

The Impact of Emerging Electronic Media into Traditional Market

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Abstract—This study will identify the amalgamation of Electronic Media. Whether in the coming days the market would sustain through merely with traditional means or with electronic means of marketing. In this I will research is it feasible for market to emerge electronic media to reach to its targeted audience. This research will be done through direct interview, observation and review the article.

Index Terms—Electronic Marketing, Emerging and Traditional Market

I. INTRODUCTION

E-media marketing, or digital marketing, leverages electronic devices and platforms like websites, social media, and email to promote products and services, aiming to engage customers and drive business growth.

Use of Electronic Media is to promote, to make customer aware about the product while Electronic Marketing or Commerce focuses upon the buying and selling of a product. Therefore without media or we could say it medium cannot penetrate or introduce its upcoming product.

Electronic Media is refer to any media which take place through internet and using gadgets to transfer the information from one place to single or mass

audience. In earlier age as per the market observation we have seen mainly the print media was also a good medium to promote product.

Literature Review

The shift to e-marketing in traditional markets is a significant trend, driven by the internet and digital technologies. Author often considered the "Father of Digital Marketing," have contributed to understanding this transformation. E-marketing, encompassing strategies like online advertising and social media, offers advantages like broader reach, cost-effectiveness, and targeted messaging compared to traditional

Authors Philip Kotler,

II. RESEARCH METHDOLOGY

Objective

To identify the real service need of the market.

To study the fact of electronic means of marketing.

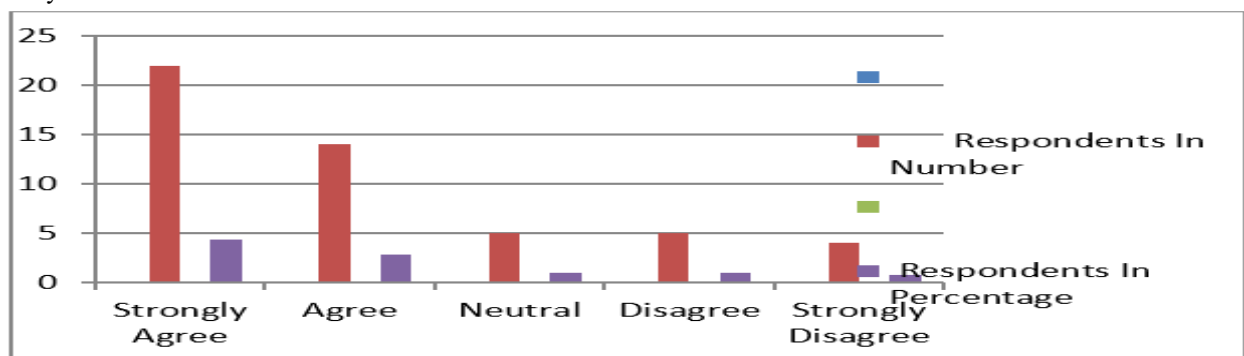
Primary Data – In this the data will be collected through observation and through direct interview.

Secondary Data – In this the data will be taken from books and internet

Total numbers of respondents are 50

DATA ANALYSIS & INTERPRETATION

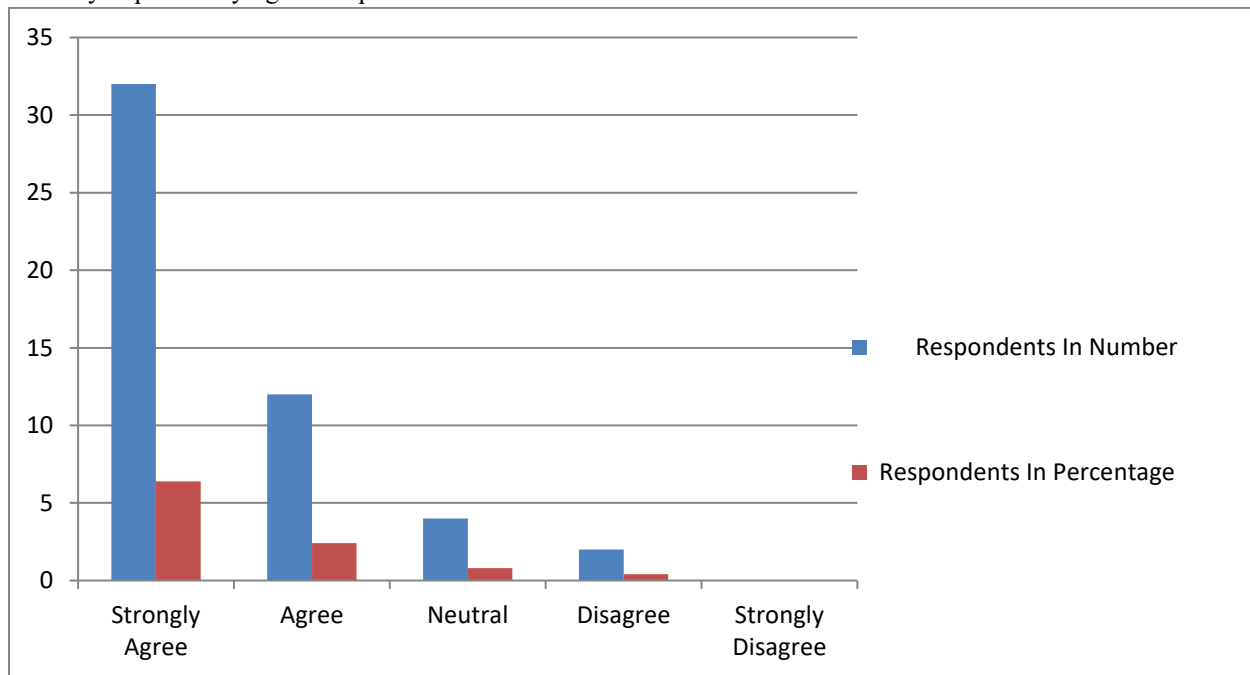
Do you use electronic media?



Likert Scale	Respondents In Number	Respondents In Percentage
Strongly Agree	22	44%
Agree	14	28%
Neutral	5	10%
Disagree	5	10%
Strongly Disagree	4	8%
Total	50	100%

Interpretation shows that 44% of the respondents are strongly using electronic media, 28 % are agree that they use but not much, 10% respondents they use but not frequently, 10% are not using and 8% respondents are highly not in favor to use E- Media.

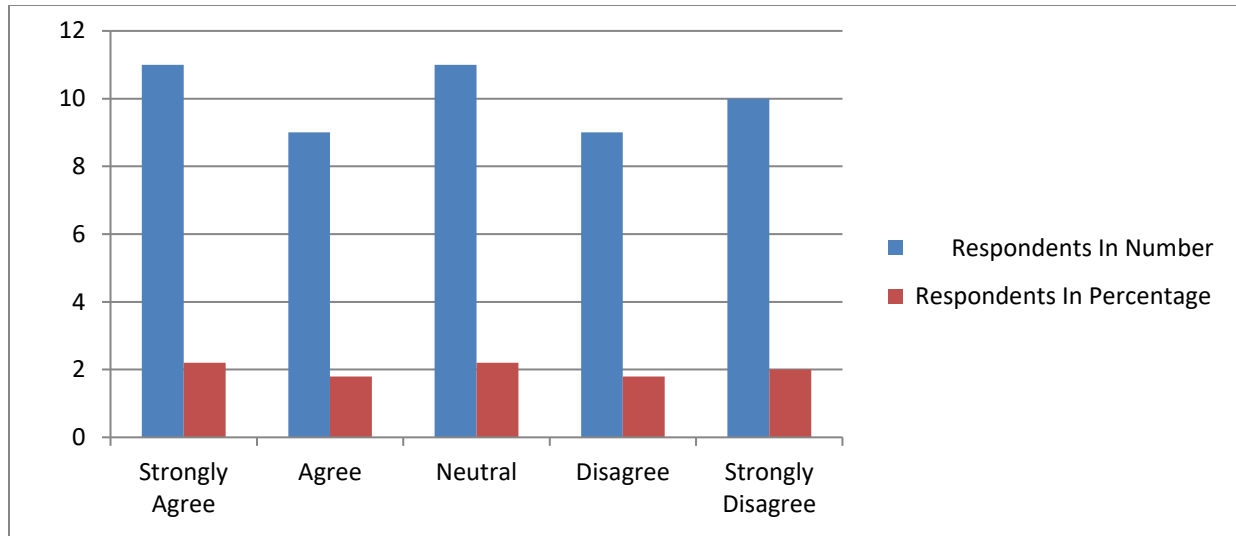
Would you prefer buying online products?



Likert Scale	Respondents In Number	Respondents In Percentage
Strongly Agree	25	50%
Agree	11	22%
Neutral	8	16%
Disagree	4	8%
Strongly Disagree	2	4%
Total	50	100%

Interpretation – As the people were asked the question 50% of the customers were strongly agree, 22% of the respondents were agree, 16% respondents were neutral, 8% respondents were disagree and 4% respondents were strongly disagreed.

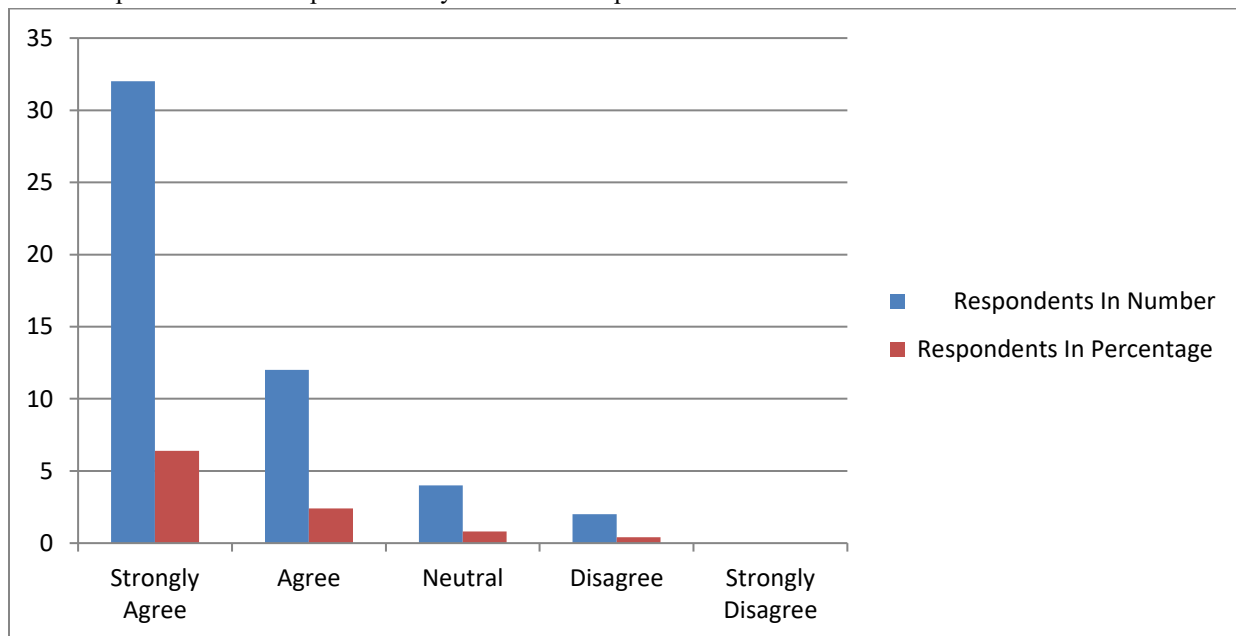
How will you feel, if the traditional marketing will shift on Electronic Platforms?



Likert Scale	Respondents In Number	Respondents In Percentage
Strongly Agree	11	22%
Agree	9	18%
Neutral	11	22%
Disagree	9	18%
Strongly Disagree	10	20%
Total	50	100%

Interpretation – When the respondents were asked that if the traditional market will take a shift in E-Platforms 22% respondents were strongly agree to adapt, 18% respondents were agree, 22% respondents were neutral, 18% respondents were disagree and 20% respondents were not in the favor to adapt.

Will it be profitable for companies if they choose online platforms?



Likert Scale	Respondents In Number	Respondents In Percentage
Strongly Agree	32	64%
Agree	12	24%
Neutral	4	8%
Disagree	2	4%
Strongly Disagree	0	0
Total	50	100%

Interpretation – When the respondents were asked that, if the companies will choose online platforms will it be profitable, 64% respondents were strongly agreed, 24% respondents were agreed, 8% respondents were neutral, 4% respondents were disagreeing and 0% respondents were strongly disagreed.

III. RESULT & CONCLUSION

Overall result says that the people are aware that they would be facilitated if the traditional market will shift of electronic media but there answer were that they want it but there should be a slight shift.

Most of the respondents answer was that we also belong to rural background and their fathers are farmers, field owners and have dairy business if they want to buy product that are being shown through electronic media, although they have the smart phones but they can't access to buy product. If, they do so they will be cheated or there may happening occur.

Conclusion – The conclusion say that the companies must take a shift towards electronic media to get the customers informed but both traditional as well as electronic way should be amalgamated and there is still time for generations to evolve into electronic media.

People in urban area are used to in using electronic media of all age groups. They are educated and have learnt also to access to their electronic accounts. They are also privilege to have fast internet facility.

Therefore, For the business there should be the amalgamation of Electronic Media, So that each mind should be recognize whether it may the gadget savvy or not.

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BIBLIOGRAPHY

<https://www.google.com/search?q=emerging+e-marketing>

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