

ANALYSIS ON THE INTERNET MARKETING VS TRADITIONAL MARKETING

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ABSTRACT

Introduction: Traditionally, we sell our products and services to the general population. The typical response rate for outbound communications in conventional marketing is usually between 0.5 percent and 2 percent, depending on the medium used.

Aim of the study: the main aim of the study is to Analysis on The Internet Marketing Vs. Traditional Marketing

Material and method: The Internet are revolutionising the way businesses communicate with their customers, making it easier and more efficient than traditional marketing methods. Internet access is available 24 hours a day, seven days a week, 365 days a year, making it more convenient for today's users.

Conclusion: According to the findings, the Internet is being seen as a major player in the Indian consumer market. But if we look at actual facts, the overall trend toward online shopping is a little iffy.

KEYWORDS: Internet Marketing, Traditional Marketing, Purchase, e-Commerce.

Introduction

Traditional marketing is running out of time in the modern era, as online advertising has grown into many different branches, including social media, blogs, forums, and general problem-solving forums. The level of information sharing has never been faster, and online marketing has a role to play in helping with this ever-changing flood of data. Consumers can sell items they believe are worth buying through online marketing, which includes in-depth discussions on features, quality, durability, design, and performance of multiple products across the industry. Due to a variety of factors, including the elimination of local issues, ease of access, integration of large amounts of information on an integrated online website, high level of customization, and robust access to potential and real customers worldwide, marketing managers are increasingly turning to online advertising. Consumer purchasing decisions and product ideas for a wide range of products from many industries may be influenced by online marketing. The aim of this study is to look at the different tools and strategies that marketing managers can use to influence consumer purchasing decisions and product ideas by using people as a marketing asset. The advent of the internet and the increasing sophistication of communication technology in the 21st century have made almost

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every aspect of our lives easier and more comfortable. The development of communication technology has permeated almost all sectors such as education, administration, health, commerce, Business, etc. Online shopping is the process by which customers purchase goods or services from a retailer in real time, without the services of a consultant, the internet. It is a fast-growing Electronic Commerce brand. More than a dozen business websites for consumers (B2C) run a business to sell products online and organize delivery services. A variety of product categories such as groceries and vegetables, fish and meat, bakery and sweets, gifts, textiles, etc. shop on a B2C website called an online store. Most products are named after brand names.

Marketing

Marketing is a social process that begins by identifying the requirements of consumers and then developing a product or service to suit those needs in an attempt to persuade them to purchase the products or services being offered. Marketing is, without a doubt, critical to the success of any organisation. Marketers are entrusted with the responsibility of bringing products and services to the general public's attention. Long-term success is unlikely for a firm that ignores the needs and desires of its consumers, the demographics and ambitions of its customers, and the nature of its products and services. The purpose of any corporation is to create money by offering products and services that people want and are willing to pay a reasonable price for. Marketing is all about achieving this goal. Thus, effective marketing must be able to build for end users a "proposition," or a set of benefits that adds value in the form of products or services, in order for them to be successful.

This research will make no distinction between marketing, advertising and the word ad in general. The terms are intended to be interchangeable, and as a result, they will be used frequently. In light of the fact that viral marketing was born as a consequence of the advent of the Internet, it is necessary to clarify the term. Viral marketing is a more sophisticated kind of word-of-mouth marketing that has grown from its original form. For a number of reasons, users communicate with one another via the use of brief words, photos, and even videos. The topic of viral marketing will be covered in more detail later on.

Internet Marketing

Direct marketing is a method of communication that makes use of the internet. Those who have asked how the internet has altered the world of marketing are not alone in their curiosity. However, the definition and use of the term have changed throughout time. As soon as it was introduced, its primary function was the exchange of e-mail messages with customers and the solicitation of their comments. Companies may now target their potential customers more precisely and learn more about them, allowing them to better understand how to approach each particular client.

The concept of Internet marketing has grown in recent years, providing organisations with more possibilities for selling their products and services. Thus, the company's website has evolved into a common platform for disseminating information about the company's goods, services, and image. If you compare the Internet to conventional marketing tactics, it has evolved into a strong marketing tool in and of itself. When looking at it from a technology standpoint, it is possible to detect its increase as well as the simplicity with which customers may get access. In today's environment, a large number of people have access to the Internet. The Internet is used on a daily basis by 65 % of Sweden's male population and 53 % of its female population, according to statistics. Because of the large number of prospective customers, the companies are able to reach a bigger audience of people. Because to the emergence of the Internet and computers, businesses have been able to communicate their message and project their image without hindrance or limitation.

Traditional Marketing V/S Internet Marketing

It is clear when we examine the differences between online marketing tactics and conventional marketing methods that there are several instances and opportunities when internet marketing succeeds and provides advantages, and that internet marketing is always preferred.



Figure 1: Digital Marketing vs. Traditional Marketing

In contrast to traditional marketing, which needs us to wait a set period of time before receiving a response from customers, internet marketing is immediate in nature.

Literature Review

Beqiri, Gonxhe & Bello, Kreshnik (2021) The purpose of this article is to establish whether or whether the use of social media tools and methods has an impact on the sales of a company's goods and services, especially in the areas of advertising, promotion, public relations, campaigns, and consumer services, and to provide recommendations. In this work, the statistical primary data analysis technique is used as the method of analysis. In order to gather information from 120 enterprises in Kosovo, structured questionnaires were employed to collect information from the marketing department, which included significant marketing management representatives. The sample was chosen based on the discussion methods that were used. A variance coefficient analysis was carried out in SPSS using a specific paired sample t-test analysis to determine whether or not there was a specific change in sales of the company before and after the implementation of social media marketing tools and strategies. The primary hypothesis of the study was that there was a specific change in sales of the company before and after the implementation of social media marketing tools and strategies. As seen by the data, the results of the paired sample t-test were statistically significant in all cases, regardless of the sample size. In addition, the average difference between each pair of groups was significant in both directions. Advertising, promotion, public relations, and campaign sales were higher in social media competitions as compared to traditional contests in all of the categories matched in this research, including advertising, promotion, public relations, and campaigns.

Novytska, Iryna & Chychkalo-Kondratska (2021) Because of the ubiquitous availability of digital technologies, it is now feasible for a wide variety of organisations to utilise them to obtain and analyse market and consumer data, as well as to conduct marketing interactions with consumers and establish brand awareness. Communication with customers and business partners is accomplished via the use of digital information and communication technology (ICT) and electronic tools. The study's purpose is to evaluate the features of digital marketing in the area of organic product promotion by examining the experiences of countries in the European Union. It will do so by looking at the characteristics of digital marketing in the area of organic product promotion. Economic and statistical analysis and comparison; formalisation; analysis and synthesis; historical and logical procedures; generalisation According to the survey, digital marketing is still in its infancy when it comes to promoting organic products on the internet. This may be the case if the producers' organisation is founded on family

farms or small agricultural companies with fewer than 15 employees and no designated marketer. Social media platforms are the key digital marketing channels for firms that produce organic items since they do not need the hiring of a marketing specialist, which saves them money.

Dole, Vikas (2021) The fast emergence of the Internet has had a profound impact on every element of company, including marketing. Digital marketing, often known as internet marketing, is becoming more popular. However, there are several disadvantages, such as a lack of trust, negative remarks, and a lack of internet penetration, which limit the effectiveness of the technology. In order to get past the limits, a hybrid marketing approach is necessary. The most effective technique is to use a combination of digital and traditional means.

Gowsalya, G. & Mangaiyarkarasi (2020) India's digital marketing business is seeing rapid growth. The usage of digital marketing is becoming more popular among Indian firms in order to get a competitive advantage. The success of a marketing campaign cannot be ensured just via digital marketing. When it comes to marketing, if you want your campaign to be successful, you must employ all of the available resources, both traditional and current. Because of digital marketing, your most valuable consumers will be able to see you, learn more about you, and even ask questions to learn more about your products and services. With the aid of this study, it is possible to develop digital marketing strategies that are successful. Specifically, we examine the influence of digital marketing on the sales of the firms in our research.

Eljunusi, Rahman El Junusi (2020) Marketing techniques were significantly altered as a consequence of the Covid 19 outbreak, which resulted in a rise in digital consumption. During this epidemic, the objective of this article is to investigate the possibilities and repercussions of digital marketing, as well as to build an Islamic perspective on digital marketing. The technique used in this article is a descriptive qualitative approach to digital marketing literature analysis, which is described in detail below. As a result of the Covid-19 Pandemic, developments in information technology had a huge influence on the development of digital marketing strategies. The use of an Islamic perspective on digital marketing will open up new avenues of investigation and encourage academics to be more imaginative. There are important consequences for Islamic marketing research from an ontological and epistemological standpoint that must be considered. The introduction and description of new sectors of Islamic marketing research in this article contributes to the progress of digital marketing from an Islamic point of view, which is a positive development. Businesses in the future will need to keep up with technological advancements such as digital marketing media in order to increase their marketing effectiveness and profitability.

Objectives of the Study

- To measure the market penetration of internet marketing with compare to traditional marketing.
- To know an awareness of internet marketing to purchase online with compare to traditional marketing.

Proposed Methodology

Research Problem

For a long time, marketers depended on a range of traditional marketing strategies to achieve their goals. Face-to-face contact, television, radio, and periodicals are all examples of traditional channels that marketers have used to engage with their customers in the past. With the advent of the Internet to the mix of traditional communication channels, marketers now have a plethora of new routes to investigate and exploit. Due to the introduction of possibilities that were previously unavailable, the Internet has had an influence on the marketing process overall. The Internet is a communication medium that has grown and is continually changing, and it has piqued the curiosity of the general public due to its wide range of applications. When a marketer knows the differences between traditional marketing and Internet marketing, it is much simpler for him or her to make the best marketing plan decision.

Qualitative Research

Qualitative research, which is based on personal observations, in-depth interviews, and the examination of documents and other materials, aims to get a more comprehensive understanding of the research issue. Instead of a large random sample, the researcher requires a more targeted small group of participants to analyse. Qualitative studies are often utilised to address difficulties surrounding how complicated events could be defined and understood from the viewpoint of participants, according to this

description. Qualitative research is often exploratory and unstructured, with an emphasis on understanding and generating insights. It was decided to use a qualitative research approach for this study since the goal of it is to compare the use of traditional marketing and Internet marketing by a chosen group of fashion companies. Since this strategy will enable them to cover all parts of the issue at hand and give a thorough study and understanding, the authors have chosen to employ this approach.

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.

- **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.

Results

- **Internet Buying Preference Vs. Personal Purchasing Preference**

The McNemer Test, which is a non-parametric (distribution-free) test, was used by the researcher to test this hypothesis. This test may be useful if the same number of respondents participates. According to whether they like or detest a certain choice, respondents are divided into two equal groups. Result: After getting a treatment, respondents are asked if they approve or disapprove of a particular therapy. The researcher used Internet buy preference and personal purchasing preference criteria to establish whether or not there was a difference between traditional and modern shopping among the 500 participants. Table 4 contains descriptive data, which includes the sample sizes, the mean, the standard deviation, and the percentiles (percentiles are not included).

5.6 summarises respondents' personal preferences for online shopping and internet purchases, which contains the McNemer data table for 500 respondents and the McNemer data table for 500 respondents. 211 respondents in this Table claimed that they prefer both online and in-person shopping options, 116 respondents stated that they prefer an online but not a personal purchasing option, and 111 respondents stated that they prefer a personal purchasing option but not an online purchasing option.

Table 1: Descriptive Statistics

	N	Mean	SD	Min	Max	Percentile		
						25th	50th(Median)	75th
INTERNETBUYING_PREF	500	1.35	.476	1	2	1.00	1.00	2.00
PERSONAL_BUYING_PREF	500	1.36	.479	1	2	1.00	1.00	2.00

Table 2: Personal Buying Preferences and Internet Shopping

INTERNETBUYING_PREF	PERSONAL_BUYING_PREF	
	1	2
1	211	116
2	111	62

Using the McNemer test, the null hypothesis is accepted with a probability of 0.05 and the alternative hypothesis is rejected with a probability of less than 0.5. In other words, there seems to be no difference between online and personal purchasing preferences.

Table 3: Mc Nemer Test Statistics

N	500
Chi-Square	.070
Asymp.Sig.	.791
ExactSig.(2-tailed)	.791
ExactSig.(1-tailed)	.395
PointProbability	.050

Hypothesis Testing: Catalog Preference Vs. E-Catalog Preference

A non-parametric test known as the McNemer Assess was used by the researcher to test his hypotheses in this study (distribution free). This test may be useful if the same number of respondents participates. The criteria for Ecatalog preference and catalogue preference were used to see whether there were any differences between old and new purchasing methods among 500 survey participants. Prior to then, respondents were divided into equal groups depending on their liking for and opposition to certain ideologies. Following that, the same number of respondents was polled and questioned about their preferences in a follow-up survey.

Table 4: Descriptive Statistics

	N	Mean	SD	Min	Max	Percentile		
						25th	50th(Median)	75th
CATALOG_PREFE	500	1.28	.448	1	2	1.00	1.00	2.00
CATALOG_PREF	500	1.26	.441	1	2	1.00	1.00	2.00

Descriptive data, such as sample sizes, mean and standard deviation, and percentiles, may be found in Table 4

Table 5: Catalog Preference and E-Catalog Preference

CATALOG_PREF	ECATALOG_PREF	
	1	2
1	244	117
2	124	15

Table 5 contains the McNemer data table for the ecatalog and catalogue preferences of 500 respondents, which was compiled by McNemer. 244 respondents answered that they prefer both a printed catalogue and an electronic catalogue, 117 respondents claimed that they prefer electronic catalogues over printed catalogues, and 124 respondents stated that they prefer catalogues over electronic catalogues, as shown in the following Table.

Table 6: Mc Nemer Test Statistics

N	500
Chi-Square	.149
ExactSig.(2-tailed)	.699
ExactSig.(1-tailed)	.350
PointProbability	.046

Its probability of 0.046 and its less than 0.5 mean null hypotheses are accepted while its alternative hypotheses are rejected in Table 6 of the McNemer Test. As a result, there seems to be no difference between the preferences of e-catalog and print-on-demand catalogues.

Hypothesis Testing: Traditional Purchasing Weightage Vs. E-Purchasing Weightage

For the purpose of testing this hypothesis, the Wilcoxon Signed Ranks test as well as the two-sample sign test was used. It is necessary to employ nonparametric testing in both circumstances. According to the findings of this study, both traditional and online purchases had a substantial influence on the amount of weight that was assigned to each option. Based on a survey size of 500 respondents, the mean score for traditional shopping is 54.25, which is lower than the mean score of 57.04 for online purchasing. Thus, clients are more inclined to make electronic transactions than traditional ones, according to this data. However, the standard deviation of traditional purchases is much larger than the standard deviation of e-purchases. In light of this research, we may infer that consumer are changing their buying habits more often in traditional purchasing than in E-purchasing, as shown by the data.

Table 7: Descriptive Statistics

	N	Mean	SD	Min	Max	Percentile		
						25th	50th(Median)	75th
TRADITIONAL_PUR_SCORE	500	54.25	21.699	10	90	40.00	55.00	75.00
E_PUR_SCORE	500	57.04	20.874	10	90	40.00	60.00	75.00

Table 7 contains descriptive statistics that include information on numerous significant statistics such as the size of the universe (N), the mean of the data, the standard deviation (S.D.) of the data, and the percentiles values.

Table 8: Wilcoxon Signed Ranks

E_PUR_SCORE - TRADITIONAL_PUR_SCORE	Negative Ranks	N	Mean Rank	Sum of Rank
		187	237.20	44357.00
	Positive Ranks	261	215.40	56219.00
	Ties	52		
Total	500			

Table 8 contains the results of Wilcoxon signed rankings for a population of 500 people, with 187 negative ranks and 261 positive ranks, for a population of 500 people. In this census, there are a total of 52 connections among the people in the population. The mean rank value for a negative rank value is 237.20, whereas the mean rank value for a positive rank value is 215.40. Overall, there are 44357.00 negative rank value rankings and 56219.00 positive rank value rankings (see table below).

Table 9: Wilcoxon Signed Rank Test Statistics

	E_PUR_SCORE -TRADITIONAL_PUR_SCORE
Z	-2.166
p-value	.030

Using Table 9 the p-value is .030, which means the null hypothesis, is accepted and the alternative hypothesis is rejected, despite the fact that the value of Z is -2.166. As a result, e-purchases and conventional purchases aren't mutually exclusive options.

Table 10: Two Sample Sign Test Frequencies

		N
E_PUR_SCORE-	Negative Differences	187
TRADITIONAL	Positive Differences	261
PUR_SCORE	Ties	52
	Total	500

Two instances of sign frequency statistics are shown in the following table. In this test, which comprises a total of 500 participants, there are 187 negative and 261 positive variances between the two groups of individuals. There are two methods of purchasing an item: via e-commerce and through traditional channels.

Table 11: Two Sample Sign Test Statistics

	E_PUR_SCORE -TRADITIONAL_PUR_SCORE
Z	-3.449
ExactSig.(2-tailed)	.001
ExactSig.(1-tailed)	.000
PointProbability	.000

Table 11 shows that a p-value of 0 indicates that the null hypothesis is accepted, indicating that online marketing is distinct from conventional marketing and hence has a higher preference value.

Conclusion

The internet has had a significant impact on the consumer sector in India. When we look at the data, we find that the general trend toward online buying is a bit shaky, to say the least. Because customers prefer traditional means and are more comfortable with their purchases, their purchasing choices on the internet have little impact on their thinking. According to the results of a study of catalogue users, buyers who use the internet to make purchases prefer the information included in catalogues. On the internet, consumers may compare their choices, and traditional marketing practises have nothing in common with this. One of the most distinguishing characteristics of internet marketing is that it is fully self-sufficient. According to the results of the statistical study, more individuals in various cities in Gujarat prefer to purchase online than in other cities in the state. An very significant association exists between

online and in-store purchasing decisions. Customer demand for electronic catalogues is growing in contrast to conventional paper catalogues, which are becoming more popular with consumers seeking product and service information. The internet has surpassed traditional brick and mortar stores as the most preferred means of purchasing goods and services. Because of this, internet-based businesses are poised for significant growth in the foreseeable future.

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