

A Study on Analytical Comparison of Traditional Marketing To Digital Marketing

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Abstract- Market is a place where buyers and sellers exchange goods and services. The present paper a comparative study of traditional and digital marketing. Digital marketing is one of the fastest growing phenomenal in the business world in every country. Now-a-days customer needs, wants, taste and preferences also changes due to this factor digital market increases. The bodily marketing method has been dominating the Indian market for years. Agencies could promote it excessively on television, radio, billboards, and exhibitions throughout India, however matters are slowly changing in India because the net is growing and those have become educated and learning about the internet and its use. This study will focus on the factors that influence and impact a consumer's perception and attitude towards both the marketing. This paper reveals that a number of the customers opt for on line and a number of the customers focusing on traditional market, however that's relying on their attitudes, conduct, time, know-how concerning generation

Keywords- Advertising, Customers, Digital Marketing, Traditional Marketing.

I. INTRODUCTION

We all are aware that the marketing trends in today's era are changing very fast and the market has drifted to digital marketing from traditional marketing. Now the marketers have shifted to digital platforms for promoting their brands as digital marketing platforms like e-commerce websites, google ads, emails etc. these are used more frequently and are available to the maximum number of the targeted audience .So rather than spending marketing efforts and money on the traditional ways of marketing ,Now a days the marketers/businesses and the companies are switching to the digital marketing platforms for reaching out to the maximum number of targeted consumers and for generating more revenue and profit for their brand . It is important to understand that choosing a promising market is not the only step for a successful business, one must know how to convert this promising market/opportunity into a successful business leads or promising customers. Still There are some people that still abides by the traditional methods of marketing and does

not believe in online transactions or digital marketing, however, the market has seen an exponential increase inside the variety of customers or customers who are the use of the net for his or her daily transactions. Traditional marketing is a type of marketing. It refers to any type of marketing that isn't online. It's far a traditional mode of advertising that facilitates to reach out to a semi-focused target market with numerous offline advertising and promotional techniques. Traditional advertising and marketing might also have developed over the past few many years, however the essential aspects continue to be the equal. The selling techniques that we use today heavily rely on the infamous four Ps of marketing: **Product, Price, Place and Promotion**. Conventional marketing uses conventional media like magazines, television, Radio and newspapers. This helps to reach the targeted audiences. Conventional advertising and marketing gained the people accept as true with by way of focusing on supplying values that people can reliably count on every time. It is the painstaking adherence to consistency that leads to favourable opinions which results to awareness, conversion and eventually, loyalty. Another type of marketing is digital marketing. It refers to any form of advertising or advertising at the internet. Digital marketing also known as digital marketing and internet marketing. Digital marketing or promotion has become easy and the marketers can grab the attention of the consumers more easily. Also, we have automation on a boom and digital marketing is highly automated process that reduces a lot of manual process involved both for the consumers and the marketers. Digital marketing is a huge area, along with attracting customers via e mail, content material advertising, search platforms, social media and greater.

II. STATEMENT OF THE PROBLEM

In this competitive world, the offline market is dominated by digital market which is a life in promotion and advertisement. Online buying is growing very rapid in recent years. These days, more humans are connecting to the net and are prepared to do enterprise through on-line. Digital or e-marketing is a kind of electronic marketing which allow the consumer to purchase goods over the internet directly from the companies using a web browser. Digital marketing is a power

full tool for selling and buying products to increase profits. Digital marketing help to collect direct feedback from the customers and customers can share their experience after using the product. Digital marketing is dominating to offline businesses by continuous online advertisement strategies like email marketing, Social media marketing etc. Traditional marketing is the process of marketing used in traditional way without help of digital technology like web, social media etc. Traditional marketing has been utilized by marketers for a long term. The dealers are the use of the traditional channels which includes face to face verbal exchange, Banners, catalogues, tv, radio and magazines and so on. to sell to their products to consumers. Marketing has been done physically.

III. SCOPE OF THE STUDY

This study focus on the comparison, growth and flaws of both the marketing, how it evolved during last decade and how it reached all. Andalso a comparative analysis of traditional marketing and digital marketing and mostly used in India. Little bit of comparative research between the two which is analysed with the help of people preference towards each. The study is done by taking surveys in the form of questionnaire

IV. SIGNIFICANCE OF THE STUDY

Marketing and advertising is the social and managerial procedure by which individuals and businesses gain what they want and want through developing and changing merchandise and vales with others. There are 2 types of marketing. Today's scenario consumers are shifted to digital marketing from traditional. This study tries to find the type of marketing which influences the consumers to choose for purchasing products and their perception and satisfaction of traditional and digital marketing.

V. OBJECTIVE OF THE STUDY

- To determine the demographic profile of the respondents.
- To analyse and compare the traditional and digital marketing.
- To determine that which one is higher and the way this entire Phenomena honestly works.

VI. RESEARCH DESIGN

Research methodology is way to systematically represent research on any problems. It helps researcher in studying the research problem along with the logic behind them. It defines the methodology for the solutions of the

problems that has been undertaken for the purposes of the study.

NATURE OF THE STUDY

The study is descriptive cum analytical in nature

NATURE OF DATA

The study is based on both primary and secondary data.

SAMPLE SIZE

A survey has been taken in the form of questionnaire and has been collected over 145 respondents

TOOLS USED FOR THE STUDY:

- Percentage Analysis
- Chi-square Test

VII. REVIEW OF LITERATURE

Jacob (2014) describes 'sponsored content' as content that appears to be earned or written by an influential source, such as newspaper editor, celebrity endorsements or influencer endorsements. But it's ultimately an advertisement, which is trying not to appear as one. Both Jacob (2014) and the mobile marketing association (2016) suggest that we will see growth in this media, as a means to evade the rise in adblocking software.

Taylor (2015) predicts that by 2020 that all traditional outdoor advertising space in major cities will be replaced by digital displays. It is worth nothing that a lot of DOOH (traditional and non-traditional media interlink) can be used in tandem with programmatic, to create an immersive experience that changes based on real time variables.

Stuart E.J (2014) day by day there is upward growth of online services in regular usages by consumers. However, traditional marketers somehow do not want to admit that the world changed. They are slow in taking advantages of new opportunities presented to them. B2B enhances supply chain process need to pay much attention to real world business process, adapt automated systems to business behaviour and mingle content and technologies with crucial information systems.

Salehi, M.mirzaeih & Aghaei ,M(2012) compares both internet based as well as traditional marketing ,internet marketing is more economical and faster way to reach out to

buyer directly and is the ideal way for business to advertise locally or internationally . As the result in case of comparison; both types of marketing can help traders and marketers to do business. Each has advantages and disadvantages. Approximately, the advantages of internet marketing are much more than advantages of traditional marketing.

Ivan Menezes.et.al is quoted that saying ‘it is not about doing digital marketing; it is about marketing effectively in a digital world (Menezes 2015). While some marketers like Siegler, Smith and Chaffey agree that non-traditional will no doubt replace traditional, Rothschild, Vel Menezes and Blakeman stand by saying that traditional will always have it ‘s place and purpose.

Chaffey and Smith (2013) explained how the expenditure for both forms of media is seeing a shift towards non-traditional methods. A report by MC Kinsey & company (2016) supports these claims and states that by 2019, non-traditional will be dominate source of marketing spend. Conversely MC Kinsey & company (2016) also note that overall spending in marketing and advertising is set to increase year on year as a compounded figure of 5.1 %.

Edelman (2013) concurs and suggest that 8/10 consumers believe a message after 3 viewing. Digital media can easily be tracked but the finding may be false, due to algorithm errors.

Freitas (2015) discussed how linked in is the main social platform for B2B sales and how events are intertwined. this linking of traditional and non-traditional in this sense is very measurable as there will be a clear indicate of the number of consumers who have received the message and the end result being a led conversion.

Strauss and Ansary (2006) defined internet marketing in their latest book as the use of information technology in the process of creating, communicating and delivering value to customers, and for managing customer relationships in ways that benefit the organisation and its stakeholders. It is not just traditional marketing using the information technology tools but it’s strategic model to achieve brand value and provide customer satisfaction.

Both Smith (2015) and Ellis (2011) discuss media fragmentation, a term that is used to explain how a consumer is on many different platforms at any one time. This multitasking life style is growing and being present across multiple platforms both traditional and non-traditional is key to the successful growth in a modern organisation.

VIII. PERCENTAGE ANALYSIS

1. Gender

Variable	No of respondents	Percentage (%)
Female	85	59
Male	60	41
Grand Total	145	100

Interpretation:

Table 1. shows gender wise classification of respondents. It reveals that 59% of the respondents are female and 41% of the respondents are male.

2. Age

Variables	No of respondents	Percentage (%)
Below 20	7	5
20-30	82	57
30-40	26	18
40-50	19	13
50-60	8	6
above 60	3	2
Grand Total	145	100

Interpretation:

Table 2. shows age wise classification of respondents. It reveals that 57% of the respondent are aged between 20-30. 5% of the respondents aged below 20, 18% of the respondents are aged between 30-40. 13% of the respondents are aged between 40-50. 6% of respondents are aged between 50-60 and 2% respondents are aged above 60.

3. Educational qualification

Variables	No of respondents	Percentage (%)
Below Matriculation	0	0
Matriculation	1	1
Plus two	7	5
Undergraduate	79	54
Postgraduate	14	10
Others	44	30
Grand total	145	100

Interpretation:

Table 3 shows educational qualification of respondents. There is no respondents are below matriculation,

1% have matriculation, 5% of respondents have plus two qualification and 54% of them are under graduated. 10% of respondents have post graduate degree and 30% of them have other educational qualification.

4. Monthly income

Variables	No of Respondents	Percentage (%)
Below 10,000	9	6
10,000 - 30,000	87	60
30,000-60,000	43	30
Above 60,000	6	4
Grand Total	145	100

Interpretation:

Table 4. shows monthly income of respondents. 6% of the respondents have monthly income below 10,000, 60% of them have monthly income between 10,000 -30,000, 30% of respondents have monthly income between 30,000-60,000 and 4% of respondents have monthly income above 60,000.

5. Online Purchase behaviour

Variables	No of respondents	Percentage (%)
Sometimes	38	26
often	32	22
always	75	52
Never	0	0
Grand Total	145	100

Interpretation:

Table.5 shows purchase from online by the respondents. 26% of respondents sometimes purchase from online. 22% of them often purchase from online, and 52% of respondents are always use online purchase and no respondents have chosen never purchased from online.

6. Attentiveness in digital marketing.

Variables	No of Respondents	Percentage (%)
Strongly agree	10	7
Agree	106	73
Neutral	28	19
Disagree	0	0
Strongly disagree	1	1
Grand Total	145	100

Interpretation:

Table .6 shows attentiveness in digital marketing. 73% of respondents agree that they are attentive in digital marketing, 19% of respondents have neutral opinion that they are attentive in digital marketing, 7% of respondents strongly agree that they are attentive in digital marketing and no respondents have disagree that they are attentive in digital marketing, 1% of respondents strongly disagree that they are attentive in digital marketing

7. Opinion of advertisement for digital marketing

Variables	No of respondents	Percentage (%)
Strongly disagree	7	5
Disagree	36	25
Neutral	85	58
Agree	17	12
Strongly agree	0	0
Grand Total	145	100

Interpretation:

Table .7 shows irritation caused by digital marketing advertisements. 12% of respondents agree that they are irritated by digital marketing advertisements, 58% of them have neutral opinion that, they are irritated by digital marketing advertisements, 5% have respondents strongly disagrees that they are irritated by digital marketing advertisements, 25% of respondents disagree that digital marketing advertisements are irritate.

8. Opinion of advertisement for digital marketing

Variables	No of respondents	Percentage (%)
Strongly disagree	7	5
Disagree	36	25
Neutral	85	58
Agree	17	12
Strongly agree	0	0
Grand Total	145	100

Interpretation:

Table .7 shows irritation caused by digital marketing advertisements. 12% of respondents agree that they are irritated by digital marketing advertisements, 58% of them have neutral opinion that, they are irritated by digital

marketing advertisements, 5% have respondents strongly disagrees that they are irritated by digital marketing advertisements, 25% of respondents disagree that digital marketing advertisements are irritate.

9. Customer satisfaction with digital marketing

Variables	No of respondents	Percentage (%)
Strongly agree	16	11
agree	100	69
Neutral	27	19
Disagree	2	1
Strongly Disagree	0	0
Grand Total	145	100

Interpretation:

Table.9 shows the satisfaction in digital marketing by the respondents. 69% of them are satisfied with digital marketing, 19% of respondents have neutral opinion about the satisfaction of digital marketing, 11% of respondents highly satisfied with digital marketing, 1% of respondents dissatisfied with digital marketing.No one were highly dissatisfied with digital marketing.

10. Benefits of traditional marketing over digital marketing

Variables	No of respondents	Percentage (%)
Wide range of information	8	6
Low cost	61	42
Time saving	66	46
Ease of shopping	6	4
Interactive medium	4	2
Grand Total	145	100

Interpretation:

Table.10 shows the benefits does traditional marketing offer over the digital marketing. 4% of respondents opinion that traditional marketing offer easy of shopping over than digital marketing, 46% of respondents opinion that time saving is provided by traditional marketing, 2% of respondents opinion that traditional marketing as a interactive medium and 42% respondents opinion that traditional marketing offer low cost. 6% of respondents opinion that traditional marketing offer wide range of information

11. Traditional marketing Rating

Variables	No of respondents	Percentage (%)
Excellent	30	21
Satisfied	86	59
Fair	29	20
Bad	0	0
Grand Total	145	100

Interpretation:

Table.11 shows the rating given to traditional marketing by the respondents. 59% of respondents are satisfied with traditional marketing,21% of respondents have excellent opinion about traditional marketing, 20% of respondents have fair opinion about traditional marketing, No one have bad opinion about traditional marketing.

12. Issues in digital marketing

Variables	No of respondents	Percentage (%)
More suspicious	2	2
Privacy issue	43	30
scope for fraudulent activities	69	47
Often interrupting	5	3
Lack demonstration	1	1
No loophole	25	17
Grand Total	145	100

Interpretation:

Table.12 shows the loopholes does digital marketing carry over traditional marketing. 47% of respondents have an opinion that the digital marketing has more scope for fraudulent activities, 30% of respondents have privacy issue in digital marketing than traditional marketing, 2% of respondents shows an opinion that digital marketing is more suspicious than traditional marketing, 1% of respondents opinion that digital marketing lack demonstration of products,17% of the respondents have an opinion of no loophole.

13. Preference of Marketing method

Variables	No of respondents	Percentage (%)
Digital Marketing	67	46
Traditional Marketing	78	54
Grand Total	145	100

Interpretation:

Table .13 shows the preference of marketing. 54% of respondents prefer traditional marketing and 46% of respondents prefer digital marketing.

14. Safety usage of traditional marketing

Variables	No of respondents	Percentage (%)
strongly agree	103	71
Agree	26	18
Neutral	15	10
Disagree	1	1
Strongly Disagree	0	0
Grand Total	145	100

Interpretation:

Table.14 shows the opinion of respondents that traditional marketing is safest to use. 18% of respondents agree that traditional marketing is safest to use, 71% of them strongly agree that traditional marketing is safest to use, 10% of them have neutral opinion about the safety of traditional marketing.1% disagrees about the safety of traditional marketing. No one of them have negative opinion about safety in traditional marketing

15 Opinion on traditional marketing is better than digital marketing

Variable	No of respondents	Percentage (%)
strongly agree	30	21
agree	93	64
neutral	18	12
disagree	4	3
strongly Disagree	0	0
Grand Total	145	100

Interpretation:

Table.15 shows the opinion that the traditional marketing is better than digital marketing. 64% of the respondents agree that traditional marketing is better than digital marketing, 12% of respondents have neutral opinion about traditional marketing is better than digital marketing, 21% of respondents strongly agree that traditional marketing is better than digital marketing, 3% of respondents disagree that traditional marketing is better than digital marketing and no one of the respondents strongly disagree that traditional marketing is better than digital marketing.

16 Products at reasonable price in digital marketing

Variable	No of respondents	Percentage (%)
strongly agree	63	44
agree	53	37
neutral	25	17
disagree	2	1
strongly disagree	2	1
Grand Total	145	100

Interpretation:

Table.16 shows the opinion of respondents regarding the statement that digital marketing provides products at reasonable price than traditional marketing. 44% of them strongly agree that digital marketing provides products at reasonable price than traditional marketing, 37% of respondents have neutral opinion, 16% of respondents 37% agree that digital marketing provides products at reasonable price than traditional marketing, and 1% of the respondents disagree and also 1% of the respondent strongly disagree with the statement.

17. Customer satisfaction with traditional marketing

Variables	No of respondents	Percentage (%)
strongly agree	44	31
Agree	64	44
Neutral	35	24
disagree	2	1
Strongly disagree	0	0
Grand Total	145	100

Interpretation:

Table.17 shows the opinion of respondents on the statement traditional marketing provides more satisfaction than digital marketing. 44% of the respondents agree that traditional marketing provide more satisfaction than digital marketing, 31% of respondents strongly agree that traditional marketing provide more satisfaction than digital marketing, 24% of respondents have neutral opinion, 1% of them disagree and no one of the respondents strongly disagree the statement.

18. Frequent purchase in digital marketing

Variables	No of respondents	Percentage (%)
strongly agree	69	47
agree	58	40
neutral	17	12
disagree	1	1
strongly disagree	0	0
Grand Total	145	100

Interpretation:

Table.18 shows the opinion of respondents on the statement that digital marketing influence more to buy a product. 40% of respondents agree that digital marketing influence more to buy a product than traditional marketing. 47% of them strongly agree that the digital marketing influence more to buy a product and 12% of respondents have neutral opinion, 1% of respondents disagree and no one strongly disagree that digital marketing influence more to buy a product than traditional marketing.

19. Best quality product in traditional marketing than digital marketing

Variable	No of respondent	Percentage (%)
strongly agree	50	34
agree	72	50
neutral	21	14
disagree	1	1
strongly disagree	1	1
Grand Total	145	100

Interpretation:

Table.19 shows the opinion of respondents that traditional marketing provides best quality product over than digital marketing. 50% of respondents agree that traditional marketing provides best quality product over than digital marketing, 34% strongly agrees traditional marketing provides best quality product over than digital marketing, 14% of respondents have neutral opinion, 1% of them disagree that traditional marketing provides best quality product over than digital marketing .1% of the respondents strongly disagree with the statement

20. Traditional marketing is time consuming than digital marketing

Variable	No of respondents	Percentage (%)
strongly agree	59	41
agree	60	41
neutral	24	16
disagree	1	1
strongly disagree	1	1
Grand Total	145	100

Interpretation:

Table.20 shows the opinion of respondents regarding the statement that traditional marketing is time consuming

than digital marketing. 41% of the respondents agree that traditional marketing is time consuming than digital marketing.41% of respondents strongly agree that the that traditional marketing is time consuming than digital marketing. 16% of them have neutral opinion about the statement, 1% of them disagree that traditional marketing is time and 1% strongly disagrees.

21. freedom of choice in digital market

Variables	No of Respondents	Percentage
strongly agree	61	42
Agree	65	45
neutral	16	11
disagree	2	1
strongly disagree	1	1
Grand Total	145	100

Interpretation:

Table.21 shows opinion of respondents regarding the statement that digital market has far more freedom of choice than a traditional market, 45% of respondents agree that digital market has far more freedom of choice than a traditional market, 42% of them are strongly agree that digital market has far more freedom of choice than a traditional market, 11% of respondents have neutral opinion, 1% of them disagree the statement, 1% of the respondents strongly disagree that digital market has far more freedom of choice than a traditional market

22. New product launching info via digital market is Informative

Variable	No of respondents	Percentage (%)
strongly agree	55	38
Agree	79	54
Neutral	10	7
Disagree	1	1
strongly disagree	0	0
Grand Total	145	100

Interpretation:

Table. 22 shows, 54% of respondents agree that getting a new product launching info via digital marketing is more informative than traditional marketing, 38% of respondents strongly agree that getting a new product launching info via digital marketing is more informative than traditional marketing,7% of them have neutral opinion, 1% of

them disagree that getting a new product launching info via digital marketing is more informative than traditional marketing, and no one strongly disagree that getting a new product launching info via digital marketing is more informative than traditional marketing

23. Reliability usage of traditional marketing

Variable	No of respondents	Percentage(%)
strongly agree	67	46
Agree	58	40
Neutral	19	13
Disagree	1	1
strongly disagree	0	0
Grand Total	145	100

Interpretation:

Table.23 shows that opinion of respondents regarding the reliability of traditional marketing over than digital marketing. 40% of respondents agree that traditional marketing is more reliable than digital marketing, 36% of them strongly agree that traditional marketing is more reliable than digital marketing, 13% of them have neutral opinion, 1% of them disagree and no one of them strongly disagree with the statement

CHI-SQUARE TEST

1. GENDER FACTOR * PREFERENCE OF MARKETING METHOD

Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.227 ^a	1	.268		
Continuity Correction ^b	.881	1	.348		
Likelihood Ratio	1.227	1	.268		
Fisher's Exact Test				.312	.174
N of Valid Cases	145				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 27.72.

b. Computed only for a 2x2 table

2. GENDER FACTOR * ONLINE PURCHASE BEHAVIOUR:

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.173 ^a	2	.124
Likelihood Ratio	4.134	2	.127
N of Valid Cases	145		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.24.

3. AGE FACTOR * ATTENDIVENESS IN DIGITAL MARKETING:

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.005 ^a	15	.172
Likelihood Ratio	20.953	15	.138
N of Valid Cases	145		

IX. FINDINGS

- 57 percentage of the respondents are aged between 20-30.
- 59 percentage of respondents are female.
- Majority of the respondents doing their graduation.
- 60 percentage of the respondents have monthly income 10,000 – 30,000.
- 52 percentage of respondents are always using online shopping.
- Majority i.e.,73% of the respondents are attentive in online marketing.
- 12% of respondents are irritated by online marketing advertisements.
- Majority i.e.,75% of respondents think that the products have good quality in online marketing.
- 69 percentage of respondents are satisfied with online marketing.
- 46 percentage of respondent’s prefer digital marketing over traditional marketing because of time saving.
- 59 percentage of the respondents rated ‘satisfied’ in traditional marketing.
- 47% of the respondents says that online marketing has more scope for fraudulent activities.
- 54 percentage of them preferring traditional marketing.

- In their opinion traditional marketing is safest compared to online marketing.
- Majority i.e.,64% of respondent's opinion is traditional marketing is better than online marketing.
- In their opinion online marketing provides products at reasonable price than traditional marketing.
- In the opinion of consumers traditional marketing provide more satisfaction than online marketing.
- 47percentage of respondents are more influenced by online marketing to buy a product.
- 50 percentage of respondents opinion is traditional marketing providesbest quality product over than online marketing.
- 41% respondents agreed that traditional marketing is more time consuming
- From their opinion, traditional marketing is time consuming than online marketing.
- 45 percentage of respondents are agree that online market has more freedom of choice than traditional market.
- 54% of consumers get information of a new product launching through online marketing is more informative than traditional marketing.
- Majority of respondents agree that traditional marketing is more reliable to use over than online marketing

X. SUGGESTIONS

- Marketers should take more steps to prevent fraudulent activities in the online marketing.
- Traditional marketing needs to be more informative.
- Frequency of online marketing advertisements should be reduced.
- Traditional marketing found effectiveways to influence the consumers to buy a product.
- Online marketing should ensure the quality of products.

XI. CONCLUSION

This study is conducted to comparatively analysis the traditional marketing and online marketing. For this purpose I have collected data from various resources especially through questionnaire. The study reveals that most of consumers are preferred traditional marketing. The consumers have the opinion that traditional marketing is safest to use, more reliable and majority of people preferred traditional marketing. Eventhough, some of them satisfied with online marketing because of reasonable price, and more informative. In the modern era the growth and development of digital marketing is unavoidable, but it is the fact that majority of the rural people are not trusted with this, but it is popular among the

city people. It is the need of an hour to mix the digital marketing with our traditional marketing and to provide all facilities to the all customers as they wanted.

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