

# Differences of “Traditional Marketing” in opposition to “Electronic Marketing”

Hanieh Mirzaei<sup>1</sup>, Ehsan Jaryani<sup>1</sup>, Mohammadreza Aghaei<sup>1</sup>, Mehrdad Salehi<sup>1</sup>, Mojtaba Saeidinia<sup>1</sup>

<sup>1</sup>Management and Science university, Kuala Lumpur, Malaysia

**Abstract.** This paper initially seeks to document and review Differences of traditional marketing in opposition to Electronic marketing. Nowadays; the methods of business conduction have been changed by the revolution of information communication technology (ICT) that most of the transactions are related to internet. Execution of Electronic marketing all over the world can transform the forms of transactions due to the rapid proliferation of the Internet. The World Wide Web, online communication skills has created fast growing modern electronic distribution channels for Electronic marketing that If we surf through the internet, we will find their goals that they can convince customers to purchase their needs. As far as we concerned, advertising and selling methods are much cheaper, useful, and suitable for producers and suppliers all over the world. It is considered that, there are different types of modern marketing, for instance, internet marketing, and email marketing are all drive transactions to be doing well.

**Key words:** Electronic marketing, Traditional marketing, online environment, Internet marketing, Internet

## 1. Introduction

Due to the internet, a key happening across industries today is the emergence of a global marketplace just a mouse click away. Since the advent of the internet, the number of companies using e-services continues (Masoomah Shahbazi Moghadam, 2011). Optimistically in these days, the greater part of people can access to the internet and some of them use it in their transactions. The Internet as a global medium is quickly gaining interest and attractiveness as the most revolutionary marketing tool. The global nature of communication and shopping has as well redefined, seeing that it is the perfect vehicle for online shopping stores (Mehrdad. Salehi, 2012). The methods of communicating among people have changed appearances in conducting business among the other nations. Customers can find their needs, neither wasting time nor wasting cost, just with a quick click and use an internet search engine (Mehrdad Salehi, 2012). By developing countries and technology, many new concepts and instruments have been created. Among these issues the role of computer, internet and e-commerce is highlighted. To increase the speed of trading and many other factors, investigating and exploring the main factors will contribute researchers to better analyze market, organization structures, and success's methods (Mahmoud Manafi & Mohammad Reza Aghaei, 2011).

In recent years, a number of businesses have been increased by using electronic media in their advertising efforts giving the possibility for electronic marketing to develop in a very remarkable and active way. Our research is based on the following objectives that Electronic marketing is the up-to-the-minute and suitable tool for attracting customers and describes the types of Electronic marketing and assessment of their

advantages. Although more and more firms realize the importance of leveraging on the Internet to conduct their businesses, corporate leaders are finding it difficult to keep up with fast moving markets and the customer conditions that are the hallmark of the Internet (Teo, 2005). One of the important tools that are used to persuade and tempt humans to trade is marketing that has two fundamental concepts which are traditional and electronic. Electronic marketing is a phrase that refers to use of the Internet/Web and related information technologies to conduct marketing activities (Krishnamurthy, 2006). Electronic marketing is the latest method of attracting consumers by using new facilities and technologies. Traditional marketing used to speak increasingly attracting customers to buy their needs. In fact E-marketing is using digital technology and electronic media specifically the internet for trading or selling goods.

## 2. Literature review

The influence of marketing style on the utilization of the Internet (Mangles, 2003) examined among small UK manufacturing firms. They employed a quantitative methodology to decide whether, in business-to-business markets, the Internet is a technology that will be managed in a different way by companies that have adopted a relationship versus a transactional marketing orientation. In this modern age of the internet almost every progressive business has web attendance, some of the people think that website is just a profitable requirement but others think that it is compulsory to run their company activities. These dissimilar theories about internet have been discussed a lot in recent marketing literature. In the past decade, marketers have been discussing at variance about the role of internet in the marketing. First of all, marketers used it as a contact tool, but as time passed they understood the true potential of the internet and the idea of e-marketing evolved. According to (Hoge, 1993), Electronic marketing is the transfer of goods or services from seller to buyer that involves one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century.

The Idea of E-marketing is simple but it does not touch the important aspect of customer relationship (Hoge, 1993). E-marketing in their latest book defined 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 stakeholders (Strauss, J, 2006). This explanation says that e-marketing is not only about selling products or providing services through IT but it is a lot more than that it is not just traditional marketing using the information technology tools but it's a strategic model to get brand value and provide customer satisfaction.

E-Marketing began with the use of telegraphs in the nineteenth century. E-marketing defines 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 maintenance of customers (within a multi-channel buying process and customer life cycle) 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, 2002). Chaffey's definition reflects the relationship marketing concept, its emphasis that it should not be technology that drives e-marketing, but the business model. It also stresses that E-marketing is most effective when used with other conventional communication channels.

## 3. Findings

A new type of marketing which marketers operate the new factors like electronic media, digital technology and internet to get to their business goals is electronic marketing. Email Marketing is a form of direct marketing which utilizes electronic means to deliver commercial messages to an audience (Mehrdad Salehi, 2012) that it is one of the oldest and still one of the most powerful of all E-marketing tactics. Email marketing allows people to do both that an excellent email marketing campaign can help people:

- Enhance " Sales Conversion "
- Make Repeat Sales

Price will be reduced and adverts will be sent afterward.

- Cross-sell and Up-sell Goods and Services

Introduce the new goods or services while update by email

- Get important opinion from Visitors

Adapt to the market needs and improve business by using email as a feedback tool

- Make Offline Purchases by Driving Web Users

If we run a conventional offline business we can use email marketing to drive foot traffic through the door.

#### 4. "Demographics"

In general, demographics of the Internet visitors are a marketer's goal. The Internet creates the ideal environment for niche marketing to targeted groups.

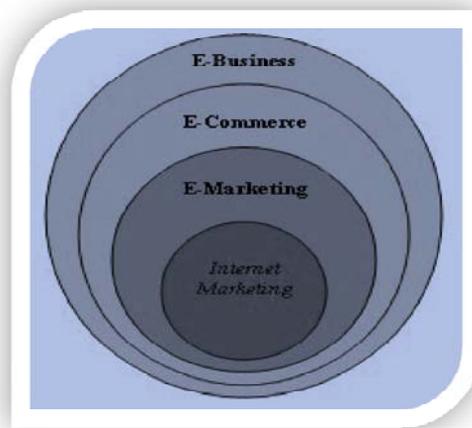


Fig 1. Differences between types of marketing

As we see in the figure 1, internet marketing is a subset of Electronic marketing and E-marketing by owner is the subset of E-commerce. Moreover, we can say it is a part of E-business, which is driven activities to a performable commerce.

#### 5. Conclusion

In conclusion, Internet Marketing is more reasonable and economical and faster method to reach out to consumer straight, and it is the best ways for business to market locally or internationally. Consequently; both forms of marketing can help traders and marketers to do business. Each of them has some advantages and disadvantages. In traditional marketing, the domain of effect is low, on the other hand using of Electronic marketing will exceed the boundaries and bring in products and services to the demographic of internet users. Furthermore, using the internet would be cheaper, faster and suitable for marketing.

#### 6. Acknowledgements

I would like to thank Prof. Dr. David Asirvatham, assistance, and guidance. In particular, Prof. Dr. Mazuki's recommendations and suggestions have been invaluable for the project and for software improvement. I also wish to thank A. Prof. Dr. Yong, who has all taught me techniques of programming and writing.

Special thanks should be given to my student colleagues who helped me in many ways. Finally, words alone cannot express the thanks I owe to Dr. Ebrahim Aghaei, my uncle, and Mr. Naser Aghaei, my father, and also Mehrdad Salehi for their encouragement and assistance.

#### 7. References

- [1] Chaffey, D. (2002). "Achieving marketing objectives through use of electronic communications technology."

[From Wikipedia, the free encyclopedia].

- [2] Hoge, S., Cecil C. (1993). The Electronic Marketing Manual. ABA Journal, 22, 175-185.
- [3] Krishnamurthy, S. (2006). Introducing E-MARKPLAN: A practical methodology to plan e-marketing activities, Business Horizons. 49(1), 49,51,60.
- [4] Mahmoud Manafi , R. H., Ali Haj Aghapour, Mehrdad Salehi ,, & Mohammad Reza Aghaei, R. G. (2011). Trust in E-Commerce. INTERDISCIPLINARY JOURNAL OF CONTEMPORARY RESEARCH IN BUSINESS, 3(6).
- [5] Mangles, C. a. (2003). 'Relationship marketing in online business-to-business markets: a pilot investigation of small UK manufacturing firms'. European Journal of Marketing, Vol. 37 No. 5/6, pp. 753-773., 37(5/6), 753-773.
- [7] Masoomeh Shahbazi Moghadam, P. s., UTM, Perdana School,Roozbeh Hojabri,Mahmoud Manafi,Mehrdad Salehi,Reza Gheshmi. (2011). The Impact of E-Services on Customer Dependencies (Transportation industry in Iran). INTERDISCIPLINARY JOURNAL OF CONTEMPORARY RESEARCH IN BUSINESS, 3(4).
- [9] Salehi, M. (2012). Consumer Buying Behavior towards Online Shopping Stores in Malaysia. International Journal of Academic Research in Business and Social Sciences, 2(1).
- [10] Salehi, M. (2012). Dissimilarity of E-marketing VS traditional marketing. International Journal of Academic Research in Business and Social Sciences, 2(1).
- [11] Strauss. J, E.-A., A. and Frost., R. (2006). International Business Research.
- [12] Teo, T. S. H. (2005). Usage and effectiveness of online marketing tools among Business-to-Consumer (B2C) firms in Singapore. International journal of information management, 25(3), 203-213.