain some branded item(quality products) for their customer satisfaction.

The downside of Traditional Marketing are (1) There is very little interaction between the medium used and the customers, because the brand exists with the hope of the people patronizing the brand.(2) Printing materials or radio advertisements can be very costly. (3) Results on this marketing strategy cannot be easily measured.

E-Marketing

E- marketing is a transaction of buying and selling on online. Its scope and opportunities will be elaborate in future. Due to an increasing role of internet in commerce, online marketing practice has gained more momentum. Companies, both large as well as small are rapidly integrating online marketing into their marketing strategies and policies, for cost effectiveness, increased accessibility, availability of real time information and increased interactivity. It overtakes our traditional style of marketing. Now a day, e-commerce plays an important role in the field of marketing. Youngsters, who are using smart phones used to purchase their goods on e-marketing rather than traditional marketing. They are not ready to spend their precious time to purchase things from outside, rather they believe in ordering whatever things they needed on on-line. Most of them prefer this type of marketing to save their time from external shopping. Electronic commerce draws on technologies such as mobile commerce, electronic fund transfer, supply chain management, internet marketing, online transactions processing, electronic data interchange, Inventory Management System and automated data collection system. Many people prefer e-commerce, which helps them to buy anything at a click.

With the traditional vs. digital marketing debate going on, let us figure out what is most suitable for the marketing and promotion of your business. Online advertising vs. traditional advertising could seem like a tough decision to make but these pointers will help you make up your mind. Marketing is that aspect of the business that you can never ignore. A wise entrepreneur will set aside a separate budget for the marketing alone. The problem is, we live in the generation where a huge part of the population does transactions only online while another chunk does not yet know how to use the internet. So the traditional vs. Digital Marketing decision becomes difficult.

However, you can think things through and make the decision of online advertising vs. traditional advertising. All you need to do is know the pros and cons of both and see how it applies to your business. Check the benefits of Digital marketing vs. traditional marketing statistics and you will have a good indicator of which mode of marketing you need more. Online marketing is more versatile than traditional marketing, though all the types look similar. Now that we know what traditional and online marketing is, let us find out the winner of the traditional vs. digital marketing contest. Which is better? Traditional marketing was a thing only because digital marketing did not exist. Of course traditional marketing has its own pros over digital marketing, but we will come to that later.

Here are 12 reasons why digital marketing wins the traditional vs. digital marketing battle.

1. Reduced cost- Newspaper ads, television ads, and the likes cost a lot. Online advertising on the other hand is something even young entrepreneurs can afford right out of some saved up money. So, even school goers can have a startup thanks to the cheap cost price for online marketing. This in turn helps expand the scope of marketing across boundaries of age and finance.
2. Real time result- With traditional marketing, you have to wait for weeks, sometimes even months before the boosts start to turn up. In this battle of traditional vs. online marketing, online marketing wins again owing to its quick results. You can see everything in real time including Number of visitors, Most active time of the day, Conversion rates, Bounce rates. When you have the result handy in real time, you waste no time taking action.

3. Brand development- Digital marketing vs. traditional marketing statistics can be measured but one thing these statistics don't take into consideration in comparison to online advertising vs. traditional advertising is the brand image the online advertising gives rise to. This is mainly because with the limited space and frequency of advertisements with traditional marketing, digital marketing clearly wins this category. You can have a whole website instead of a column on a newspaper page. You can put forward things to people whenever you want once you own a blog or a Page on social media. With this space, you can create a consistent image for your Company. This is something one advertisement aired on the radio or posted in the newspapers cannot give you. And will also help in branding your business.

4. Non-intrusive - People buying the newspaper do not buy it for the ads in it. People listen to the radio for music and the weather forecast. Not to forget the radio is a dying concept already. People buying magazines go for it for the contents list which does not include the ads. So, it is safe to say, traditional advertising mostly goes ignored. With online advertising on the other hand, you can choose whether you want to see it or not. It is not shoved into your face, apart from the annoying popup ads of course. You can choose to ignore that email as long as you want. You can choose to opt out of social media discussions on a particular brand page. You can also target interested audience as the social networking sites keep a tab on what you look for on the internet. Hence, in the battle of traditional vs. digital marketing, digital marketing seems to be the candidate that will know how to intrigue people and not annoy them

5. Higher exposure - Now, you can't claim that a television ad or an advertisement on every newspaper in town is going to cover the majority of the population. Any means of traditional advertisement is limited to a certain locality. Whereas online advertisement reaches out to the entire world so you are missing out on nothing.

6. Higher engagement- With traditional marketing, you cannot really interact with your target audience. You need to wait out for the responses to come in before you can plan your next step. This is a long and tedious process. Online marketing allows you to engage your audience in real time. You can chat and discuss a lot about your brand or Company with the actual audience immediately. Yes, this demands more engagement from your side too. You need to be prepared to invest that much time or a public relations team into the marketing budget.

7. Quicker publicity - Very much due to the real time results of online marketing, you get instant publicity. If you don't, you at least instantly know that this particular ad isn't working for you. Traditional vs. digital marketing is an almost unfair comparison here because the former has no scope to deliver in this regard. Whereas with the latter, there is a chain reaction of shares and comments helping you reach a new audience and earn a new visitor every nanosecond.

8. Non Interuptive - Audience can choose to skip Ads. Online advertising vs. traditional advertising have some lesser discussed but crucial differences. For example, the option of choice of ads. With traditional marketing, flyers are handed to you when you are rushing to board that bus. A television commercial comes up on repeat cutting right through a really interesting plot twist of your favorite TV show. Whereas, online marketing will offer you the choice of time and media Also, you cannot opt to receive a newspaper without ads. You can always skip online ads if you are not interested.

9. Good For All Stages Of Fields - There are certain matters in which online advertising takes precedence with due course in the battle of traditional marketing vs. digital marketing. You don't have to worry about the size of your business and staff to reach the maximum potential of your

online presence and advertising. With traditional advertising, smaller businesses are at disadvantage. Virtual expansion does not require large number of real people handling things.

Objectives of Study

1. To study the consumers' attitude towards online shopping for buying fashionable brands.
2. To determine the factors affecting consumers' preference towards online shopping versus traditional shopping for buying fashionable brands.

RESEARCH METHODOLOGY

Consumer inclinations for various media marketing communication are a continuous theme in marketing research in light of the fact that a great deal of advertisers have moved from traditional marketing to online marketing or they have impressively expanded interests in online marketing corresponding to traditional marketing. The research of consumer inclinations is restricted by the way that the inclinations are not static (Chao, Corus and Li, 2012). With the end goal of this research, the thought of "client inclinations" is characterized as the marketing media stations liked by the clients and utilized by them to get and comprehend the marketing messages sent by telecom administrators in BiH.

Online marketing has become exceptionally significant for organizations and advertisers to react to clients' requests. Online advancements, like the Internet (web), PDA, web-based media, and CRM frameworks unequivocally influence the cutting edge marketing. In any case, the upsides of traditional (disconnected) marketing strategies have ended up being significant. Therefore advertisers in the ventures that require the utilization of both online and disconnected marketing, for example, telecommunication organizations, need to utilize an ideal mix, contingent upon the objective gathering. Simultaneously, the improvement of data innovation has furthermore reinforced the consumer job in organization activities, in which an exceptionally significant job in the market where patterns change quickly likewise has a place with the communication between the organization and the client. The greater part of the comparative researches (Hanna, et al., 2011; Chang, et al., 2004; Wang, et al., 2013; Lesidrenska and Dicke, 2012, Talafuse and Brizek, 2014) depend on the investigation of individual marketing media channels, portraying benefits and hindrances of the chose channel.

DATA ANALYSIS

This concentrate chiefly depicts the subjective practice to be utilized to give information to look at the issues recognized and expand the comprehension of consumer esteem creation in the system of what and why consumers buy online. Provisional and clear research can give the various viewpoints important to acquire different endorsements of online, disconnected and channel exchanging conduct during the purchasing choice cycle. This commonly includes examining the populace, reviewing them and utilizing inferential insights to investigate the reactions. The focal point of the examination is to expect the deciding elements affecting, for this situation, what and why consumers buy online and disconnected too, why they change starting with one way then onto the next. The information accumulated during the profundity interviews were utilized to recognize normal inquiries concerning consumer conduct as it connects with the unadulterated online and disconnected purchasing process just as channel changing starting with one exchange channel then onto the next during the purchasing decision process. Profundity of the meetings

and focus bunches give an effective method for spreading and arising hypothetical ideas to further develop a definitive research plan. What's more are utilized in this research to all the more likely like what and why consumers utilize the Internet to shop and in explicit why they pick one direct over one more overall. Beneath characterizes how this subjective period of the research is coordinated and groups which of the research targets every movement upholds for both the profundity interviews.

Assessment of the model unwavering quality and legitimacy was finished utilizing a Cranach alpha test, while the coefficient for the traditional media ($\alpha=0.771$; $\alpha>0.7$) and for the online media ($\alpha=0.826$; $\alpha>0.7$), has shown a significant degree of consistency. Further, the research question was tried utilizing a Paired-examples T-test, with the mean normal for the online media determined by involving intermediary question in the poll. The respondents assessed how regularly they focus on the marketing messages of telecom administrators sent over: TV, radio, papers, boards, organization page, web ads/pennants, email, instant messages, and web-based media. To direct a Paired-examples T-test and build up a genuinely huge distinction between the inclinations for online and traditional media, the nine recorded factors (media) were changed into two inert factors. The "Traditional media" comprised of the accompanying noticed factors: Television, Radio, Newspapers, Billboards, TxtMsgs over GSM organization, while the variable "Online media" comprised of Web Page, Web Advertisements, Email, Social Med. The normal worth determined for the online media was 1 = 2.4789 (N=100) and for the traditional media 2 = 2.2946 (N=100)

Consumers' response towards the awareness of online shopping.

Table: 1 Consumers' response towards the awareness of online shopping.		
Preferences	**Frequency**	**Percent**
Slightly aware	20	5.3
Somewhat aware	10	38.5
Moderately aware	40	38.8
Extremely aware	30	7.5
Total	**100**	**100**
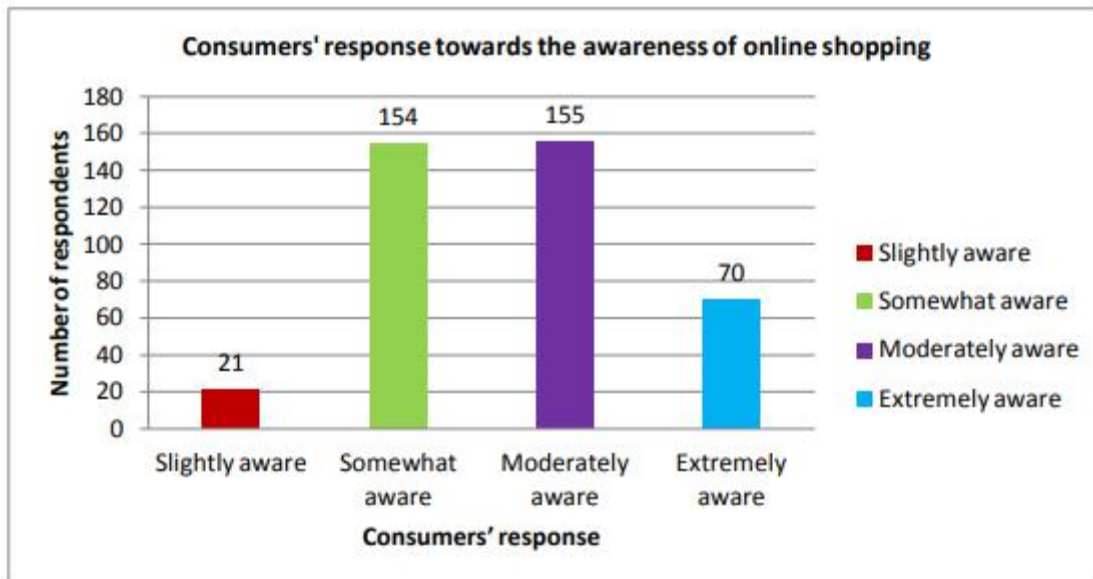
Graph: 1

Conclusion

The current review has brought some original commitments towards the correlation between the customer's inclination towards online shopping and conventional shopping strategies Just 7.0 percent of respondents utilize online shopping all the time. Indeed 22.5 percent respondents frequently use it and 40.75 percent respondents are shop now and then in web and 29.8 percent respondents seldom purchase items through web. Hence, the majority of the respondents are shop here and there on web.The e-retail development is by and large fundamentally determined by an increment in the recurrence of customers shopping online and spending more cash through online channels. The review uncovers that 40.75% respondents shop once in a while through web and just 29.5% individuals shop frequently on web. Further broke down, the information shows that main 1.8 percent individuals are shopping online one time per week. 14.8 percent shop online once in a month and 49.3 percent of respondents shop online once in 2-multi month.

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