CHAPTER - 1
INTRODUCTION

1.1 Understanding of E-Marketing

The aim of the chapter is to illuminate the theoretical relationship and provide explanations and categorizations of basic ideas used in the study. The chapter begins with elucidation of basic terms that relate to the study like Online Marketing, Trust, Perceived perils and Consumer Behavior etc and concludes with explaining basic definitions and classifications of the subject under study that is types of ‘Perceived Peril’ in online shopping.

Internet marketing is the rapidly rising and most exhilarating division of marketing today. Ever since the globe has become ever more connected, in tune with progresses and trends; it has become imperative for advertisers who attempting to contact new groups of onlookers – who are extra shrewd, divided and cynical like never before. With Technology and software varying at every flip of a second it has become practically difficult to cope with the trends. With Online marketing boom at its peak every products and services are taking the route of online industry.

The web is relentlessly changing, growing and revolutionizing everything in nutshell.[1]

1.2 Explanation Of Important Terminology

a. Market:

It is any place where retailers of a particular good or service can assemble with the consumers of that goods and service and there is a possibility of transaction between them. The consumers must have something they can render in exchange for there to be a potential business deal. [2]

b. Marketing:

Marketing is an action of an organization associated with buying and selling of a product or service. It comprises of advertising, selling and delivering products to people. Employees who are engaged in marketing
departments of companies attract target audiences using multiple strategies like mottos, bundling plan, superstar supports and general media Presentation. The basic principal for generating business includes focusing on four 'Ps' viz. Product, Place, Price and Promotion.\(^3\)

c. **Traditional Marketing:**

Traditional marketing is quite a wide class that consolidates numerous types of publicizing and showcasing. It is the largely familiar types of marketing, consisting of routine advertisements. Basically majority of traditional marketing is classified into four broad categories viz. Print, Broadcast, Direct Mail, and Telephone.\(^4\)

d. **Business:**

(i) A business is a group or enterprising body engaged in commercial, industrial or professional action. Commerce can be a successful entity, like a publicly traded company, or a non-profit group involved in business activities, such as an agricultural cooperative.

(ii) Any commercial, industrial or professional occupation undertaken by an individual or a group.

(iii) A reference to a specific region or type of economic activity.

(iv) Businesses can be anything from a small proprietor worked organization, for example, a family readymade garment business, to a multinational company such as Pepsi.

(v) To "do trade" with another firm, a business should connect in some kind of business deal or substitute of value with that company.\(^5\)

e. **E-business:**

Vital business transaction done through the use of Internet technologies is called E-business. An E-business is an organization that can adjust to steady and recurrent change.\(^6\)

f. **E-commerce:**

Electronic commerce or E-commerce consists of a verity of online business activities for products and services. It also relates to "any type of business exchange in which the gatherings cooperated electronically as opposed to by physical trades or direct physical contact."\(^7\)
g. **Internet or Web Marketing:**
   It can be defined as generating marketing objectives using digital technologies. [8]

h. **Digital marketing:**
   It is a kind of marketing being extensively employed to encourage products or services and to conquer customers using digital channels. Digital marketing has no limits as it expands further than internet marketing including channels that do not necessitate the exercise of Internet. It consist of mobile phones (both SMS and MMS), social media advertising, Exhibition advertising, search engine marketing and various other kinds of digital media. [9]

i. **Customer:**
   He can be termed as client, buyer, or purchaser, who is the beneficiary of a good, service, product, or idea, acquired from a retailer, vendor, or supplier for a financial or additional valuable purpose. [10]

j. **Customer Service:**
   It is an art through which organization delivers its services or products that are most efficient, fair, cost effective and makes the customer humanly satisfying and pleasurable manner. Excellent customer service is the key to success. [11]

1.3 **E-Marketing**
   The skill and discipline of trading products or services through digital networks like Internet and cellular phone networks is called E-Marketing. Here the art of online marketing relates to determining the right E-marketing mix of strategies which attracts the target market for actually converting into sales. By science it means selecting E-marketing policies to be employed and evaluating the achievement of those E-marketing strategies through research and study.

I-marketing, Web marketing, Internet marketing etc. are some other similar terms of E-marketing. E-shopping is the process where shoppers go through to buy services or items over the Internet. [12]
Internet marketing generally termed as Online marketing or E-marketing is basically any marketing activity that is operated online through the use of internet technologies. It consists of not simply promotion on websites but on different platforms like email and social networking. Every feature of internet promotion is digital, i.e. it is electronic information which is broadcast on a computer or alike appliances, although logically it can connected in with conventional offline advertising and sales too.

1.3.1 Three keystone principles of Internet marketing

a. **Immediacy**: The web changes at a jet pace and online viewers, whose attention spans are little, look forward on minute information and updates. To remain the goodwill and attention of this group, you must react to online messages and interact with communities as swiftly as possible.

b. **Personalization**: Customers online are no longer anonymous members of a broad target audience – they are folks who want to be addressed personally. Utilizing the wealth of personal information available online a company can benefit by targeting the relevant people specifically and personally.

c. **Relevance**: Communication online must be appealing and related to the reader, otherwise it will simply be overlooked. Further to confront the challenges arising out of rival companies seeking consumer’s attention a company must adopt innovative approach to stand out and engage readers. The best option to excel is to offer them precisely what they need, when they need it. All through this course, management will get guidelines and skills for enhancing all their online communication more instantaneous, personal and relevant.[13]

1.3.2 Why is it Imperative?

When applied properly, the ROI (return on investment) from E-commerce can go beyond traditional marketing strategies. Whether companies are bricks and mortar businesses or firm
operating purely online the Internet is extremely valuable and it can't be overlooked. It can be a way to reach actually a great many individuals in every nook and corner of the globe. It is leading and a redefinition of method organizations associates with their clients.\textsuperscript{[14]}

1.4 E-trust and Online Shopping

Trust is an intricate and abstract notion and is frequently used interchangeably with related concepts such as trustworthiness, reliability or buoyancy. Thus it is not easy to define trust and to categorize the elements that construct it. The Oxford English Dictionary defines trust as “confidence in or dependence on few attribute or quality of a individual or thing, or the genuineness of a declaration”. Trust generally means to “a reliance on the truthfulness, ability or temperament of a person or a thing”. Almost each facet of a person’s life is based on some form of conviction. Trust has been extensively studied in diverse disciplines with each discipline having its own explanation of the notion and diverse customs of operationalizing it. E-trust refers to “customers faith directed towards E-commerce web sites or mercantile on the Internet and simply pertains to Business – to Consumer (B2C) E-commerce transactions”. Trust in perspective of Internet or E-shopping is described as “the conviction that the Internet customer has in an Internet trade and is willing to connect in an Internet shopping business, even with the likelihood of loss, based on the expectation that the mercantile will adopt usually satisfactory performance, and will be proficient to deliver the assured products or services”\textsuperscript{[15]}

1.5 A brief history of the Internet

The internet has evolved into an all important part of human life replacing orthodox Method of communication technologies like Telephone, TV or Radio into a rapid mode of communication.

The birth of Internet can be traced with the inception of Second World War when Soviet Union and USA were at loggerheaded. After Russia invented
Sputnik satellite in 1957, America developed Defence Advanced Research Projects Agency to counter Russia. After DARPA the other technology that came into existence was ‘Galactic Network’

The USAF wanted to know the greatest ways to produce a decentralized system of interchanges keeping in mind the end goal to run their branch of the military amid also, after an atomic strike. The novel study was specially made and supervised by Beran Paul. He recommended that one method to achieve decentralization and achieve the goals put forward by the USAF is to establish a kind of innovation named packet switching in a net.

a. **The Packet Switching Theory**

At MIT in 1961; Packet Switching Theory enlarged by Leonard Kleinrock also done a massive part in the early origins. One of the differentiation in said innovation than what was being used was if a packet of records was misplaced at any given point in its ride, the packet could be simply resent by the originator.

In an experiment in 1965 TX-2 computer located in Massachusetts were connected with a Q-32 computer in California. This research was successful and it’s considered to this day to be the 1st time a link of 2 PCs was made utilizing a low speed dial up telephone line. Though the experiment was successful it failed to establish that telephone circuits were not convenient and that packet switching technology would be required to advance this technology.

b. **The First Internet- ARPANET**

The first internet was ARPANET. It was much the first configuration of a network of computers initially. The actual construction of the ARPANET took place in 1968. It took a network of four Honeywell minicomputers to construct the first ARPANET.

c. **The Internet Progresses Into the 1970’s**

Plenty of experiment were conducted 1970’s. By 1972, the rundown of PCs guided into ARPANET totality twenty three host computers that
made up the spine of the network. And while lots of PCs were snared, the line speed still kept on being fifty kbps. The first host protocol created called NCP or Network Control Protocol in 1972 was a banner year for the internet because Ray Tomlinson created Email, which gave the ARPANET an extraordinary application, as well as included a social measurement to this rapidly increasing network.

d. **A New Protocol Is Created**
In 1973 a new protocol was developed TCP/IP furthermore, it was initially used to impart between PCs in 1974.

e. **ARPANET Grows Beyond the United States**
The ARPANET extended without the help of a fixed line for the 1st time, rather utilizing satellite-radio waves to send out information parcels. This 1st satellite link was called SATNET.

f. **Making the Connection Easier and Quicker**
Though ARPANET and SATNET extended the reach of the first internet, linking PCs to the web was still a mishmash of links and very disorderly. This prompts to the formation of the Ethernet cable.

g. **In 1980's , the Internet Continues to Grow.**
Throughout 1980's the internet altered drastically due to invention of more smaller, faster and affordable computers and hardware’s. In addition PCs got to be distinctly typical and were effortlessly moderate to colleges, organizations and at last people.

h. **Big Events in 1985**
From 1985 to 1989, traffic rose from a few thousand computers (hosts), to about two lakhs hosts. In addition, individuals and organizations could communicate much sooner, while the primary T-1 line offered rates of 1.5 Mbps, before the decade's over T-3 line was in workings and when it was at long last applied in 1991, it permitted for data transfer speeds of 45 Mbps.

i. **The Internet as We Recognize It**
In 1990's, the internet continued to grow up leaps and bounds beyond anyone’s knowledge. It was transformed from a tool used by mainly tech savvy and research persons to a domestic appliance it was found
in more or less anyone’s home and which turned into financial boom that fueled the economy to develop.

j. **The Internet and the Early 1990's**

By the drop of CSNET, a fresh system rose, it was National Research and Education Network (NREN). It was developed to perform high speed networking study. In the mid 1990's, the web had about three lakhs host computers and now the amount of computers connected to the internet is likely in the billions.

k. **The World Wide Web**

World Wide Web or WWW is one of the most significant innovations that the internet has seen in its comparatively small life. The WWW is attractive platform which makes it simple to access data on the internet. The World Wide Web or WWW was in fact created in 1989 by Sir Sam Walker, Sir Tim Berners-Lee and Robert Caillau. However the World Wide Web was introduced in public on August 6, 1991. This is when finally the Internet took off.

Microsoft was tremendously effective in promoting their Internet Explorer (IE) browser. Today, Internet Explorer (IE) is still the leading browser utilized by Window's PCs, however different browsers are presently accessible i.e. Safari, Google’s Chrome, Mozilla browser Firefox and more.

l. **Google, Today’s Ultimate Search Engine**

A couple of years after the fact Google assumed control over the joystick and turned into the de facto web search engine and one of the biggest companies in the world. Google produced what is now known as Page Rank. The more a web page connected with topics, the more pertinent a page would be and this page would be positioned higher for that particular hunt term.

m. **Email- the Internet’s Killer App**

In recent times email has developed to incorporate an instant message, as well as a wide range of hypertext links, media etc. When this was originally conceived, user required his own server; however these days
there are bounty of free email services online where user can access his own email account.

n. The Innovation of the Forum
Nowadays, user can visit a wide diversity of forums to discuss health, cars, sports, music, etc. Not only user can create a thread or topic to talk about, but he can read others comments or counter to other threads.

o. Economic Influence on the History of the Internet
The internet grew exponentially, after the US government permitted it to incorporate business sites which conveyed to the web based business. The US allowed the green light in the year 1991. However, many in the business world started to observe a couple of years after the fact when a (IPO) Initial Public Offering of Netscape started the Boom of Dot.com. Throughout the 1990's lots of development in the overall world economy was credited to the internet and computers and it continues to this day.

p. Business has Changed Due to the Internet
The Internet’s facility to communicate with simplicity from practically any place has changed the life of people. They can easily work from house or become tech nomads operating from either a coffee’s shop or most of the way around the globe when on holidays. \[16\]

1.6 Indian and Global Scenario of E-marketing
Snap Deal an E-market place wants to be India's first commercial E-commerce company and leading mobile business company. This implies that mobile industry will be a major force to reckon in future. Others in the race are eBay, Flipkart and Amazon.

Though E-trading is lucrative business but there are certain drawbacks from the perspective of suppliers and purchasers. Cybercrime and nonappearance of assurance of individual information are two major problems. The online retail companies have difficulty of profitability and absence of sustainable development.
Data innovation has gotten an ocean change the way individuals work. Electronic trade has unleashed an extra insurgency which is changing the way organizations purchase and offer items and services. After the E-commerce Framework was declared by the U.S. Government in 1997; during that phase internet was permissible to be employed by business organizations. It was the U.S. administration’s declaration that all federal procurements would be made paperless and that gave momentum to this innovative style of conducting trade and commerce. The internet enhanced E-commerce to great heights. Internet marketing or E-showcasing alludes to publicizing and advertising procedure that utilizes the utilization of Web and Email to drive coordinate deals by means of electronic business, other than produce deals leads from Web locales or messages. Web promoting and web based publicizing endeavours are ordinarily utilized as a part of mix with routine sorts of promoting like radio, TV, daily papers and magazines.

1.6.1 Specialized Areas of Internet Marketing :

a. Internet marketing can likewise be ordered into additional specific areas such as Web marketing, E-mail marketing and Social Media marketing.

b. Web marketing includes E-commerce Web sites, associated with promotion Web sites, informative Web sites, online marketing on search engines, and natural search mechanism results via SEO (Search Engine Optimization)

c. Email marketing is a combination of advertising and promotional marketing endeavor via e-mail post to existing and potential customers

d. Social media marketing is also a blend of advertising and marketing (including viral marketing) endeavour utilizing a variety of other media like public networking sites like Twitter, Digg, YouTube and Facebook.

e. E-marketing is growing swiftly in global and local market in India. The Indian E-commerce market too is witnessing an increase in growth.
f. Flipkart is an Indian E-commerce company established in 2007. It is credited as an E-business organization that made online shopping very effective in India. It manages offering of assortment of things. It started with books and now has propelled a few more items like home and kitchen apparatuses, digital cameras, mobile telephones, watches, dress and others. Flipkart India, the discount cash and carry substance of the online retail firm revealed a misfortune. Interestingly the organization asserts that their business is mounting at 100% every year. The business focus for 2015 is to reach $1 billion or about Rs. 6200 cr. Right now, it is making great business and witnesses $1 billion deals. It is Indian adaptation of U.S. online monster Amazon. It is truly an achievement in nation's detonating E-business advertise. It is required to achieve the E-stock retailing deal at $14 billion by 2018 and $60 billion by 2023.

g. Amazon, the world's leading most online retailer has never been profitable since its origin. The mission was to use the internet to revolutionize book purchasing into the easiest, fastest and the most pleasurable shopping experience possible. The eBay website claims to be universe’s online marketplace giving phenomenal platform to give boost to commerce at all levels of trade ranging from local, countrywide and global basis with a varied and fervent group of individual and small businesses. It offers an online platform where a huge number of things are exchanged every day. These are couple of cases of budding online marketing companies. [17]

1.6.2 Current trends of Internet marketing:

The Internet Marketing field is yet to develop. Here are few of the current trends:

a. **Social media marketing.** Whether it is a craze or here to stay, social media has unleashed an incredible mark on the web industry and, in tandem, on marketing strategies. Social media marketing engages utilizing fellow friend’s recommendation, sharing,
creating trademark persona and addressing the marketplace as a varied group of individuals. It also distinctively promotes consumers to produce content and endorse around a product themselves.

b. **Viral marketing.** This kind of advertising utilizes exponential extension of a marketing message by online verbal publicity (in E-commerce language “Word of Mouse”). A key element of viral communiqué is the meme – a note that spreads virally and implants itself in the conscience of every internet user. For instance the popular song ‘Don’t touch me on my studio’ went viral in South African countries. Viral promotion is strongly associated to public media; since public media stages and their contributing functionality are the prime source that a message is capable of ‘going viral’ online. However, it must be remembered that viral marketing is not able to make a holistic online marketing drive and is just one of the means used to generate awareness and encourage interaction.

c. **Brand as product.** Unlike in the past, brands these days are creating their personas and distinctiveness of their own rather than the products they trade. The online space permits consumers to interrelate and communicate with the brand personally and directly.

d. **Ad fatigue.** Web users have become acquainted with online marketing and have discovered to tune it away – or have even mastered the art of installing programs like Ad Block Plus to obstruct it completely. Marketers today have to think of out of the box ideas and eye-catching strategies to tempt wary viewers.

e. **Targeting.** Apparently each and every on-line marketing product is targeted to reach explicit viewers. Unlike the broad-strokes targeting done in customary marketing (placing an advert in an appropriate magazine, for instance), web targeting can be exceptionally accurate. With the huge amount of personal and usage data presently exist, targeting can be done robotically and tremendously profitably.
f. **Golden oldies.** Despite all the exhilarating novel strategies, Email and website marketing remain among the most valuable and successful techniques. These tactics generally employ novel devices and tactics (like superior tracking, amalgamation with social networks and consume-generated material), but their quintessence remaining the identical [18]

1.7 **Need of E-marketing**

a. With the market and competitors at loggerheads it is essential to extend our strategy to include the internet, if we have to sell products or services to a middle-class clientele.

b. Web users expect to acquire information that is easily available at their fingertips. Every company aims at having their website at pivotal position to attract viewer’s attention. If the company fails to appear in web search, it will be overlooked.

c. Customers are fickle minded. They will not apply a lot of energy to find us online. Even worse, if our opponent is effortless to find online, our potential customers will gladly turn to them.

d. As South Africans are frequently socializing and purchasing on the web – and particularly because present advertising spend is still not much – now s an excellent moment to move our marketing into the online sphere and bank upon a new and connected audience.

e. Audiences want to interact with and discuss about our brand and products. Give them the liberty to do it in an arbitrated space, and turn into component of the conversation.

f. Online marketing is almost always economical and more targeted than conventional. We can achieve the best clients at the most minimal cost. At the point when done cleverly our online marketing plan will integrate flawlessly with our conventional plans, won’t be much expensive and will expose us to a market that we had earlier been not aware about. [19]
1.8 Problems in Online Trading from the View Point of Companies

The drawbacks confronted by companies employing online business in retailing are here under:

a. Commerce and trade on signed paper document has been in practice since long but with the invention of electronic documents and messages, devoid of recognizable signatures and marks have altered the scene and trade wants to be guaranteed that the electronic world is secure. The E-commerce system must therefore tender at least the same level of credibility as that which achieves in the document world. Thus the organizations should perform with utmost reliability.

b. The legitimate issues of E-commerce have generated remarkable fascination among technologists, businessmen and legal specialist. Hence in 2000 the Indian parliament approved the Information Technology Act. The legal obligation is to establish the legitimacy of message or an electronic document. This contains privacy, integrity and non-repudiation of source and receipt of electronic document in case of conflict.

c. In E-commerce, there is an anxiety that in the lack of accurate controls, it is comparatively simple to alter the digital record. Accurate controls want to be imposed in E-commerce transactions.

d. Likewise the problem of service provider accountability cannot be overlooked. Many ISPs offer user access to shared websites. Generally the fears incorporate slander and criticism, risk for encroachment of outsider rights, and the obligation for facilitating of illegal materials. The increase of E-commerce on the internet relies largely on the assurance of traders in forming legally enforceable agreements online. However, there are problems linked with jurisdiction during a clash between parties and the website because it is the jurisdiction which decides the laws that would be applicable in case of a clash. Then there are issues associated with the personality of gatherings and part of advanced structures on the web.

e. Most of these retailers believe that the success relies on upon the size of operations. They additionally feel that they need to make an option between sales at any cost or sustainable development.

f. More up to 6-7 years is the break even period. [20]
1.9 **Problems from the Point of View of Consumers**

a. With the internet making invasion into almost all aspects of daily life; besides business information, a huge quantity of personal information is also now digitized and accumulated on computers connected to the internet. Systems linked to internet are prospective targets for devastation or fiddling of data stored in them. There is a threat of cyber-attacks.

b. There are difficulties of hacking which implies programmers (hacker) can ruin websites and rob precious information from systems. Phishing is one more difficulty which refers to establishment of E-mail messages referencing web pages that are duplications of existing sites to make users deem that they are genuine sites.

c. Web clients are probably going to face more protection hazards as marketers belligerently use invasive tools to gather information. Promoters who were previously hunting the social media marketing are nowadays focusing their attention back on understanding populace and their behavior on the internet. [21]

1.10 **Advantages of E-marketing**

a. One of the most imperative benefits is the quick accessibility of the information. The clients/users can effortlessly get information, by steering the web, regarding the goods that they wish to buy, and additionally, they can also verify the information at anytime of the day.

b. It permits the companies to save money, an aspect that huge quantity of investment.

c. The earlier mentioned aspect, gives less significance to the differentiation between small and large organizations in some way, thus growing the rivalry and giving advantages to the customers.

d. Deployment of Internet can boost the company’s status from a local market to countrywide and global markets simultaneously, contributing almost unlimited expanding potential.

e. On the Internet everything can be calculated, thus it’s easier for the
companies to identify almost instantly if their campaign is effective or not, which user or company is interested in their goods, from which cities or countries etc. [22]

1.11 **Disadvantages of E-marketing**

a. Slow internet connections can cause several problems. If the companies build too complicated or too large websites, it will take much time for users to open or download which could result in customers losing interest and ultimately moving away from the site.

b. The E-trade doesn’t permit the user ‘to handle’ the merchandise before procuring hence to attain customer’s satisfaction few have started the trend of guaranteeing the possibility of returning the product, if not pleased. In Germany, where a law that controls E-commerce and pledges the customers entire reimburse of the funds exists from 2000, the electronic trade is quite popular.

c. Other drawback of E-commerce is the payment issue as many customers still don’t have faith in the electronic methods of paying hence they distance themselves from online marketing.

d. One of the foremost shortcomings of E-commence is the lack of trust of the customers because of the regular practical promotions that come into view to be frauds. This feature that depreciates the image and status of quality and honest companies.

e. Another hurdle is the cash on delivery system as it does not promise the 100% purchase of the product. Similarly there are several users who offer themselves to daily ridicule big companies by ordering on the internet using fake identification. [23]

1.12 **Opportunities of E-marketing**

1.12.1 **Benefits to Organizations**

a. Tracing customers and/or suppliers globally, at rational cost and fast.

b. Economical cost of information processing, storage, distribution.
c. Limit delay, inventories, and expense through distribution cycle enhancements.
d. Business round the clock (24/7/365); no over time or other cost.
e. Customization/personalization at a realistic cost.
f. Seller can specialize in small business, yet earn profits.
g. Helps innovation and permits unique business models.
h. Swift time-to-market and improved pace.
i. Lower communication charge.
j. Saves time and diminishes cost by enabling E-procurement.
k. Enhances customer service and rapport through direct interactions with customers.
l. Requires less permits in business and be able to shun sales tax.
m. Every distributed material is state-of-the-art.
n. E-commerce may assist small organizations to fight against big ones by using extraordinary commerce models.
o. Using customization inventories can be reduced.
p. Decreases distributing cost by deliver online. [24]

1.12.2 Benefits to Consumers

a. Being ubiquity customers can shop any time from any place.
b. Wide selection to opt from an array of channels (e.g., vendor, products, styles)
c. Can adapt many products and/or services
d. Can evaluate and shop for lowest prices
e. Digitized products can be downloaded instantaneously upon payment
f. Effortless hunting of desired product with particulars, demos, etc.
g. Do sale any time and from any place
h. Occasionally no sales tax
i. Can work or study at abode
j. Can intermingle online in communities yet be at home
k. Can find inimitable products/items. [25]
11.13 **Online Equivalents of Traditional Techniques**

a. **Physical office > Website:** Ever thought a website as the public face of the company, where consumers would shop or inquire the office to know the details of the products or to conduct business planning? Well, this can now all be done on the official site. A site can offer extra features like valuable resources, online shopping and customer support.

b. **Direct postal mail > Email:** Email is targeted and a personalised equivalent of conventional posted direct mail. It has numerous advantages. Firstly, it is much easier for the consumer to act on the information if added into a link or fill-in form for a contest. Secondly, it is effortless for the buyer to opt out of the promotion, making it less disturbing – or they can share it further if they find the product worthy. Thirdly, it is much easier to create an exclusively targeted list online, due to the extensive accessibility of demographic information. And last but not the least, Email marketing is reasonable and faster, since there is no printing or posting involved – which also adds another feature of follow-up and answering questions of customers easy.

c. **Traditional advertising > Online advertising.** Radio, television and print advertising usually engage large funds upfront for formation, and a second huge sum for appointment. Online advertising also has lesser risk, since it can be totally controlled, altered, retracted and modified at any time. The more precise the advertisement, the more probability it will generate for qualified leads and higher returns.

d. **Surveys, polls and market research > Web analytics.** The customary style of measuring the success of a marketing campaign was to take review and opinion poll of consumers and to calculate the result on the company’s revenue; both quite blunt and subjective measures. Web analytics are poles apart – they allow complete and accurate measurement of every activity that our marketing material is involved in, giving us the optimum idea of people’s choice.

e. **Traditional PR > Web PR.** Conventional PR is typically practiced behind closed doors, as individual tribulations and grievance can be
managed in private, or on the huge scale, through unoriginal communicate media. On the web, PR goes up against absolutely differing aspect, since anybody can read what truly matters to others company. If the message is awful, a sizeable damage can occur. Brand management and PR are exceptionally vital on the web, because even single dissident verdict can have a distinct consequence on the company’s reputation.

f. **Word of mouth > Viral.** Akin to conventional marketing web marketing too demands vigorously on verbal exchange to spread mottos, recommendations and brand names. However, the only risk on online marketing is that here word of mouth has the likelihood to go viral, as each agent is connected to extremely expanding quantities of individuals down the line. On the off chance that each Facebook user has a normal of 100 companions, then every profile is only little away from 1 million. Figures of such huge scale point to how a remark can go virally on the web. [26]

Besides this, detailed review from different angles have presented in next chapter.