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## A Comparative Study on Conventional Marketing and Modern E-Marketing

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*Abstract - Marketing as a subject of study is now attracting the business firms, organisation, institutions and all countries. It is one of the oldest profession in the world. The businessmen doing practices to secure maximum satisfaction of the consumers. All businessmen are trying to give their best to their customers, for that they should try to ascertain customer's satisfaction, their performance, their attitude, taste etc. His only aim is to earn profit by way of satisfying their consumers. For that, the businessman has adopted various techniques to push his product in the market; one of his recent techniques is to sell their product by way of e-marketing. Today this e-marketing overtake the sales of our traditional marketing because of so many reasons. This paper concentrates about the comparative study of both traditional marketing and e-marketing. Sample was taken 150 respondent online Consumer and Online Retailer.*

**Key Words:** Marketing, customer satisfaction, traditional marketing, e-marketing, attention

### **Introduction:-**

Marketing is one of the oldest professions in the world. In the initial stage, trade was simply a barter system. The difficulties experienced under the barter system induced the people to think about a common medium of exchange, then various kinds 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 part of economics which deals with the creation of time, place and possession utilities” Marketing is

both consumer oriented and competitors oriented. It starts with consumer and ends at consumer by satisfying their needs. Marketing is the most important function of management. The long term objective of marketing is profit maximization through customer satisfaction. Marketing is an integrated process which is based on strategies and models. Marketing must deliver goods and services in exchange of money. In our traditional marketing the promotion activities of a product and services are done through TV channels, Telephone, Printing, Broadcast, Direct mail etc. Now e-commerce plays an important role in the field of marketing. They are doing their promotion activities through the electronic medium like internet, social media sites, mobile application etc. The businessman can easily find out their target audience.

### **OBJECTIVES OF THE STUDY**

1. To study the historical Background Conventional marketing and Modern e-marketing
2. To Know the Difference between Conventional marketing and Modern e-marketing
3. To understand the significant difference between the age of Consumer and its trends in modern marketing

### **STATEMENT OF THE PROBLEM**

In the modern days many people prefer to purchase their product by way of e-marketing, because of time consuming. Compared to traditional marketing, digital marketing often produces higher return on their marketing investment. Digital marketing can reach and convert new customers efficiently. This is popular only in the urban area; the rural people are not trusted with this type of business. Many people prefer our traditional method marketing, as they think that they are not cheated by others.

They are unable to handle the smart phone and its working. They select the products by way, they go to the shop, and select their products and they think that this e-marketing business is always a cheating company and they are not able to hope up with the digital marketing. To attract all types of customers, the e-marketing businessmen use some business strategy of mixing their business with the traditional marketing

### **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 (1) Manufacturers and other businessmen who purchase raw materials, supplies, spare parts and equipments for their operations. (2) Middlemen like wholesalers and retailers who buy goods for resale. (3) 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 (1) the businessman can easily reach their target of local audience with the help of radio or mail box etc. (2) The audience can have a hard copy of materials of which they can read or browse through over and over again.

(3) It can be easily understood by most of the people because they are already exposed to this kind of strategy.(4) 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. 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.

### **COMPARISON**

E-Marketing is inexpensive; ads should be given by way of on-line basis while traditional marketing is expensive and requires huge investment.

The internet deal procedure is well thought of delivering goods. They are delivering the goods at a proper time. Traditional deal procedure, which is done as a real time deal and therefore a lack of product in the aspects of idle stock.

E-marketing is done through the modern communication technologies, proper communication should be given to their customers when and where it is to be supplied. Traditional marketing to be stagnant and they should not follow such communication with their customers.

The return of investment (ROI) from the e-marketing is very high than that of our ordinary traditional marketing.

E-marketing can reach out maximum number of customers or audience but in the case of traditional marketing only limited number of audience.

E-marketing is versatile i.e. they can make any changes in the advertisements, but traditional marketing is non- versatile i.e., they cannot be altered once published.

In the e-marketing, promotional activities are done through the electronic medium like internet, social media sites, mobile application etc, while in case of traditional marketing promotional activities are done through TV, news papers, newsletters, brochures, magazines, radio, direct mail etc.

E-marketing is cost effect but traditional marketing is not cost effect.

In e-marketing they easily find out the target audience because they reply immediately, but in case of traditional marketing businessman is very difficult to find out their actual audience.

In the case of e-marketing, selection of a product is done only through online, physical touch is not possible, but in case of traditional marketing physical touch is possible and select one product from the variety of products.

### **Sample Size**

<b>Sr.No</b>	<b>Respondents</b>	<b>Population</b>	<b>Percentage</b>	<b>Sample</b>
1	Online Consumer	1000	10	100
2	Online Retailer	500	10	50
	Total	1500		150

There are two sample was taken online consumer and online retailer. Research Questionnaire was Design for survey Purposed 150 respondents between the age group of 20-40,

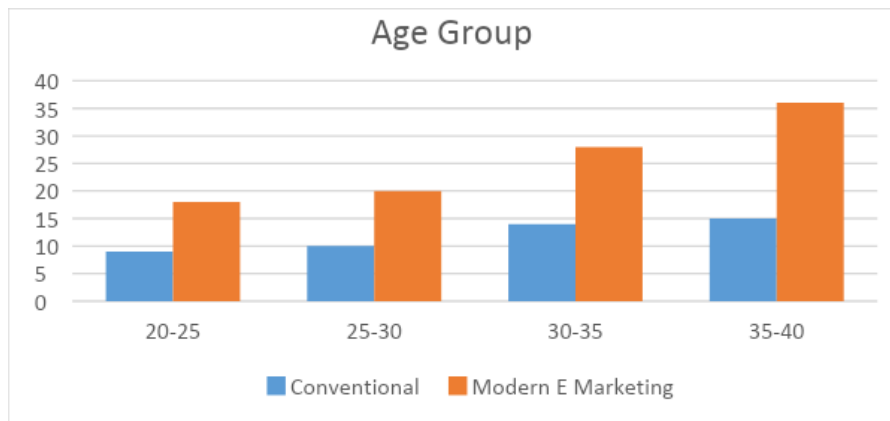
**Null Hypothesis:** There is no significant difference between the Age limit of the Consumers and their type of Marketing.

**Table 1.1**

**Relation between Type of Marketing and the Age limit of the Consumers**

Type of Marketing	Age Limit				Total
	20-25	25-30	30-35	35-40	
Conventional Marketing	9	10	14	15	48
Modern E-marketing	18	20	28	36	102
Total	27	30	42	51	150

**Graph 1.1**



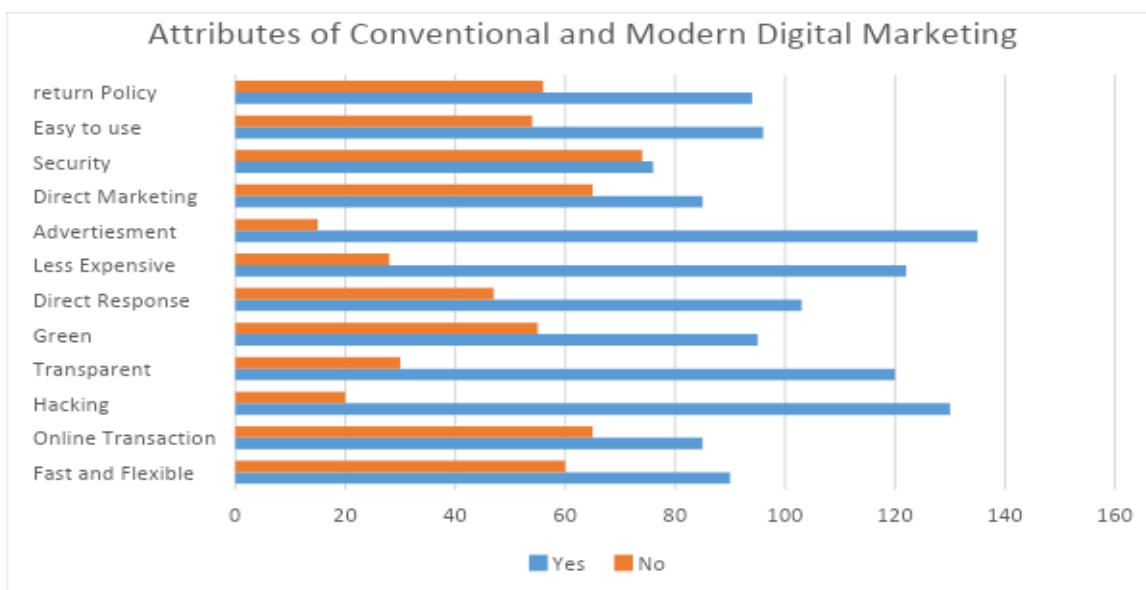
In the above table and Graph show the age Group of Respondent Total Sample 150, out of 48 Conventional Marketing and 102 Modern E-Marketing the age Group 20-25 include 9 respondent conventional and modern e- marketing.

**Table 1.2**

**Opinion about Attributes of Conventional and Modern Digital Marketing**

Sr.	Statement	Yes	No
1	Fast and Flexible	90	60
2	Online Transaction	85	65
3	Hacking	130	20
4	Transparent	120	30
5	Green	95	55
6	Direct Response	103	47
7	Less expensive	122	28
8	Advertisement	135	15
9	Direct Marketing	85	65
10	Security	76	74
11	Easy to used	96	54
12	Return Policy	94	56

**Graph 1.2**



Above graph and table regarding attributes of conventional and digital marketing in that

1. 90 respondent opinion was positive and 60 respondents opinion was negative regarding fast and flexible.
2. 85 respondent opinion was positive and 65 respondents opinion was negative regarding online transaction.
3. 130 respondent opinion was positive and 20 respondents opinion was negative regarding hacking.
4. 120 respondent opinion was positive and 30 respondents opinion was negative regarding transparent.
5. 95 respondent opinion was positive and 55 respondents opinion was negative regarding green.
6. 103 respondent opinion was positive and 47 respondents opinion was negative regarding direct response.
7. 122 respondent opinion was positive and 28 respondents opinion was negative regarding less expensive.
8. 135 respondent opinion was positive and 15 respondents opinion was negative regarding advertisement.
9. 96 respondent opinion was positive and 54 respondents opinion was negative regarding easy to use.
10. 94 respondent opinion was positive and 56 respondents opinion was negative regarding return policy.