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Starvation of Traditional Marketing and Commerce against E-marketing and E-commerce in India

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Abstract:

Forty persons were interviewed on the questionnaire of fight between Traditional marketing and E-marketing. Their views and opinions were recorded. Each participant was asked whether they prefer or like Traditional marketing Concepts or to the contrary E-marketing. The answers were shockingly changing according to the participant's age and experience. The age of participants included youngsters from age 16 to adults of age 45. The teenagers and adults under age of 28 were supporting E-marketing whereas the old participants were supporting the Traditional ways of marketing. The results were also calculated according to the participants shopping habits and their choice and time they spent on physical shopping and online shopping. Here outcome was purely and undoubtedly in the support of online marketing, so thus we can say in general that the E-marketing and e-shopping trends are on great hike in India.

1. Introduction

As India been a rising economy so thus the implications of technology are rising. IT sector has been on a great improvisation in last few years. Introduction of new methods and technology is stepping into daily life of Indian youth and one of them is virtual existence of a person. As been on social network is now been essential in India and so thus the companies need to advertise themselves online. Though the small ventures and small companies of India especially the local or small sector influencing companies are still not that much active in field of e-marketing. Though the international companies or companies with vast audience influencing power are pretty much active on E-marketing.

In India the trends of online marketing and shopping is increasing day by day by a vast amount, new companies integrating their business on online platforms while some of the online shopping or user interacting sites are purely ruling the E-commerce like Amazon.in, Flipkart.in and other online services like automakers are integrating their appointment functions online.

1.1. Negatives of E-marketing/e-commerce and Traditional Marketing and Commerce

1.1.1. Negatives of E-marketing and E-commerce

Though nowadays the online commerce has been safe but still the Indian crowd are not widely encouraging it, irrespective to age group of 12-29 approx. the fear of online scams and loot is perceiving in the minds of Indian crowd, in general the new era of crowd is accepting the online thing but the old one is still stuck with traditional way. Some of the reasons that the old crowd is not supporting the online marketing and commerce are

- Fraud and cheating by some online firms
- Duplicity of authentic and costly items
- Difference in physical appearance of displayed product and shipped product
- Money phishing by the payment gateway
- Absence of physical touch and checking of product prior to buying
- Product returning issue and money-back issue

1.1.2. Negatives of Traditional Marketing and Commerce

The traditional way of marketing has been grounded its roots in India since the old age so it is rather difficult to take it out completely. According to the test participants of age group above age of 28 were purely supporting Traditional marketing and commerce. The reasons are vast. Though the traditional marketing has its roots deep in Indian markets but this doesn't mean that it doesn't have negatives. Some of the negatives of Traditional marketing and commerce are

- Lack of variety
- Insufficient spreading of product name or brand name
- Brand remains local only
- Cost of traditional marketing is very high
- Very less audience are influenced

1.2. Positives of E-marketing/e-commerce and Traditional Marketing and Commerce

1.2.1. Positives of E-marketing and E-commerce

Though E-marketing and E-commerce have many trust issue problems and other negativities but it still has many plus points or positives some of them are

- huge variety of options
- less marketing cost
- Company to customer rule is followed so no third person is involved, so no agent cost
- Easy accessibility in remote or rural area also
- Connecting local or small producers to global (International) market and platform

1.2.2. Positives of Traditional Marketing and commerce

The problem of spreading or distribution of brand name and product name remain the major issue but still traditional marketing also have some positives just like the E-marketing, some of them are

- Authenticity of item to a particular area or simply specialty of a specific item in a specific area is maintained
- Huge mass of labor is involved so revenue distribution is more
- Other types of business are also encouraged like printing billboard makers, pamphlet printing etc.
- A trust is developed between the locals and so thus it helps in improving unity of a region

2. Method

2.1. Participants

A total of 40 participants were taken in consideration out of which 28 were males and 12 were females, the participation was voluntary and without any credit or payback. The least age recorded was 16 and maximum was 42.

2.2. Materials

The material used was an oral questionnaire consisting of six questions in total. The question was specially designed to eradicate or evaluate the behavior of the participant regarding the traditional and electronic ways of commerce and marketing. The questions were

- i. Which one of you, think is the cheapest way of buying an item, traditional (local market) or via internet (online shopping)?
And why?
- ii. If an article cost 100rs /- in local market and 80rs /- on online sites, which one will you prefer and why?
- iii. Do you think traditional way of commerce and marketing in any way promotes national integrity or cultural ethics?
- iv. Is the quality of goods you buy in local markets is up to the standards? (asked only to those who were strictly against e-marketing/commerce)
- v. Are you gone through any scam or cheating while shopping online
- vi. Does the local shopkeepers have more public / client relation that of online sites

2.3. Procedure

The questions were asked individually to each candidate and were asked to give unbiased and true opinion. At the end of the Q&A session each participant was thanked for their participation. Every participant answer or reaction was relatable to the final answer or result.

2.4. Results

The results were oblivious on the side of online marketing and commerce though the traditional marketing was still in the competition in some fields. The brief results of the questions are mentioned below

- i) Which one of you thinks is the cheapest way of buying an item, traditional (local market) or via internet (online shopping)?
 - Refer table (i.a)
 - Table i.a

Cheapest way of Buying Things	Traditional (local market)	Internet (online shopping)
Votes / Results	16	24

Table 1

- ii) If an article cost 90rs /- in local market and 80rs /- on online sites, which one will you prefer and why?

- The votes for this answer were quite different, the majority of the participants that is 26 participants supported the article that was costed 90 rs /- which is the product of local market and this tie only 14 participants supported online medium of shopping.

When the majority group was asked about the reason for their answer / vote they in common said that they would probably prefer to buy thing offline or locally as the cost margin is not high and the difference between the cost margin of both local and medium is not so different

iii) Do you think traditional way of commerce and marketing in any way promotes national integrity or cultural ethics?

- Yes, in some cases it promotes national integrity and cultural ethics as it gives the material the importance of a specific area or even tribe.

iv) Is the quality of goods you buy in local markets is up to the standards?

(Asked only to those who were strictly against e-marketing/commerce)

- Refer to table "i.b"

Table i.b

Is the quality of goods in local market good	YES	NO	Sometimes bad
Votes / results	9	5	2

Table 2

v) Are you gone through any scam or cheating while shopping online?

- This question was separately asked to both online commerce supporting group and traditional marketing group supporting.
- The results were

Results for online commerce supporting, table i.c

Are you gone through any scam	yes	no
Results	5	19

Table 3

Results for traditional marketing group supporting, table i.d

Are you gone through any scam	Yes	No
results	10	6

Table 4

This clearly means that the participants those who support traditional commerce are or may have been cheated in past

vi) Does the local shopkeepers have more public / client relation that of online sites

- Refer table i.e.

Table i.e.

Does the local shopkeepers have more public / client relation that of online sites	Yes	No
Results / Votes	31	9

Table 5

3. Conclusion

The conclusion of all the experiment is clear, the online way of marketing and commerce is lot more preferable that of traditional way of marketing. With near about 60 percentage of possession in overall answers the online medium is making its way to the Indian consumer's heart. Though there are some basic and serious issues that need to be attained so that the remaining crowd also support the online way of marketing, the most debated issue among the two parties is the trust issues, though online marketers are trying to make the shopping experience a way better than it was, like the introduction of cash on delivery and replacement acts are helping a lot to attract more and more crowd and shopkeepers to the online world

New categories of online business are emerging in the Indian market such as, business to consumer (B2C), business to business (B2B), consumer to consumer (C2C), the stats show that the retail e commerce sale in India has gone up from 2.3 billion U.S dollar (Data of year 2012) to an estimated 17.5 billion U.S dollar which approx. An eight-fold growth. It is estimated that the e commerce industry in the country is likely to be worth 38 billion U.S dollar in year 2016. It is noted that the buying trends during 2016 will witness a significant upward movement due to aggressive online discounts and marketing. A new phenomenon called m-commerce which stands for mobile commerce is making a huge contribution with nearly 70 percent of total internet commerce traffic. As argued before cash on delivery is helping e commerce to move forward the stats of the payments options are 45 percent for cash on delivery (COD), credit cards 16 percent, debit card 21 percent, 10 percent for online banking and 7 percent proffered cash/gift cards. A survey also revealed that the age of buyers with highest orders is 26-35 with 52 percent of orders, followed by 18-25 age groups at 38 percent, 36-45 age groups with 8 percent and 45-60 with 2 percent. It also revealed that upon over al online commerce traffic 65 percent were male and 35 percent were female

So finally it can be concluded that e-commerce is taking over traditional commerce, though e-commerce wins the fight of survival of fittest but still it is nearly impossible to totally boycott traditional way of marketing

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