

Internet Marketing vs Traditional Marketing: A Comparative Analysis

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Abstract

Marketing goods is a basic phenomenon of every society. The objective of marketing is to make products available to consumers as per the current demand. Marketing is no more a simple exercise. It has undergone changes to reach consumers. Marketing has been done physically since long. Consumers are becoming smarter in terms of purchasing. This requires innovation in marketing. This paper helps us to identify preferences of the people. Prime focus is to understand the difference between conventional way of marketing products and technological way of marketing products in India.

The current paper recognizes the differences in consumer opinions by availing distinguished services of traditional as well as internet marketing strategies. Internet is changing ways to reach consumer fast and is a more convenient way than customary means of marketing. Internet offers 24x7, 365 days a year web facilities which is more convenient for consumers these days. Consumers are becoming more Information Technology (IT) savvy in their searching as well as purchasing preferences. No doubt, ecommerce is not yet considered safe in India, but cyber has a highly vibrant and potential market in coming days to win eyeballs of Indians.

Keywords

Ecommerce, Information Technology, Cyber, Web

Introduction

In traditional marketing we attempt to make the public aware that we have a product or service for sale. As per online review article by McCauley, D. (2013), in traditional marketing, using traditional marketing tools such as television, radio or direct mail, we can expect a response rate of somewhere between 0.5% and 2% on outbound messages. In other words, if we get that message out to 1000 people, we can expect between 5 and 20 people to respond.

Viewed in another way, if we hope to get 100 responses, we must contact somewhere between 5,000 and 20,000 people. (Of course these are broad averages and may be slightly different depending on product, target market and other variables). In traditional marketing, we use specific tools which hit very large audiences. These include:

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

Today we know that a huge percentage of buyers use the Internet when making purchasing decisions. Even those who still buy in the 'real world' locally often use the Internet to make decisions prior to buying. They will use computers, tablets, readers and cell phones to search, do some related research perhaps and then buy.

While Internet marketing presents a much larger opportunity, Internet marketing is in many ways a mirror, or reverse image of traditional marketing.

The nature of the web, with its two-way communication features and traceable connection technology, allows firms to

gather much more information about customer behavior and references than they can gather using micromarketing approaches. Now, companies can measure large number of things that are happening, as customer and potential customers gather information and make purchasing decisions. The information that a web site can gather about its visitors is called a click stream.

The idea of technology-enabled relationship management has become possible when promoting and selling on the web. Technology-enabled relationship management occurs when a firm obtains detailed information about a customer's behavior, preferences, needs, and buying patterns, and uses that information to set prices, negotiate terms, tailor promotions, add product features, and otherwise customize its entire relationship with that customer.

The 4 Ps concepts provide clear idea about the contrast between traditional marketing and eMarketing concepts. It considers several vital facets of the contrast between these two diversifications of the marketing.

Product

Product is the most significant component of marketing. Whenever consumer purchases a product, he/she likes to see the product physically. This is feasible in the case of conventional, customary & traditional marketing. However in eMarketing it is not feasible to get the actual touch of the product. Instead they can only see an implicit image of the product. Not being able to reach and feel the product physically, can be worrisome for the consumer and have an effect on his/her purchasing decision. However, eMarketing websites offers a wider

Dimensions	Technology-enabled relationship management	Traditional relationships with customers
Advertising	Provide information in response to specific customer inquiries	Push and sell a uniform message to all customers
Targeting	Identify and respond to specific customer behaviors and preferences	Market segmentations
Promotions and discounts offered	Individually tailored to customer	Same for all customers
Distribution channels	Direct or through intermediaries; customers' choice	Through intermediaries chosen by the seller
Pricing of products or services	Negotiated with each customer	Set by the seller for all customers
New product features	Created in response to customer demands	Determined by the seller based on research and development
Measurement used to manage the customer relationship	Customer retention; total value of the individual customer relationship	Market share; profit

Table 1 : Technology-Enabled Relationship Management and Traditional CRM

Although companies can use technology-enabled relationship management concepts to help manage relationships with vendors, employees, and other stakeholders, most companies currently use these concepts to manage customer relationships. Thus, technology-enabled relationship management is often called customer relationship management (CRM), technology-enabled relationship management or electronic customer relationship management (eCRM). Table 1 lists seven dimensions of the customer interaction experience and shows how technology-enabled relationship management differs from traditional seller-customer interactions in each of those dimensions.

range of goods & services which are easily available, as compared to physical stores. Stores have to deal with issues of cost and space unlike eMarketing websites.

One of the main aspects is how online services delivered to customers. In online, the more difficult to provide face-to-face contact facility to consumers whereas in the case of physical store it is consumer is face to face with the seller. The consumer can get a quicker response in physical store than the online store. Online business can provide facilities like email, chat option, FAQ etc to remain responsive to their consumers.

One issue that can affect the consumers' choice of purchase is the warranty of the good. This provides comfort to consumers, both in customary & traditional marketing and eMarketing but most importantly it provides the safe and sound feeling to those purchasing online. The

consumer who cannot see and touch the product while purchasing it would feel more safe and sound knowing that there is a warranty on the product and this would make the choice of purchase easier and less risky.

Price

The pricing of a product can be based on the cost of the process of getting the product to the market. While a business does eMarketing it has a better prospect of saving costs and therefore feasibility to have lower prices. Internet based marketing sites not only save on cost spent on storing the product, but also uses cheap mode of communication like email. Competition is very tough as the competitors are a click away while a potential consumer is searching for information on the Internet.

Since payments for purchase are done by credit card mostly, there can be some security issues that cause problems for internet buyers. For instance a consumer would feel safer in the physical store where they can have more control over the payment process; whereas purchasing online they would be taking a risk while giving the credit card details.

Place

In conventional, customary & traditional marketing, companies have the opportunities to decorate the stores in order to create a specific atmosphere that can attract consumers. Some attractive tools to create that atmosphere can be music, colors, etc, but through eMarketing it is almost not possible to create a real sensation since a website is just a virtual image

The atmosphere of the store mentioned above is very important for sales of the goods & services. For instance if you see an unorganized store just filled up with some clothes you hardly feel tempted to go in and look for anything. The way the store is decorated provides a message about the business and its style. While one thinks about this, one can realize the importance of the physical existence of the store. Think for instance how the business could offer the same atmosphere through their website. For instance we can consider H&M. They try to create the same atmosphere on their website as they have in their real stores. Despite this, the experience of stepping into the store is differs from clicking on computer while shopping.

Internet helps companies to be reachable at any time, regardless of openings hours that physical stores require. Also a website has a wider reach as compared to a locality based store with a physical address.

Promotion

When it comes to endorsement and promotion, speed in getting the message across varies in traditional and internet marketing. Speed of getting the message of advertisement, news or any type of information to consumers is very quick through Internet. This is a very important in the competitive world of business.

Additionally, difference between endorsement and promotion by Internet is the durability of the marketing message the marketer wants to communicate with the consumers. In conventional, customary & traditional manner, the message would receive attention during a limited amount of time like in case of advertisements aired on TV or sent out in newspapers and pamphlets. On the other hand, the marketer's message to the consumers can exist for longer duration on the business's website and it is easily reached and handy to the consumers 24/7.

Through a website, a business can present itself in several ways where the consumer can study different facets of the business and get to know it well. This is not feasible in conventional, customary & marketing. For instance the complexity of wide range of information cannot be easily fitted into a magazine or TV commercial etc. The tools for customary & traditional endorsement and promotion can be used essentially in communicating the message shortly and consistently.

There is of course the burden of maintaining a website or online commercials that consumes time, resources and capital. But this should be weighted out by their easy accessibility and better prospect. Additional issue is the damage that a failed or crashed website or other Internet service can have on a business's image.

A good website is very important for succeeding in online marketing. According to Times of India, some important course of action for a good website for a business is:

"Provide clear information on contacts, delivery and refund policies."

"Think "user journey" rather than individual pages."

"Let shoppers browse without having to register."

"Keep websites simple and easy to use."

"Offer an efficient and effective search engine."

"Market the website online and link it to search engines."

"Make obtainable and provide steadiness of know-how."

"If the Internet does not offer the full bricks-and-mortar range, say so."

"Give complaints ID numbers."

"Build trust."

Nowadays a large group of consumers have the problem of time but have the money to spend. It is easier for them to shop online, as it saves time. Good website design, accessing speed, brand value is important factors in online business otherwise failure in this can damage the profit of online business. Internet provides the marketer to reach the targeted group easily and have continues relationship with them.

Literature Review

There are many researches and studies about the comparison between traditional marketing and modern marketing and also advantages and disadvantages of internet marketing, which shows the performances and its efficiency.

Chaston and Mangles (2003), examined the influence of marketing style on the utilization of the Internet among small UK manufacturing firms. They employed a quantitative methodology to determine whether, in business-to-business markets, the Internet is a technology that will be managed differently by firms that have adopted a relationship versus a transactional marketing orientation. The research was conducted through mailed questionnaires on a sample of 298 UK small firms (manufacturers of mechanical or electronic components / their primary area of activity is business to-business marketing / have between 10-50 employees / not branch plants of British or multinational organizations). Insufficient evidence was found to support the view that relationship-orientated firms, when compared with transaction ally-orientated competitors, exhibit differing perceptions about the nature of online markets.

In this modern age of internet almost every progressive business has web presence, some people think that website is just a commercial requirement but others think that it is mandatory to run their company activities. These different theories about internet have been discussed a lot in recent marketing literature. In the past decade marketers has been arguing about the role of internet in marketing. Initially marketers used internet as communication tool but as time passed they realized the true potential of internet and the idea of internet marketing evolved. According to Hoge (1993), Internet marketing (IM) is the transfer of goods or services from seller to buyer that involves one or more electronic methods or media. It has begun with the use of telegraphs in the nineteenth century. With the advent and mass acceptance of the telephone, radio, television, and then cable, electronic media have become the dominant marketing force.

According to Yazdanifard, R., Venpin, M., Wan Yusoff, Wan F. & Rabiul Islam, M. (2013) Internet marketing is an interesting topic especially for researchers in the marketing field. It is a new way of marketing a product/service globally to the targeted market around the world. This paper introduces a new approach concerning Internet marketing in electronic commerce; showing how advertisers need this innovation to be successful. This also relieves marketing managers for more value added tasks such as marketing plans for better development of the company.

According to 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 behavior and mingle content and technologies with crucial information systems.

Hoge's (1993) idea of internet marketing is simple although it does not touch the important aspect of customer relationship. 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 organization and its stake holders. This explanation tells that internet marketing is not only about selling products or providing services through IT but it is lot more than that. It is not just traditional marketing using the information technology tools but it's a strategic model to achieve brand value and provide customer satisfaction. Idea of internet marketing can be derived as type of marketing in which objectives are achieved through use of electronic communication tools like internet, interactive TV and mobile phones.

Dave Chaffey (2002) defines internet marketing as "Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behaviour, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs." Chaffey's definition reflects the relationship marketing concept, it emphasis that it should not be technology that drives Electronic marketing, but the business model.

Salehi, M., Mirzaei, H., & 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. In traditional marketing consumers can see and touch the real goods or service but the domain of effect is low, on the other hand using of internet marketing will exceed the boundaries and introduce goods and services to the demographic of internet users. Also using the internet would be more chipper, faster and convenient for marketing. Approximately the advantages of internet marketing are much more than advantages of traditional marketing. Table 2 identifies the core differences between traditional marketing and internet marketing.

Making the marketing objectives successful is the common goal that each and every company aims at. They want to enhance the old relationship with consumers, create new ones, amplify and raise the sales and become famous in the market. (Salehi, M., Mirzaei, H., & Aghaei, M.,2012) Integration between Internet

Traditional Marketing	Internet Marketing
Physical access to product	Wide range of product
Personal service	More feasibility to cut cost
Quick feedback	Easier to reach more consumers
Less tough competition	Faster speed of communication & shopping
More safe and sound payment	Feasibility to present business (its image, offers, history etc.)
Atmosphere of physical store (more real)	24 x 7 access
Face to face communication	Communication directly with target group
Quicker & easier measurement of results/responds	Feasibility for continuous relationship

Table 2 : The Contrast Model

marketing and traditional marketing can bring the very best result to a business. Nevertheless, eMarketing solely is also powerful and it can maximize effectiveness in the Internet environment.

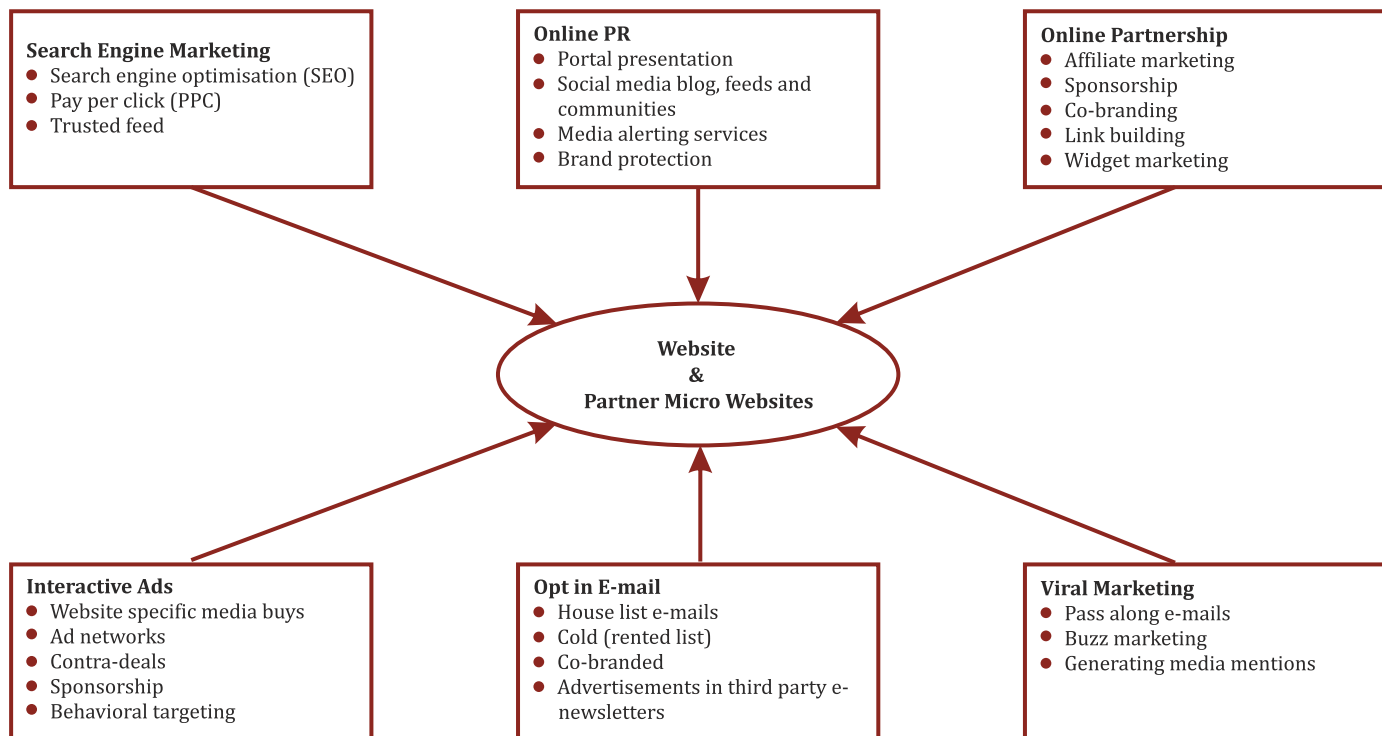


Figure 1 : Six Categories of E-Communications Tools for Media Channels

Figure 1 shows the six main types of digital media communications channels, and the proper use of these techniques together with a good website can help companies to draw the traffic as well as achieving the eMarketing objectives they have set up.

Search Engine Marketing (SEM)

Search engine marketing (SEM) is an important channel of eMarketing. It includes three main techniques viz. Search engine optimization (SEO), Paid per Click (PPC) and Trusted feeds which includes Paid-for-inclusion. These elements of search engine marketing can help companies to amplify and raise their visibility on the search engine as well as spread their names to several populaces. (McKinney, V., Yoon, K., and Zahedi, F. M. 2002), Moreover, they can make provide the chances for companies to bring in and launch new goods and services to make the sales and finally bring profits.

Search Engine Optimization (SEO)

Before we define Search engine optimization, let us take a look at what the search engine means. (Tubar, E., Lee, J., King, D. & Chung, H. M., 2000) "Search engine is a website or a statistics and database, along with the tools to generate that statistics and database and search it contents for "keywords" that describe what you're looking for" (Arora, N., 2004). Search engine optimization (SEO) is a popular and familiar term on the Internet. It is also considered to be "the practice of making a website attractive to a search engine by presenting its code and content in such a way that the search engine will assume it will address a specific inquiry from a (human) searcher" (Charlesworth, 2009).

SEO is the key activity of search engine marketing. This technique is preferable to use even they are the big companies or the small and every one businesses. Search engine optimization optimizes business web pages in the search engines to give good results.

As per Davis (1989), Indeed, SEO is the process of choosing the most relevant websites and adjusting websites in result pages while the searchers type a keyword related to it. SEO can enhance the number of traffic as well as its quality to a website. The results here appear in the "organic search results" or sometimes called "natural search results". Nevertheless, a business cannot pay for the search engine to get the high ranking in the list of results. For instance, Google cannot take money from businesses to do that. It has to provide suitable results for the searchers to keep them use its search engine. Otherwise, they will leave it.

As per Wixom & Todd (2005), there are some elements that affect the organic listings such as content, keyword, inbound links, tags and the page rank of a website, and so on. The work of a business is trying to get as high ranking as feasible on the result page and improving those elements concerned. Zingale & Arndt (2001) argue that higher ranking make running a website more feasible (Pay-per-click vs. Organic SEO).

	July 2008	July 2009	Percent Change
Total Internet	80,554	1113,685	41 %
Google Websites	48,666	76,684	58 %
Yahoo! Websites	8,689	8,898	02 %
Baidu.com Inc.	7,413	7,976	08 %
Microsoft Websites	2,349	3,317	41 %
eBay	1,223	1,723	41 %
NHN Corporation	1,243	1,526	23 %
Ask Network	929	1,291	39 %
Yandex	663	1,290	94 %
AOL LLC	1,148	1,023	-11 %
Facebook.com	743	879	18 %

Table 3 : World Wide Search Market Overview

In July 2009, approximately 113 billion searches were made all over the world. (Table 3) We can see that despite the differences between the number in July over two years i.e. 2008 and 2009, Google search engine is the top ranked search engine, which takes about 67.5 % market share (counted 76.7 billion searches). Yahoo with 7.8% (8.9 billion searches) comes second, and the third one is Baidu which is from China with 7.0% (8 billion searches). (Google Commands 67% of Glob-al Search Share.

Paid Per Click (PPC) or Paid Search Marketing

The idea of Paid per Click (PPC) was created by Overture in 1998, a business which works in the Internet industry that was acquired later by Yahoo in 2003. (Liu, C. and Arnett, K. P., 2000) PPC is based on the concept of paying nominal amount per click with respect to search results. The method is a good and successful in online marketing; and it has become widespread on the Internet market nowadays.

Pay per Click is defined as "the performance-based publicity and advertising where the advertiser pays for each click". (Chaffey, 2002) The advertiser has to pay for the search engine so that his advertisement will be listed in the search engine result pages or in third

party websites. Nevertheless, the advertiser does not need to pay while the ad is displayed; he only pays while a user clicks on an ad and it leads to the website of the advertiser. (Gefen, D., Karahanna, E., and Straub, D. W., 2003) There is a sign to recognize those companies who use the PPC method. For instance, there is a user who searches some information about a business on the search engine; the lists of the relevant text advertisements with a link to companies' page will be shown in the result pages. In the Google result pages those advertisements are placed in the right side and in the top of the organic results with the marks "Sponsored Links" above it.

In Paid per Click you can bid on keyword to get the high ranking. "The relative ranking of these paid performance placements is typically based on the highest bid cost-per-click value for each key phrase. The business which is prepared to pay the most per click gets top spot" (Chaffey 2002). Indeed, it is competitive for the companies to join this program. The result appears in the part of Paid per Click advertisements. The more capital a business pays for each click, the higher position of advertisements will be displayed in the result pages. Those companies which have big budgets and bid with higher prices have more advantages than the smaller ones.

Trusted Feed Including Paid for Inclusion

Trusted feed, which it is also called as XML feed, is a type of search marketing. It is "an automated method of putting content into a paid search engine or shopping contrast engine index, and typically using XML (Extensible Markup Language) to define statistics and facts exchange" (Chaffey, 2002). Nevertheless, it is rarely used than the two techniques mentioned above.

The program improves the indexing of a website which has a large content by using the spider built search engine. (Jarvenpaa & Todd, 1997). As a result, the search engine will index the content of a website deeply, and makes a better target traffic. Business pays for the service only if there is traffic coming to its website. Normally, it does not pay for each page like in Paid Inclusion whether there is traffic to a website or not. Nevertheless, the program does not guarantee for the web pages to get high ranking in the result page.

There are some companies which provide the Paid Inclusion program such as Inktomi, Fast, Teoma and Ask Jeeves, AltaVista and Over tune of Yahoo. Yet, Google does not offer the program. A business usually pays for the Paid Inclusion program annually. It is cheaper than use paid placement program such as PPC. Nevertheless,

price to use Paid Inclusion is still one of its disadvantages as it is quite high. For instance, Inktomi charges \$89 as a total fee for three pages to apply the Paid Inclusion technique.

Online Public Relations (Online PR)

Public relation is one marketing communication channel with the purpose to create promote, maintain the goodwill, favorable image, and reputation for organization, brand, etc. toward different stake-holders. (Kalakota, Dr. R., and Robinson M., 2009) The stakeholder is sometimes called public or target addressees. They are investors, suppliers, consumers, employees, and so on. The goal of public relations is usually gained by the influence of the different media.

Online public relations mean establishing web hyperlinks to provide detailed information about goods and services to their potential consumers. (Chaffey, 2002) The purpose of online PR in general is similar to conventional, customary & traditional public relations. Its main objectives are to enhance the awareness as well as "maximizing favorable mentions of your business, brands, goods & services or websites on third party websites which are probably to be visited by your target buyers. A secondary goal is achieving links to a destination website" (Chaffey, 2002). Those objectives can be obtained by several tools and techniques that Internet offers.

Research Methodology

Main objective of doing this research is to measure the differences between internet marketing and traditional marketing in Gujarat, India.

Research Objectives

Specifically, research objectives are as below:

- 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.
- To understand the consumer buying patterns through internet marketing options with compare to traditional marketing.
- To explore the various utilities of internet marketing with compare to traditional marketing.
- To decide the online catalog preferences of consumers.

Research Design

Research design constitutes the blueprint for the data collection, measurement and analysis of data. In this

study the researcher analyzed internet marketing preferences with compared to traditional marketing preferences among the consumers of Gujarat state. This is a descriptive research study.

Research study describes the buying patterns of consumers. Descriptive research includes surveys & fact-finding enquiries of sampled respondents. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening.

Sampling Method

The sample was selected randomly from the sub-geographical urban areas of Ahmedabad, Baroda, Surat, and Rajkot in Gujarat State.

Sample Size

In this study, 500 respondents were considered to measure an impact of internet marketing among them. Since the focus of this study is on different attitudes and perceptions about online purchasing, only Internet savvy respondents were considered.

Sources of Data

To accomplish the objectives of the study, the researcher had to depend on both the primary and secondary data. Primary data are those which are collected afresh and for the first time and thus happen to be original in character. Secondary, data are those which have already been collected by someone else and which have already been passes on through the statistical process. The secondary data needed for the study was collected from the relevant online research thesis, online research articles, journals, books, magazines & websites. Researcher has approached 500 respondents to get data as per questionnaire.

	N	Mean	SD	Min	Max	Percentile		
						25th	50th (Median)	75th
INTERNET BUYING_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 4 : Descriptive Statistics

Research Hypothesis

Research hypothesis provides the base to derive the research conclusions. It was preferred to test hypothesis at significance level (α) of 5% and at confidence level (1- α) of 95%. This allowed to fix the acceptance region is equal to 95% & the rejection region is equal to 5% to

accept or reject the null hypothesis H0 or alternative hypothesis Ha. Following is the list of hypothesis used to verify in this research study.

H01: There is no significant difference between internet buying preferences & personal buying preferences.

H02: There is no significant difference between eCatalog preferences & Catalog preferences.

H03: E-purchasing is independent of traditional purchasing

Hypothesis Testing: Internet buying Preference Vs. Personal Purchasing Preference

In this hypothesis, researcher used one of the non-parametric test (distribution free) test which McNemer Test. This test is useful with before-after measurement of the same number of respondents. Initially, respondents are divided into equal groups as to their preferable and non-preferable views. After some treatment, the same number of respondents are asked to express their views whether they prefer or don't prefer. In this test researcher used Internet buying preference and personal buying preference criteria to know any difference between the traditional style of purchasing and modern style of purchasing among the 500 number of respondents. Table 4 provides the descriptive statistics where sizes of sample, mean, standard deviation as well as percentiles are calculated.

Table 5 provides the McNemer data table for internet buying and personal buying preference values of 500 respondents. In this Table, 211 respondents says that they prefer internet buying option as well as personal buying option, 116 respondents says that they prefer internet buying option but not personal buying option, 111 respondents says that they prefer personal

buying option but not internet buying option, and 62 respondents says that they do not like internet buying option as well as personal buying option.

INTERNET BUYING_PREF	PERSONAL BUYING_PREF	
	1	2
1	211	116
2	111	62

Table 5 : Internet buying and Personal Buying Preference

Table 6 represents McNemer Test statistics which point probability 0.05 and its less than 0.5 mean null hypothesis is accepted and alternate hypothesis is rejected. It means there is no difference in internet buying preference and personal buying preference; more or less both are same.

N	500
Chi-Square	.070
Asymp. Sig.	.791
Exact Sig. (2-tailed)	.791
Exact Sig. (1-tailed)	.395
Point Probability	.050

Table 6 : McNemer Test Statistics

Hypothesis Testing: Catalog Preference Vs. E-Catalog Preference

In this hypothesis, researcher used McNemer Test, a non-parametric test (distribution free). This test is useful with before-after measurement of the same number of respondents. In this test researcher used E-catalog preference and catalog preference criteria to know any difference between the traditional style of purchasing and modern style of purchasing among the 500 number of respondents. Initially, respondents were divided into equal groups with respect to their preferable and non-preferable views. After some treatment, the same numbers of respondents were asked to express their preferences.

	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

Table 7 : Descriptive Statistics

Table 7 provides the descriptive statistics where sizes of sample, mean, standard deviation as well as percentiles are calculated.

CATALOG_PREF	ECATALOG_PREF	
	1	2
1	244	117
2	124	15

Table 8 : Catalog Preference and E-Catalog Preference

Table 8 provides the McNemer data table for e-catalog and catalog preference values of 500 respondents. In this Table 244 respondents says that they prefer catalog option as well as e-catalog option, 117 respondents says that they prefer catalog option but not e-catalog option, 124 respondents says that they prefer e-catalog option but not catalog option, and 15 respondents says that they do not like e-catalog option as well as catalog option.

N	500
Chi-Square	.149
Exact Sig. (2-tailed)	.699
Exact Sig. (1-tailed)	.350
Point Probability	.046

Table 9 : McNemer Test Statistics

Table 9 represents McNemer Test statistics which point probability 0.046 and its less than 0.5 mean null hypothesis is accepted and alternate hypothesis is rejected. It means there is no difference in e-catalog and catalog preference; more or less both are same.

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

In this hypothesis, researcher used two tests where first is Wilcoxon Signed Ranks test and second is the two sample sign test. Here both the test is non-parametric test. Researcher used weightage (score) of traditional purchasing option and e-purchasing option to verify hypothesis. With the size of 500 sampling respondents mean score of traditional purchasing is 54.25 which is less compare to the mean score 57.04 of E-purchasing. This indicates consumers are inclined more towards the E-purchasing than the traditional purchasing. Moreover, standard deviation is also high in case of traditional purchasing than the E-purchasing. This S.D. also indicates the consumers are changing their buying preferences more frequently in traditional purchasing with compare to E-purchasing.

	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 10 : Descriptive Statistics

Descriptive statistics are provided in the Table 10 which provides information of several important statistics like Size of Universe (N), Mean of the data, Standard Deviation (S.D.) of the data & Percentiles values.

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

Table 11 : Wilcoxon Signed Ranks

Table 11 provides details of Wilcoxon signed ranks where total size of population is 500 but negative ranks are 187 in number as well as positive ranks are 261 in number. In this count, 52 are the total number of ties in population. Mean rank for the negative rank value is 237.20 and for positive rank value is 215.40. Total sum of ranks for negative rank value is 44357.00 and for positive rank value are 56219.00.

	E_PUR_SCORE - TRADITIONAL_PUR_SCORE
Z	-2.166
p- value	.030

Table 12 : Wilcoxon Signed Rank Test Statistics

In the Table 12, value of Z is -2.166 and p-value is .030 which is less than .05 mean null hypothesis is accepted but alternate hypothesis is rejected. It means E-purchasing option and traditional purchasing option are not same in preference and independent of each other.

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

Table 13 : Two Sample Sign Test Frequencies

Table 13 provides two sample sign test frequency data. In this test total size of sample (N) is 500 where 187 are the negative differences of two samples and 261 are positive differences of two samples. The sample number one provides the score of e-purchasing option and sample number two provides the score of the traditional purchasing option.

	E_PUR_SCORE - TRADITIONAL_PUR_SCORE
Z	-3.449
Exact Sig. (2-tailed)	.001
Exact Sig. (1-tailed)	.000
Point Probability	.000

Table 14 : Two Sample Sign Test Statistics

In Table 14, p-value is 0 mean null hypothesis is accepted means internet marketing is independent than traditional marketing and it has more preferred value with compare to traditional marketing.

Conclusion

Internet is considered as change agent for Indian consumer market. But if we see the results with empirical evidences, it is bit controversial as far as general tendency is concerned about purchasing through the medium of an internet. Internet buying preferences doesn't change mentality of consumer as people prefer traditional ways more and safe to their purchasing transactions. If we look at the preferences towards a utilization of catalogue source of information, it is preferred to have internet based purchasing details for consumers to choose products to be purchased. As far as the comparison of internet preferences are concerned, it is not associated in any way with conventional way of marketing goods. Internet marketing stands alone in its way. After studying about statistical results, it is clearly understandable that more number of consumers of selected cities of Gujarat like to connect themselves with online purchasing options. It suggests that online marking is more prolific as compared to physical purchasing. It is observed that electronic catalog facilities are more preferred by consumers to obtain adequate details about buyable goods as well as services with

compare to physical catalogs. Lastly, highest score goes to internet as the most preferred way of purchasing than the physical stores. So, online businesses will be having the golden future in coming days specifically in Gujarat.

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