

E-Marketing versus Traditional Marketing in 21st Century

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Abstract— Marketing plays a vital role in a business. The success of the company can be achieved through effective Marketing. A marketer should know how to discover and develop marketing ideas for their business. Conventional or traditional marketing is generally termed as “push” process that is, company is pushing their marketing material, at the target market. TV, radio, brochures, exhibitions, hospitality, direct mail, cold calling, blanket e-mails etc., are all the usual types of traditional marketing. Traditional Marketing, according to market analysts, fails to work in today's world. The brand recall is very minimal as the customer is exposed to a variety of brands. Moreover, as every other brand is as good as its competitor, there is no particular reason for the consumer to opt for a particular brand. That's why today's marketer aims at 360-degree marketing - an all round marketing strategy covering all the available modes and expects a constant brand recall. This is where online marketing offers a lot of hope for the marketer as the web reaches out to the prospective buyer in a fastest pace possible. With all this around, the question of whether traditional marketing today is convincing or not rises. This paper attempts to understand how e-marketing is better than traditional marketing in 21st Century.

Objectives of the Study:

1. To know the concept of E-Marketing and how it is better than Traditional Marketing
2. To study the perception of consumers towards E-Marketing tools
3. To know the advantages of E-Marketing over Traditional Marketing

Design/Methodology/Approach: Research was carried out with 200 consumers from Nasik city of different age groups, gender and level of education through well-designed questionnaire, which gave the data of consumer's beliefs, perceptions and response towards E-Marketing tools. The Questionnaire was designed to identify general response towards E-Marketing tools like, e-mail marketing, web banners, pop outs, websites etc... and also to know the advantages of E-Marketing tools over Traditional Marketing tools.

Findings: The hypotheses were tested using Statistical Tools. The study rejects the hypothesis H-1

Conclusion: The study shows that, there is no influence of age, gender & educational level on responsiveness towards e-marketing tools. But the younger generation consumers are more techno savvy and are positively accepting the e-marketing tools. The study also reveals that, e-marketing tools are better than traditional marketing tools with respect to reach, scope, interactivity with consumers etc. Therefore, there is an opportunity to the marketers to reach the consumers effectively through E-Marketing.

Key words: E-Marketing, Traditional Marketing, Age, Gender, Educational Level

I. INTRODUCTION

Marketing plays a vital role in a business. The success of the company can be achieved through effective Marketing. The objectives of any marketing are creating new customers or sustain existing customers. It is a mission of the company to create awareness of a company, services or products to the mass market by using various marketing techniques. A marketer should know how to discover and develop marketing ideas for their business.

1.1 What is Traditional Marketing?

Conventional or traditional marketing is generally termed as “push” process that is, company is pushing their marketing material, at the target market. TV, radio, brochures, exhibitions, hospitality, direct mail, cold calling, blanket e-mails etc., are all the usual types of traditional marketing. Traditional Marketing is a common marketing method, it emphasizes mainly on the ‘Four Ps’ principles, which refers to the four factors that a marketer has to consider before launching a product or offering a service. It comprises of Product, Price, Promotion and Place.

1. Product: product or service offered by the company.
2. Price: the price that an intended customer is willing to pay.

3. Promotion: promoting the company, products or services, includes advertising, branding, etc. This is the most important P to focus on.
4. Place: the process by which the product or service reaches the customer.

Traditional Marketing requires a substantial time and budget to get the desired result. For it to be successful it requires constant advertising for months and it also requires a high budget, depending on the type of media the marketer is using. Following Medias are used in Traditional marketing;

1. TV and Radio
2. Newspaper, Magazines, Posters and Billboards
3. Mailers or Flyers

1.2 What is E-Marketing?

E-marketing is an alternative word for Internet marketing. Dave Chaffey defined this notion as the achievement of marketing objectives through applying digital technologies such as websites, email, wireless, mobile, cable or satellite.

E-Marketing is a form of targeted marketing, to promote products or services through internet. There are number of kinds used, which are mainly;

1. Search Engine Marketing
2. Search Engine Optimization
3. Banner Advertising
4. Directory Submission
5. Email Marketing
6. And many more...

All these kinds help to pull quality traffic to the website and can eventually increase the sales.

Nowadays almost every households or companies have internet access and consumers are able to get solutions or information via internet instantly. In today's market, millions of users or companies are using the internet (search engine or directory listing) to source for products or services. Internet is like a virtual world, which consists of millions of websites. These entire websites are available to be searched and seen by millions of internet users. More than two-thirds of business leaders (68%) say they plan to integrate social media with their e-mail marketing efforts in 2021 and 44% plan to integrate mobile with email, according to a survey from Strong mail. Some 17% of surveyed business leaders say they plan to integrate search marketing with email, and 14% plan to integrate display. (*Strong Mail, Marketing Trends*



Source: StrongMail 2012 Marketing Trends Survey
Survey, 2021)

Marketing online is stretching marketing budgets for many companies. They are all looking for ways to market more efficiently and effectively along with saving as many dollars as possible.

1.3 E-Marketing vs. Traditional Marketing

Traditional Marketing is company focused product or service based, while Internet Marketing is consumer focused, targeting consumer interest. Marketers adopting Traditional Marketing method will usually use its product or service unique point to differentiate itself from its competitors. And this method will work best with fewer competitors offering similar products or services. However in today's market, every other brand's have competitors offering the similar features and slowly this method will fade away.

Table no.1 Traditional Marketing vs. E- Marketing Comparison Table

E- Marketing	Traditional Marketing
Targeted Marketing	Non- Targeted Marketing
Economical and fast way to promote product.	Expensive and takes more time to promote product.
Cost-Effective for promoting product globally	Expensive and time consuming process for traditional marketing.
Your product or service is 24 X 7 advertising	That is not possible in traditional marketing.
Effective mode of tracking investment	Not Possible

(Source: Allianz Global Media, 2021)

One of the advantages of E-Marketing is, it allows tracking real-time results using online analytics to make a determination on how marketing campaign is performing. There are ways to track traditional marketing efforts, but most of the time it cannot be done in real-time. This can mean success or failure to the marketing campaign. E-Marketing also allows targeting specific demographics such as gender, age

and location. One can even target specific income levels, education levels and occupation. One can do this in traditional marketing, but it's not as easy and is often a guessing game. E-marketing gives businesses of any size access to the mass market at an affordable price and, unlike TV or print advertising, it allows truly personalized marketing. Email is a common form of communication used for both personal and professional purposes. With businesses coming to understand how effective email marketing can be, email marketing is gaining its popularity.

II NECESSITY OF RESEARCH

The Internet is the third media consumed after TV and Radio and is predicted as the longer media used per hour in 2020 (Carat, Aegis Group plc, 2010). With the globalization process, a company is faced to multitude of interrogations, like, how my company could be locally and internationally known? How to differentiate from my competitors?

Internet is a new information technology tool that has dramatically changed the way of life. It has become an integral part of modern life across the world. In light of the ongoing paradigm shift from traditional (brick and mortar store) to internet-based purchases, a question arises as to whether the same factors that have been found to influence traditional purchases similarly influence Internet based purchases. And, if they do not, **what other factors are present or not present that influence Internet based purchases? The study is necessary to provide an evaluation of the factors that influence a consumer's responsiveness towards E-Marketing tools.** The study may give valuable insights that might help organizations develop effective strategies leading to increase response towards E-Marketing tools.

III LITERATURE REVIEW

E-Marketing is a subset of e-Business that utilizes electronic medium to perform marketing activities and achieve desired marketing objectives for an organization. Internet Marketing, Interactive Marketing and Mobile Marketing for example, are all a form of e-Marketing. (Dejan, Petrovik, 2010). Traditional marketing is much more expensive than direct email marketing. (Dejan, E-Marketing blog, 2011), In comparing traditional and e-marketing,

it seems clear that e-marketing contains more benefits, certainly to business leaders that don't have a 1 million dollar marketing budget each quarter. (Group Mail 2005). Internet marketing gives businesses no matter big or small, access to the global market at a reasonable price and it's truly personalized marketing. (SEO Consultancy, 2010). The other biggest advantage of internet marketing is that you can track your customer or potential customer response through web analytics and can make changes in your marketing plan to improve it, whereas in conventional methods you can just hope to get better result. (Dejan Petrovik, 2010). When one as a company on WWW, can interact with customer easily and at any time, can give the response to the customer instantly. They can interact better than traditional marketing. E Marketing facilitates conversations between companies and consumers with the two way communication channel. (Kapil Sharma, 2011). Internet marketing places an emphasis on marketing those appeals to a specific behavior or interest, rather than reaching out to a broadly-defined demographic. "Off-line" marketers typically segment their markets according to age group, sex, geography, and other general factors. Online marketers have the luxury of targeting by activity. For example, a travel agency company can post advertisements on travel websites with the full knowledge that the audience has a related interest. (E.C.Computer.com,2011). One benefit of marketing online versus offline marketing such as placing traditional advertisements in magazines, newspapers or on television is that you can change them on the fly. By monitoring and tracking how your advertisements and marketing efforts are doing you can make the decision to change a graphic or wording and do it without any problems. This is not the case with traditional marketing and advertising. (Laura Lake, 2011). As a newly emerged advertising medium, the internet has the most potential for incorporating consumer preferences in to the advertising process and overcoming the negative denotation that comes with traditional media advertising. (Yuping Liu, 2010). Consumers are attesting to the power of email marketing - they trust it, they respond to it, and they take proactive steps to ensure that they get messages from companies they do business with, Ragy Thomas, president of Epsilon's Interactive Services group. Businesses have quickly learned that email marketing is a highly effective way to reach and convert target

audiences into paying customers. Email marketing makes it easy for businesses to mark consumer behavior by tracking patterns that emerge when the emails are sent. (*Kristie Lorette, 2010*). Unlike any traditional marketing, online marketing gives company 24/7 availability to consumers who are searching for, researching and even making a purchasing decision about your products or services, which, depending on those products or services, can be accomplished without intervention. (*Socius marketing, 2010*). E-Marketing enables small companies to access its products to international markets without having the infrastructure, which cost millions of pounds and to be equal to the international companies. (*Egypt, e-marketing blog, 2011*). From the research point of view, implementing E-marketing by small business enterprise can change the shape and nature of Small Business Enterprise's business all over the world. Because the rapid proliferation of the Internet, the World Wide Web (WWW) and electronic communication has created a fast growing new electronic channels for marketing. For that, the internet and other electronic media are playing now a very important role in conducting marketing activities due to its unique characteristics as a market and as a medium. (*Hatem el Gohary, 2007*). The Internet is literally a network of millions of computers (i.e. servers). These servers are filled with vast amounts of information. It is estimated that there are well over 10 trillion pages (10,000,000,000,000) and millions of new pages are added every day. (*D.Scott Demmin, 2006*).

IV OBJECTIVES OF THE STUDY

1. To know the concept of E-Marketing and how it is better than Traditional Marketing
The purpose behind this objective is to understand the basic concept of E-Marketing as online marketing is now more preferred mode of marketing by various companies. By studying this objective, the researcher can be in position to compare E-Marketing with Traditional Marketing to give some definite suggestions for preferring E-Marketing tools.
2. To study the perception of consumers towards E-Marketing tools
Today's consumers are more internet savvy, they like to surf internet and know more things. By studying this

objective, the researcher can analyze the perception of consumers towards E Marketing tools. The researcher can also make an attempt to understand age, gender and educational level influence on e-marketing tools.

3. To know the advantages of E-Marketing over Traditional Marketing

By studying this objective, researcher will be able to recommend suggestions to the companies, as why E-Marketing should be preferred over Traditional Marketing in 21st Century. Researcher will also be in position to propose the advantages of E-Marketing over Traditional Marketing.

V HYPOTHESIS OF THE STUDY

The following hypothesis can be proposed:

H-1: Responsiveness towards E-Marketing tools is influenced by demographic variables like Age, Gender and Educational Level

VI RESEARCH METHODOLOGY

Research design, population, and sampling:

This research employed multiple methodologies (secondary data analysis, face to face interview, and survey) and is also based on cross sectional study. The research is based on theoretical perspective. For this purpose screening of various marketing journals were taken for literature review basically to find out if similar study exists.

The research was both primary and secondary in nature. The primary research conducted through survey helped in analyzing the consumer's beliefs, perceptions and response towards E-Marketing tools. The analysis of secondary data helped in understanding the prior work on the same or related topic and also provided insights about the E-Marketing tools that can be leveraged for promoting the goods and services. It provided an impetus to further narrow down the research and test the hypothesis.

6.1. Research Design:

Primary Data:

The primary research was conducted through survey. The data collection method was direct structured questionnaire to consumers. The Questionnaire was designed to identify general response towards E-Marketing tools like, e-mail marketing, web banners, pop outs, websites etc... and also to know the

advantages of E-Marketing tools over Traditional Marketing tools.

Secondary Data:

Sources of secondary data included Marketing Journals, Websites etc. All these helped in authenticating and getting a very objective view of the study.

Total 200 respondents were selected in this study.

6.2. Sampling Design: Random Sampling

1. Sampling unit:

Consumers (Male, Female above 18 years of age of different education levels)

Sample size:

Consumers – 200

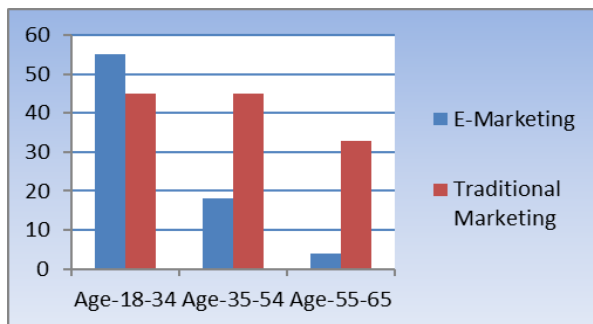
Male-115

Female- 85

Table No.3: Influence of different Age Groups towards E-Marketing tools and Traditional Marketing tools

Age - Group	E-Marketing Tools						Traditional Marketing Tools								
	Blogs	Videos	Banner Ads		E-Mail Marketing		Print Ads		T.V		Radio		Tele calling		
18-34 (Young age group)	23%	10%	11%	4	4%	7	7%	13	13%	18	18%	10	10%	4	4 %
34-54 (Middle age group)	8%	5%	3%	3	5%	5	8%	13	21%	20	32%	9	14%	3	5 %
55-65 (Old age group)	2%	0%	0%	0	0%	3	8%	12	32%	11	30%	8	22%	2	5 %

Figure No.1: Influence of different Age Groups towards E-Marketing tools and Traditional Marketing tools



(Source: Questionnaire)

Table No.4

The calculated Chi-Square value for age group and e-marketing tools was 12.920 for 8 degrees of freedom while Chi-Square value for age group and Traditional Marketing tools was 1.435 for 6 degrees of coefficient.

Table.No.2 Sample Size Distribution

Age Group	Below Graduation		Graduation		Post Graduation		Total	
	M	F	M	F	M	F	M	F
18-34 (Young age group)	15	10	25	18	18	14	58	42
35-54 (Middle age group)	10	12	15	10	10	06	35	28
55-65 (Old age group)	12	8	7	6	3	1	22	15
	37	30	47	34	31	21	115	85

VII DATA ANALYSIS

Interpretation:

From the above figures it can be stated that, for E-Marketing tools the calculated chi square value which is 12.920 is less than the Table value which is 15.507. Therefore, part of hypothesis H0: Responsiveness towards E-Marketing tools is not influenced by Age is accepted and part of H-1: Responsiveness towards E-Marketing tools is influenced by Age is rejected. Therefore, it can be concluded that, there is no significant association between Age Group and E-Marketing tools.

But, the Table No.3 also reveals that, young age group i.e 18-34 are more responsive towards E-Marketing tools than to Traditional Marketing tools i.e 55% of young age group are positively responding for E-Marketing tools.

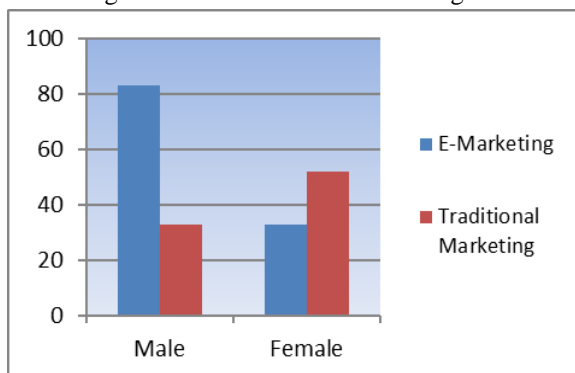
It can be also observed that, for Traditional Marketing tools, the calculated chi square value is too less than table value; hence there is also no association between Age group and Traditional Marketing tools

Table No. 5: Influence of Gender towards E-Marketing tools and Traditional Marketing tools

Figure No. 2 Influence of Gender towards E-

Gender	E-Marketing Tools										Traditional Marketing Tools							
	Social Networking Sites		Blogs		Videos		Banner Ads		E-Mail Marketing		Print Ads		T.V		Radio		Tele calling	
Male	32	28%	15	13%	10	7%	12	10%	14	12%	8	7%	12	10%	8	7%	5	4%
Female	15	18%	5	6%	6	7%	3	3%	4	5%	10	12%	25	29%	15	18%	2	2%

Marketing tools and Traditional Marketing tools



(Source: Questionnaire)

The calculated Chi-Square value for Gender and e-marketing tools was 1.907 for 4 degrees of freedom while Chi-Square value for Gender and Traditional Marketing tools was 4.167 for 3 degrees of coefficient.

Table No. 6

Tools	Chi Square Value	Degrees of Freedom at 0.05 level of Significance	Table Value	Interpretation
E-Marketing tools	1.907	4	9.488	There is no significant association between Gender and E-Marketing tools

Traditional Marketing tools	4.167	3	7.815	There is no significant association between Gender and Traditional Marketing tools
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Interpretation:

From the above figures it can be stated that, for E-Marketing tools the calculated chi square value which is 1.907 is less than the Table value which is 9.488. Therefore, part of hypothesis H0: Responsiveness towards E-Marketing tools is not influenced by Gender is accepted and part of H-1: Responsiveness towards E-Marketing tools is influenced by Gender is rejected.

Therefore, it can be concluded that, there is no significant association between Gender and E-Marketing tools.

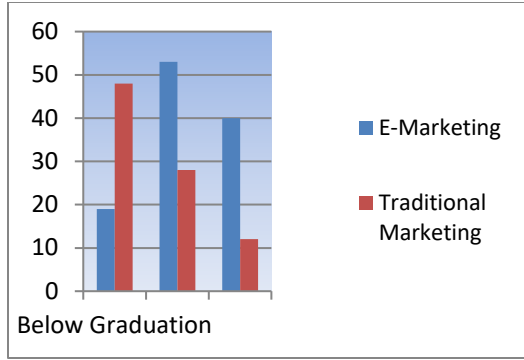
But, the Table No.5 also reveals that, Gender-Male are more responsive towards E-Marketing tools than to Traditional Marketing tools i.e 72% of Male consumers are positively responding for E-Marketing tools.

It can be also observed that, for Traditional Marketing tools, the calculated chi square value is too less than table value; hence there is also no association between Gender and Traditional Marketing tools

Table No. 7 Influence of Educational Level towards E-Marketing tools and Traditional tools

Educational Level	E-Marketing Tools										Traditional Marketing Tools							
	Social Networking Sites		Blogs		Videos		Banner Ads		E-Mail Marketing		Print Ads		T.V		Radio		Tele calling	
Below Graduation	7	8%	1	1%	5	6%	3	3%	3	3%	9	10%	19	22%	12	14%	8	9%
Graduation	22	27%	6	7%	12	15%	6	7%	7	9%	12	15%	8	10%	4	5%	4	5%
Post Graduation	16	31%	8	15%	4	8%	4	8%	8	15%	5	10%	5	10%	1	2%	1	2%

Figure No. 3 Influence of Educational Level towards E-Marketing tools and Traditional Marketing tools



(Source: Questionnaire)

The calculated Chi-Square value for Educational Level and E-marketing tools was 6.164 for 8 degrees of freedom while Chi-Square value for Educational Level and Traditional Marketing tools was 7.243 for 6 degrees of coefficient.

Table No.8

Tools	Chi Square Value	Degrees of Freedom at 0.05 level of Significance	Table Value	Interpretation
E-Marketing tools	6.164	8	15.507	There is no significant association between Educational Level and E-Marketing tools
Traditional Marketing tools	7.243	6	12.592	There is no significant association between Educational Level and Traditional Marketing tools

Interpretation:

From the above figures it can be stated that, for E-Marketing tools the calculated chi square value which is 6.164 is less than the Table value which is 15.507. Therefore, part of hypothesis H0: Responsiveness towards E-Marketing tools is not influenced by Educational Level is accepted and part of H-1: Responsiveness towards E-Marketing tools is influenced by Educational Level is rejected.

Therefore, it can be concluded that, there is no significant association between Educational Level and E-Marketing tools.

But, the Table No.7 also reveals that, Graduated (27%) and Post Graduated (31%) consumers are more responsive towards E-Marketing tools than to Traditional Marketing tools.

It can be also observed that, for Traditional Marketing tools, the calculated chi square value is too less than table value; hence there is also no association between Gender and Traditional Marketing tools

Therefore, it can be summarized that, there is no influence of Age, Gender and Educational Level on responsiveness towards E-Marketing tools used by the companies. Hence Hypothesis H-1: Responsiveness towards e-marketing tools is influenced by Age, Gender and Educational Level is rejected.

Thus, Age, Gender and Educational Level do matter while taking a decision for introduction of E-Marketing tools by the companies. Such type of findings can certainly be useful for the companies to customize their marketing tools according to their response from diverse customer base to get better results.

The survey also revealed some interesting findings, like, consumers like to surf internet for getting additional detailed information of the products and services. Which they think is difficult to get from traditional marketing tools.

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