

A ROLE OF CONSUMER BUYING BEHAVIOUR FOR INTERNET MARKETING VS TRADITIONAL MARKETING

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ABSTRACT

Most aspects of our life have become easier and more convenient as a result of the introduction of the internet and the following progress of communication technology in the twenty-first century. Every field, from education to government to health care to business, has been impacted by the advancement of communication technology in recent years. Online shopping refers to the act of buying goods or services from a seller directly through the internet, without the use of a third-party intermediary. The term refers to a kind of e-commerce that is gaining popularity. For more than a half-dozen organisations, B2C (business to consumer) websites are used to offer products online and coordinate home delivery services for customers. A business-to-consumer (B2C) website, sometimes known as an online store, offers a variety of products, including groceries and vegetables, fish and meat, baked goods, apparel, and other accessories. There are several brand names associated with the merchandise.

KEYWORDS: *Buying Behaviour, Internet Marketing, Traditional Marketing, B2C, Online Shopping.*

Introduction

E-Marketing is often referred to as 'Digital Marketing', 'Online Marketing', 'Internet Marketing' or 'web marketing' involves the use of interactive, virtual spaces for the sake of promoting and trading goods and services. In fact, new synchronous, internet-based communication expertise had contributed to the restructuring of major economic sectors including marketing. The term digital marketing has gained popularity over the period of time. In the USA the word 'online marketing' is still prevalent. In European countries, digital marketing is referred to as web marketing. In the UK and worldwide, however, digital marketing has become the most common term, especially after the year 2013. In India "e" word is more familiar pertaining to internet, thus, 'E-Marketing' is gaining more popularity in contrast to other countries. E-Marketing is a wide term under which the marketing of all products or services are done using modern means of communication Internet-based and digital technologies, such as Personal Digital Assistants (PDAs), display advertisements, and any other kind of digital media are included.

Using cutting-edge technology, internet marketing has transformed the way brands and enterprises are marketed during the 1990s and 2000s, according to the World Economic Forum. Online marketing initiatives are becoming more prevalent and more effective as companies include digital platforms into their marketing strategy and as customers increasingly rely on digital devices rather than brick-and-mortar stores to conduct their shopping activities.

As a result of the Digital India initiative launched by the new administration, the number of internet users in India increased dramatically in 2015, resulting in a rise in economic growth. Approximately 269 million Internet users live in urban India (60 percent), with 163 million living in rural India (17 percent), according to a survey conducted by the IAMAI and the Indian Ministry of Rural Development (IMRD). The telecom sector has also played an important part in the digitalization revolution, which should not be underestimated. The use of mobile devices is increasing in India, as shown by the fact that 42 percent of Indian Internet users access the internet via their mobile devices. As a result of such a significant change in technology, it goes without saying that marketing strategies will

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have to be rethought. Since last year, the Indian e-commerce industry has risen by 77 percent. Companies such as Snap deal, Flipchart, and Mantra have contributed to this growth. This shift has been spurred by free and unrestricted internet services provided by reliance telecom Jio, which has just recently debuted. Airtel, Idea, and Vodafone are among the top suppliers of high-speed internet service in India, and they are also offering a number of digital benefits to customers who subscribe to their services. For the first time in history, Indian banks are providing monetary transaction services that are more customer-friendly and secure than they have ever been.

Traditional Marketing

Traditionally, we have sold our goods and services to people from all walks of life. McCauley, D., wrote an internet review article on the subject. Outbound communications in traditional marketing, such as television, radio, and direct mail, may generate response rates ranging between 0.5 and 2 percent. Or to put it another way, if we send out that letter to 1,000 people, we can expect anything between five and twenty answers. Another way to look at it is that if we want to get 100 responses, we will need to contact somewhere between 5,001 and 20,001 people. To be clear, the figures shown above are simply general averages and may vary greatly depending on the product and target market. In traditional marketing, we depend on particular technology in order to reach a large number of people. Among them are the following:

- Television
- Radio
- Newspapers
- Magazines
- Direct Mail
- Trade Shows

Currently, we know that a big number of customers use the Internet to study items before making a purchasing decision. In order to explore their possibilities, even those who prefer to make their purchases in the "real world," in their local communities, use the Internet. Computers, tablets, e-readers, and mobile phones will be used to search for products, do preliminary research, and then make a purchase. However, despite the fact that it offers a far greater number and variety of options, Internet advertising is in many ways a mirror image or reverse image of traditional advertising. Because of the web's two-way communication qualities and traceable connection technologies, businesses may gain a great deal more information about their clients' behaviour and referrals by using web-based marketing methods. Consumers and potential customers gather information and make purchasing decisions, and organisations may now measure a broad range of items as a result of this activity. A click stream is a collection of information about a website's visitors that a website may gather.

Type of Internet Marketing

- **SEO**

"Search Engine Optimization" is the practise of enhancing web pages and entire websites so that they appear higher on search engine results pages (SERPs). Making a site more visible in search engine results and increasing the volume and quality of traffic to a site that comes from search engines are two of the main goals of search engine optimization. Google's algorithms and human visitors' search queries are critical to a successful online marketing strategy. Search engine optimization (SEO) is a subset of SEM. Since most of the strategies used to promote websites in search engines deal with text, SEO is also known as SEO copywriting. (Shahzad et al,2017)

- **SEM**

The Internet has been chosen as the primary place to go for information by researchers. When establishing, maintaining, and administering a company's website, search engine marketing (SEM) techniques are an important consideration. SEO (Search Engine Optimization) and PPC (Paid Search) are the two subcategories of SEM. SMEs in Ireland were surveyed to see how these SEM strategies were used in reality and the challenges that arise when using SEM. In the future, Irish SMEs intend to devote more time and resources to SEM, according to the findings of the study. SEO is often considered to be the more successful method of generating traffic to a company's website by companies with an informal SEM approach. While 'Pay for Placement' was the most often utilised Paid Search approach,

respondents identify 'keywords in title and description tags' as the most common SEM technique. Measuring SEM performance is difficult, as shown by the literature, and many companies are unclear whether they are doing it correctly. The fact that Irish SMEs take an ethical stance while doing SEM is a heartening conclusion from the research. (Barry, Chris & Charleton, Debbie., 2008).

- **SMM**

Many businesses are increasingly using social media platforms into their overall communication strategy (Kaplan, 2012). The use of social media marketing may aid in increasing website traffic or gaining more attention (Trattner & Kappe, 2013). Most social media marketing campaigns focus their efforts on developing material that will be shared by social media users, which is generally a good thing. The term "electronic word of mouth" refers to a comment made on the Internet by a customer regarding an event, service experience, product utilised, preferred brand, or favourite business that they communicate through web sites, social networks, instant messaging, or news feeds with their friends and family (Kietzmann & Canhoto, 2013). Customers respond positively to the message since it comes from a reputable third-party source rather than from the brand or business itself (Schivinski & Dabrowski, 2013). Social media is the new platform, tools, and technology that an industry must embrace in order to thrive. (Evans, 2012).



Figure 1: Online Platforms for Internet Marketing

The process of creating and sharing content in any of the following hosted environments: mobile, online, or virtual, according to Agresta (2010), is referred to as social media. Social media material will appeal to a certain person and will result in social influence, which will have an effect on the purchasing decision of that individual. A consumer's social influences might include his or her wife, friends, colleagues, or even people he or she has never met before in person. The ability to evaluate items and remark on their thoughts about the brand may easily persuade them. (Singh, 2008).

Literature Review

Rangaswamy, Arvind & Moch (2020) A significant amount of growth has been seen by DBPs such as eBay, Google, and Uber in recent years. Which characteristics of this new corporate structure stand out the most to you? When it comes to the success of a DBP, what role does market play in the process? What are the most important theoretical and practical problems in this discipline at the present time? These are the topics covered in this article. To describe the role and impact of marketing in DBPs, the results of Transactions Cost Analysis (TCA) are utilised to develop a new conceptual framework that is based on the findings of Transactions Cost Analysis. Our hypothesis is that marketing's primary responsibility is to increase the amount and quality of interactions on a DBP, while simultaneously lowering transaction costs for users and the DBP's production costs.

C, Vethirajan & Subramanian, Chandrasekar (2020) Because of the digitization that has occurred in recent years, digital marketing has become a global trend. As a platform for digital marketing, Internet marketing concepts are increasingly being used, together with electronic devices such as digital billboards, mobile phones, tablets, and smart phones, as well as game consoles and other similar devices. A case in point is Amazon's development of a niche market in online shops that competes with

conventional stores. This is an illustration of the success of internet marketing. According to the case study, Amazon has used a number of digital and online marketing strategies in order to achieve success in the online marketing business.

Ayush, G & Gowda, R & K M, Rakshith Gowda (2020) Digital marketing and advertising are being significantly influenced by the worldwide pandemic of Covid-19, which is affecting the global, regional, and local levels. The overall impact of this effect was positive in comparison to other sectors such as the economy, human resources, and other similar areas of interest. Following the virus's outbreak, customers and marketers alike were concerned about their health, social lives, economic stability, and career prospects. Working from home, home schooling, learning new recipes from the internet, greater attention to health and hygiene, avoiding crowded locations, and increased social media involvement, all of which were influenced by the virus, were also seen as a consequence of the outbreak.

Ganeshan, M K & .C, Vethirajan (2020) In today's society, it is critical to distribute content via digital marketing channels. Marketing using electronic media is referred to as digital marketing. It is a means of promoting products or businesses. Internet marketing, web marketing, and other kinds of online marketing are all included in this category. Digital marketing includes banner advertising, search engine optimization (SEO), and pay-per-click (PPC) advertising, all of which are now in use. Digital marketing includes the use of e-mail, RSS, voice broadcasting, fax broadcasting, blogging, podcasting, video streaming, wireless text messaging, and instant messaging, to name a few methods. Digital marketing is a broad term that incorporates a wide variety of activities. It is possible to convert client goods and services into digital products and services that may be marketed to consumers via electronic communication and data exchange. As a consequence, digital marketing has risen to the top of the global industry's priority list. Because of the hesitant nature of digital marketing, consumers may connect with the product via high-quality digital media.

Research Methodology

Data Collection

- **Primary Data**

It is a compilation of first hand knowledge from a source that is as exact as feasible that is referred to as primary data set. It is possible to get this information via a number of means including tests and observations, surveys, phone calls, emails, and personal interviews.

The bulk of the information in this study was gathered via interviews with participants. The interviews were done by a small focus group that included representatives from Vero Moda, Heart of Brands, Tiger of Sweden, Polarn & Pyret, and H&M. Marketing managers from Vero Moda and Heart of Brands were contacted through e-mail for their perspectives. A phone interview was conducted with representatives from Tiger of Sweden, Polarn & Pyret, and H&M.

These companies were chosen for their distinctive characteristics, which enabled them to present a diverse range of perspectives on the subject. It was not necessary to utilise a random sample of companies since the purpose was not to draw conclusions based on the views of the general population. These organisations have a lot in common, including being successful, expanding, and use both Internet and conventional marketing strategies. Each of them, on the other hand, has an own business plan. For those searching for a high-quality product at an affordable price, H&M, Tiger of Sweden, Polarn & Pyret, VeroModa, and Heart of Brands are some of the best locations to shop for the latest fashion trends. For more information, visit www.heartofbrands.com.

Since these well-known and successful organisations may serve as ideal templates for new enterprises, marketing managers from these well-known and successful organisations were deemed to be engaging and valuable to the readers in this thesis. The researchers compiled a list of questions based on the information they required to resolve the study's central topic. It was necessary to construct interview questions in order to guarantee that the necessary information was acquired in the shortest amount of time possible, given the limited time available for this research and the busy schedules of the individuals who were questioned.

- **Secondary Data**

In other words, secondary datasets are data that has previously been gathered by someone else. Books, journals, and internet data sources such as company websites are all examples of these resources. The Internet (web pages and publications) and books were used to obtain this information. ABI/Inform and other databases given by Mälardalens University were utilised to locate the papers. In order to get quantitative data, one must visit the Statistiska Centralbyrn (SCB) website.

Validity & Reliability

In order to confirm the validity of the concepts under consideration, it is essential to develop operational metrics that are appropriate for them. The approaches and ideas for this study were chosen based on literature produced by professionals in the field as well as scholarly papers from databases recommended by Mälardalen University. Because of this, the authors conducted phone and email interviews with marketing managers from a range of companies in order to acquire information for their research. As a result, the most relevant and important information was gathered from persons who work in the marketing industry and have a unique perspective on the issue. Having spoken with the respondents on the phone, the authors felt more secure in the replies they had received.

Research studies may be deemed credible if they can be duplicated by future researchers who are able to utilise identical procedures to acquire their own data and come up with the same conclusions as the original researchers. It was decided by the authors that they would create a list of questions to ask in order to elicit as much pertinent information from the respondents as possible. If other researchers are interested in using the interview guide, it has been supplied in the manuscript. As a consequence, the thesis might be considered to be of high quality.

Reliability of Questionnaire Data

Reliability of data means degree of stability and consistency of data collected in research method. In this research, reliability of questionnaire is assessed by using Cronbach's alpha, which shows the internal consistency of data i.e. how much a set of data is closely related.

Cronbach's Alpha Formula

Suppose that we measure a quantity which is a sum of *K* components (*K-items* or testlets). $X = Y_1 + Y_2 + Y_3 + \dots + Y_k$. Cronbach's α is defined as-

$$\alpha = \frac{K}{K-1} \left(1 - \frac{\sum_{i=1}^K \sigma_{Y_i}^2}{\sigma_X^2} \right)$$

Where σ_X^2 is the variance of the observed total test scores, $\sigma_{Y_i}^2$ and the variance of component *i* for the current sample of persons.

Validity and Reliability of Questionnaire

The methods to measure the validity and reliability are given in research methodology. Value of ACP is calculated as 92% which is well above the recommended value of 90% (Poham. 1978).

The reliability of five-point scale responses was assessed by using Cronbach's alpha. Cronbach's alpha was calculated by using SPSS software and given in Table 1.

Table 1: Cronbach Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.803	7

Table 2: One Way ANOVA for H01 to H04

One Way ANOVA							
		Sum of Squares	df	Mean Square	F	P-Value	Results
H ₀₁	Between Groups	8.333	4	2.083	.902	.004	NHR
	Within Groups	450.547	195	2.310			
	Total	458.880	199				
H ₀₂	Between Groups	2.901	4	.725	.489	.236	NHA
	Within Groups	289.099	195	1.483			
	Total	292.000	199				
H ₀₃	Between Groups	12.137	4	3.034	4.77	1.234	NHA
	Within Groups	123.863	195	.635			
	Total	136.000	199				
H ₀₄	Between Groups	.812	4	.203	.249	.893	NHA
	Within Groups	159.188	195	.816			
	Total	160.000	199				

If P-Value < 0.05 then Null hypothesis is rejected. Therefore,

- There is significant difference between traditional and digital marketing method.
 - Digital marketing is significantly better than traditional marketing.
 - Profit earning through digital marketing method is significantly greater than traditional marketing method.
 - Digital marketing method is significantly more successful than traditional marketing method.
- H₀₅:** There is no significance difference between observed and expected frequency for each question.
- H_{A5}:** There is significance difference between observed and expected frequency for each question.

Conclusion

This conclusion is reached on the basis of the information gathered for this thesis, as well as the method in which the information was interpreted by the authors. The empirical data, it is crucial to recall, is limited to clothing labels and, as a result, may not be relevant to other industries or products. There are several advantages and disadvantages to different marketing tactics. Many distinct marketing objectives and target audiences may need the usage of a wide range of various marketing methods to achieve them. In spite of the fact that it is confusing, it appears that all components of the marketing process are interrelated and have an impact on one another. In order to provide a 100 percent correct response, none of the two marketing approaches can be assessed in the same way. Theories, as well as personal experiences and perspectives of a few marketers, constitute the sole information accessible.

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