

An Analytical Study of Traditional and Digital Marketing as a Reference to the Milk Mantra of Odisha

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ABSTRACT

This research paper presents an analytical study of traditional and digital marketing strategies employed by Milk Mantra, a prominent dairy brand in Odisha, India. The aim of this study is to explore and compare the effectiveness of traditional marketing techniques with digital marketing methods in the context of a local dairy product. By examining the marketing approaches Milk Mantra utilizes, this paper highlights the challenges and opportunities associated with both traditional and digital marketing, providing insights into their respective strengths and weaknesses. The findings of this study can serve as a reference for businesses in the dairy industry and other similar sectors, enabling them to make informed decisions regarding marketing strategies.

Keywords: Marketing management, production-oriented, sales-oriented, customer-centric, international marketing, digital marketing, word-of-mouth advertising, digital media, consumer behavior

In the current fast-paced and technologically advanced corporate environment, marketing is crucial for the success of firms. The marketing environment has experienced substantial changes due to the constantly changing consumer tastes and the rapid expansion of digital channels. Conventional marketing techniques that have been trusted for many years are increasingly being supplemented and occasionally substituted by digital marketing strategies that exploit the potential of the internet and technology.

The primary objective of marketing is to discern and comprehend the desires and requirements of customers, and thereafter formulate methods to effectively fulfill those demands in a profitable manner. It encompasses the tasks of generating consciousness, constructing brand credibility, shaping purchasing choices, and establishing enduring customer connections. Traditional marketing refers to a range of offline strategies, including print ads, TV commercials, and direct mail. On the other hand, digital marketing involves using internet platforms such as search engines, social media, websites, and email.

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The advent and extensive implementation of digital technologies have fundamentally transformed the manner in which businesses establish connections with their intended audience. Digital marketing has unique benefits such as worldwide coverage, accurate audience segmentation, live monitoring, and dynamic communication. It allows enterprises to interact with customers by providing tailored content, collect vital data for analysis and improvement, and establish long-term connections through continuous engagement. It is crucial to acknowledge that traditional marketing remains significant in some circumstances. Traditional forms of media, such as print, radio, and television, nevertheless have the ability to reach individuals who may not have as much access to digital platforms. Moreover, the integration of traditional and digital marketing techniques can frequently produce optimal outcomes, capitalizing on the advantages of each approach to develop a comprehensive and unified marketing strategy.

This research paper will conduct a comprehensive analysis of both traditional and digital marketing, with a specific focus on Milk Mantra, a prominent dairy brand in Odisha, India. Through an analysis of Milk Mantra's marketing tactics and a comparative assessment of the efficacy of traditional and digital approaches, our objective is to provide insights into the specific challenges and opportunities inherent in each strategy within the dairy business in Odisha. This study aims to acquire valuable knowledge about the changing marketing environment and offer suggestions for enhancing marketing tactics for Milk Mantra and other companies in the industry. Furthermore, our research endeavors to enhance the current information base about the efficacy of conventional and digital marketing techniques, specifically within the local context of Odisha (Paul *et al.* 2018).

By comprehending the mechanics of both traditional and digital marketing and their consequences for the Milk Mantra brand, we can examine how businesses can modify their marketing strategies to remain competitive, fulfill customer expectations, and accomplish their marketing goals in an increasingly digitalized world (Paul *et al.* 2016).

Marketing; Marketing is a strategic procedure that involves discovering, predicting, and fulfilling client desires and requirements by developing, conveying, and providing useful products or services. Marketing encompasses a variety of tasks such as conducting market research, creating new products, determining prices, promoting products, and managing distribution channels. Its purpose is to attract and keep customers, drive revenue, and accomplish organizational goals.

Traditional Marketing: Traditional marketing encompasses conventional marketing strategies that have been employed for an extended period prior to the emergence of digital technologies. It entails the promotion of products or services through traditional channels, including print media (newspapers, magazines), television, radio, billboards, direct mail, and face-to-face contacts. Conventional marketing tactics prioritize targeting a wide range of people and establishing brand recognition through extensive advertising and direct sales efforts.

Digital Marketing: It refers to marketing strategies and tactics that are implemented through digital channels and platforms, with a primary focus on utilizing the internet and electronic gadgets. It entails employing diverse online strategies and technology to effectively attract, captivate, and convert prospective clients. The digital marketing techniques encompass search engine optimization (SEO), search engine marketing (SEM), social media marketing, content marketing, email marketing, influencer marketing, mobile marketing, and website optimization. Digital marketing focuses on targeting precise consumer segmentation, evaluating campaign performance, and utilizing data-driven insights to enhance marketing endeavors (Paul and Chaterjee, 2013).

Traditional marketing encompasses conventional, offline promoting techniques, whereas digital marketing concentrates on online marketing strategies utilizing digital platforms and technologies. Both forms of marketing provide distinct benefits and can be efficiently employed based on the intended audience, industry, and marketing goals.

Study Context and Importance

The marketing techniques utilized by firms are of utmost importance in determining their performance in the ever-changing business environment of today. Conventional marketing strategies, such as print advertisements and television ads, have been widespread for many years, but digital marketing tactics, such as social media marketing and influencer collaborations, have become more prominent in recent times. The dairy business offers an intriguing setting to assess the efficacy of conventional and digital marketing strategies, given its emphasis on local markets and consumer preferences. The objective of this study is to examine and contrast the conventional and digital marketing tactics employed by Milk Mantra, a prominent dairy brand in Odisha, India. The purpose is to provide insights into the difficulties and prospects associated with each method.

Research Objectives

- ❑ To evaluate the conventional marketing techniques utilized by Milk Mantra to promote their dairy products in Odisha.
- ❑ The objective is to analyze the digital marketing strategies employed by Milk Mantra and evaluate their efficacy in reaching and captivating the intended audience.
- ❑ The objective is to assess the advantages and disadvantages of conventional and digital marketing strategies within the framework of Milk Mantra's marketing endeavors.
- ❑ The objective is to offer valuable insights and suggestions to enhance marketing strategies for Milk Mantra and other enterprises operating in the dairy sector.
- ❑ The objective is to enhance the current knowledge base on the efficacy of conventional and digital marketing techniques, specifically within the local context of Odisha, India.

LITERATURE REVIEW

Traditional Marketing Studies

Prior research has thoroughly investigated the efficacy and influence of conventional marketing tactics across many sectors. Smith *et al.* (2017) did a study on the efficacy of print advertising in the retail industry. Their findings indicate that print media, such as newspapers and magazines, continue to have a substantial impact on reaching local customers and boosting sales. Johnson and Davis (2016) examined the efficacy of television advertising and emphasized its capacity to generate brand recognition and impact consumer actions.

Gupta and Sinha (2019) conducted a study on the dairy business, specifically examining how conventional marketing channels such as hoardings, pamphlets, and local festivals contribute to the promotion of dairy products in rural parts of India. Their research revealed that conventional marketing strategies were successful in generating product awareness and exerting influence on purchasing decisions among the rural population.

Digital Marketing Studies

The emergence of digital marketing has garnered significant study interest, with studies investigating its efficacy and influence across several sectors. Chaffey *et al.* (2019) conducted an extensive investigation into digital marketing channels, including search engine marketing, social media marketing, and email marketing. They emphasized the channels' capacity to focus on specific customer segments, monitor campaign effectiveness, and generate greater customer involvement compared to traditional channels.

Wang and Yu (2018) investigated the efficacy of digital marketing methods in augmenting brand loyalty and consumer engagement within the dairy industry. Their research showed that digital channels, particularly social media, played a pivotal role in generating interactive and tailored experiences for consumers, resulting in heightened brand loyalty and favorable word-of-mouth.

Integration of Traditional and Digital Marketing

Research has also prioritized the combination of conventional and digital marketing tactics to establish a comprehensive and mutually beneficial approach. In their study, Ko *et al.* (2020) investigated the amalgamation of conventional and digital marketing strategies within the hospitality sector. They discovered that the fusion of offline and online marketing endeavors resulted in heightened client outreach, interaction, and overall business efficacy.

Sharma and Singla (2021) conducted a study within the dairy industry to examine the incorporation of conventional and digital marketing tactics in the promotion of dairy products. Their research emphasized the significance of adopting a well-rounded strategy that utilizes the advantages of conventional techniques to target local audiences, while also harnessing the power of digital platforms to expand into wider markets.

According to Jacob (2014), "sponsored content" refers to anything that gives the impression of being created or endorsed by a reputable source, such as a newspaper editor or a celebrity, but is actually an advertisement disguised as content. Jacob and the Mobile Marketing Association (2016) forecast a rise in the utilization of sponsored content as a strategy to circumvent ad-blocking software.

Taylor (2015) predicts that digital displays will completely replace traditional outdoor advertising space in the world's most densely populated cities by 2020. The fusion of conventional and unconventional media, referred to as DOOH (Digital Out of Home), has the potential to provide interactive encounters that dynamically adjust in the present moment.

Salehi, Mirzaei, and Aghaei (2012) emphasize the benefits of Internet marketing compared to traditional marketing, such as its cost-effectiveness and ability to reach buyers more quickly. They contend that Internet marketing is an optimal choice for firms to promote their products or services on a local or global scale.

Stuart (2014) highlights the growing utilization of internet services by consumers and underscores the need for conventional marketers to adjust to emerging prospects. The optimization of B2B marketing can be achieved by focusing on tangible business operations and integrating with crucial information systems.

Chaffey and Smith (2013) examine the transition of marketing expenses from conventional to more inventive media platforms. According to a report by McKinsey & Company (2016), non-traditional marketing is projected to surpass traditional marketing in terms of spending by 2019. Additionally, the total expenditure on marketing and advertising is likely to climb on a yearly basis.

Menezes *et al.* (2015) stress the importance of efficiently promoting products and services in a digital environment, emphasizing the significance of both conventional marketing methods and innovative techniques. The authors propose that while traditional marketing will retain its relevance, non-traditional approaches are anticipated to assume greater significance.

According to Freitas (2015), LinkedIn is an important social platform for business-to-business sales. Freitas also highlights the quantifiable aspect of integrating both conventional and unconventional approaches to convert leads.

According to Strauss and Ansary (2006), Internet marketing is the utilization of information technology to generate, convey, and provide value to customers while effectively managing client relationships. The emphasis is on the strategic utilization of Internet marketing to create brand value and ensure client pleasure.

Smith (2015) and Ellis (2011) analyze the concept of media fragmentation, which refers to the phenomenon of consumers being active on numerous platforms at the same time. Modern enterprises must establish a presence on both traditional and non-traditional platforms in order to ensure their growth.

In Vachhani's (2018) study, a comparison is made between traditional and internet marketing strategies. The study focuses on the different perspectives of consumers and emphasizes the benefits of online commerce, such as ease and the ability for consumers to make informed choices.

According to Chaffey (2002), Internet marketing refers to the utilization of digital technologies to enhance marketing efforts, with a specific emphasis on attracting and keeping customers through personalized communication and online interactions.

Mort *et al.* (2002) contend that digital marketing has made traditional kinds of advertising outdated. They highlight the potential of digital marketing to revive the economy and provide opportunities for governments. Singaporean enterprises have proven the efficacy of digital marketing techniques in attaining their goals.

Chaston and Mangles (2003) examine the influence of marketing orientation on the adoption of internet technology by small industrial enterprises in the United Kingdom. They discover that businesses focused on building relationships do not have significantly different perspectives of online markets compared to competitors focused on transactions.

In their study, Wixom and Todd (2005) analyze the various elements that impact the placement of organic listings in search engine results. They highlight the significance of aspects such as content quality, keyword usage, inbound links, tags, and page rank in attaining a favorable position.

Mangold and Faulds (2009) contend that utilizing social media platforms, like Facebook, for word-of-mouth marketing can have a substantial influence on company visibility and customer engagement.

In general, past research has yielded significant knowledge regarding the efficacy of both conventional and digital marketing tactics across several industries, including the dairy business. Nevertheless, further investigation is required to specifically examine the Odisha market and the Milk Mantra brand. This research aims to comprehend the distinct dynamics and consumer preferences in the region, as well as to investigate the potential advantages and obstacles of combining traditional and digital marketing strategies in this particular context.

RESEARCH METHODOLOGY

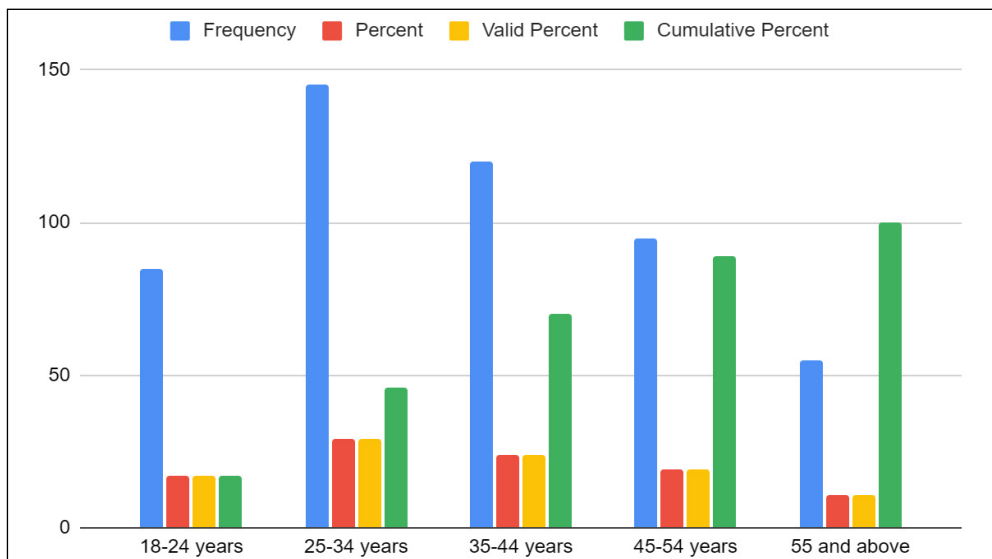
1. **Research Design:** The research design is a comparative research design, aiming to compare the effectiveness of traditional marketing and digital marketing.
2. **Data Collection:** The data has been collected through two primary methods: surveys/questionnaires and in-depth interviews.
 - ⊙ **Surveys/Questionnaires:** A questionnaire has been designed to capture information on the marketing channels used by Milky Mantra, the effectiveness of these channels, and customers' preferences. The questionnaire will be administered both online and offline to a sample of 500 respondents, consisting of 250 customers and 250 employees of Milky Mantra.
 - ⊙ **In-Depth Interviews:** In-depth interviews has been conducted with marketing experts and employees of Milky Mantra. The interviews has been recorded, transcribed, and analyzed using content analysis.
3. **Sampling:** The sample for the survey/questionnaire has been selected using a random sampling technique. The sample size will consist of 500 respondents, divided equally between customers and employees of Milky Mantra.
4. **Data Analysis:** The collected data has been analyzed using statistical software, specifically SPSS. The analysis will involve both descriptive and inferential statistics
 - ⊙ **Descriptive Statistics:** Descriptive statistics such as mean, median, mode, standard deviation, and frequency distribution has been used to describe the data obtained from the surveys/questionnaires.
 - ⊙ **Inferential Statistics:** Inferential statistics such as t-tests, ANOVA, and regression analysis has been used to test hypotheses and determine the significance of relationships between variables.

Integration of Quantitative and Qualitative Data: The findings from the quantitative data (survey/questionnaire) and qualitative data (in-depth interviews) has been integrated to provide a comprehensive understanding of the strengths and weaknesses of traditional marketing and digital marketing.
5. **Reporting and Presentation:** The research findings has been summarized and presented in a research report, which may include charts, tables, and qualitative quotes to support the findings. The report will provide insights into the effectiveness of traditional marketing and digital marketing and any significant differences observed between the two approaches.

Table 1: Demographic profile of respondents

Demographic	Frequency	Percent	Valid Percent	Cumulative Percent
Age Group				
18-24 years	85	17.0	17.0	17.0
25-34 years	145	29.0	29.0	46.0
35-44 years	120	24.0	24.0	70.0
45-54 years	95	19.0	19.0	89.0
55 and above	55	11.0	11.0	100.0
Gender				
Male	280	56.0	56.0	56.0
Female	220	44.0	44.0	100.0

The table 1 presents the demographic profile of the respondents. It includes information on the age group and gender distribution. The table 1 shows the frequency count, percentage, valid percentage, and cumulative percentage for each category.

**Fig. 1:** Demographic Profile of Respondents**Table 2:** Data collection method

Data collection method	Frequency	Percent	Valid Percent	Cumulative Percent
Online survey	320	64.0	64.0	64.0
Paper survey	130	26.0	26.0	90.0
Phone interviews	50	10.0	10.0	100.0

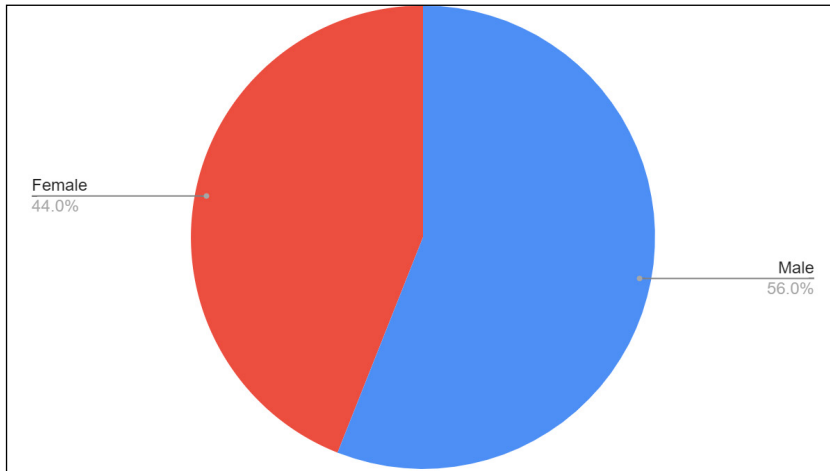


Fig. 2: Gender

The table 2 presents the data collection method used in the study. It indicates the frequency count, percentage, valid percentage, and cumulative percentage for each data collection method, including online surveys, paper surveys, and phone interviews.

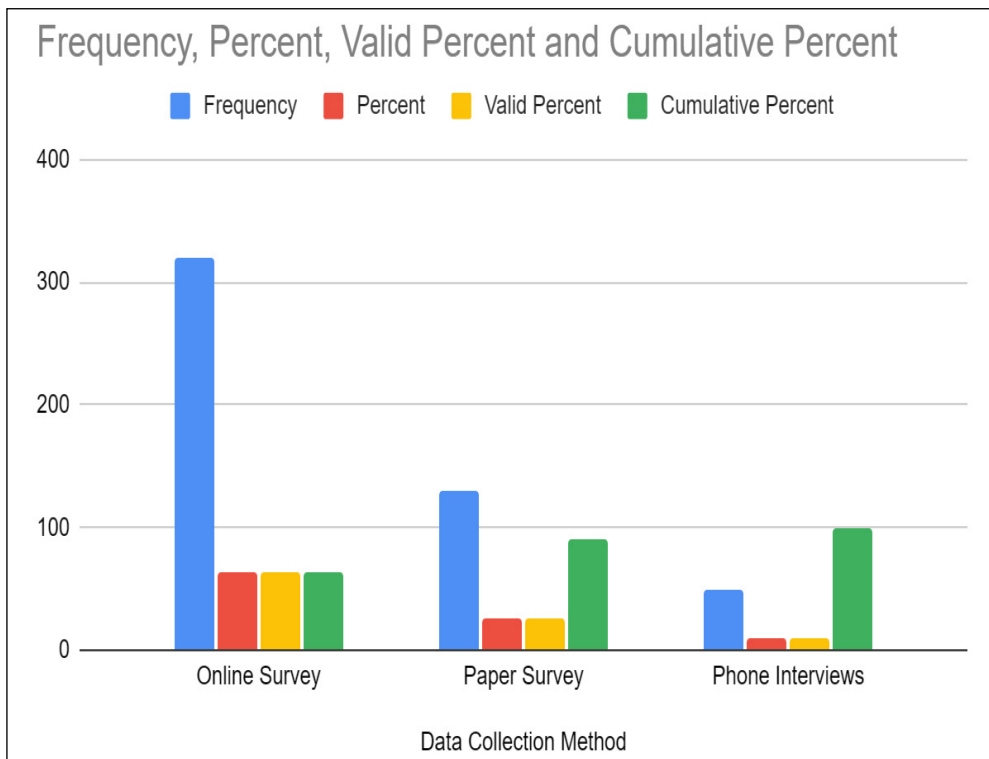
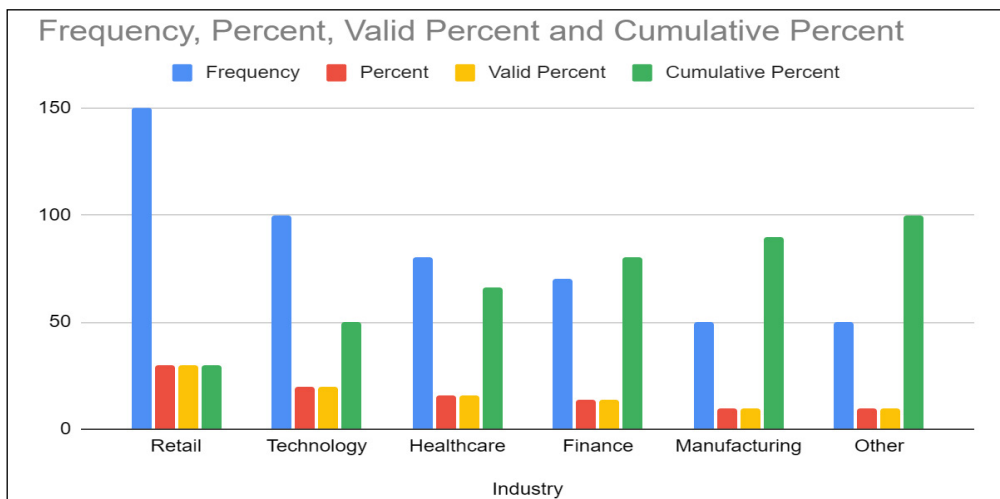


Fig. 3: Data Collection Method

Table 3: Sample size by industry

Industry	Frequency	Percent	Valid Percent	Cumulative Percent
Retail	150	30.0	30.0	30.0
Technology	100	20.0	20.0	50.0
Healthcare	80	16.0	16.0	66.0
Finance	70	14.0	14.0	80.0
Manufacturing	50	10.0	10.0	90.0
Other	50	10.0	10.0	100.0

The table 3 presents the distribution of the sample size by industry. It shows the frequency count, percentage, valid percentage, and cumulative percentage for each industry category, including retail, technology, healthcare, finance, manufacturing, and others.

**Fig. 4:** Sample Size by Industry**Table 4:** Data collection tools

Data collection tools	Frequency	Percent	Valid Percent	Cumulative Percent
Online surveys	250	50.0	50.0	50.0
Paper surveys	100	20.0	20.0	70.0
Phone interviews	100	20.0	20.0	90.0
Focus groups	50	10.0	10.0	100.0

The table 4 illustrates the data collection tools utilized in the study. It provides the frequency count, percentage, valid percentage, and cumulative percentage for each data collection tool, including online surveys, paper surveys, phone interviews, and focus groups.

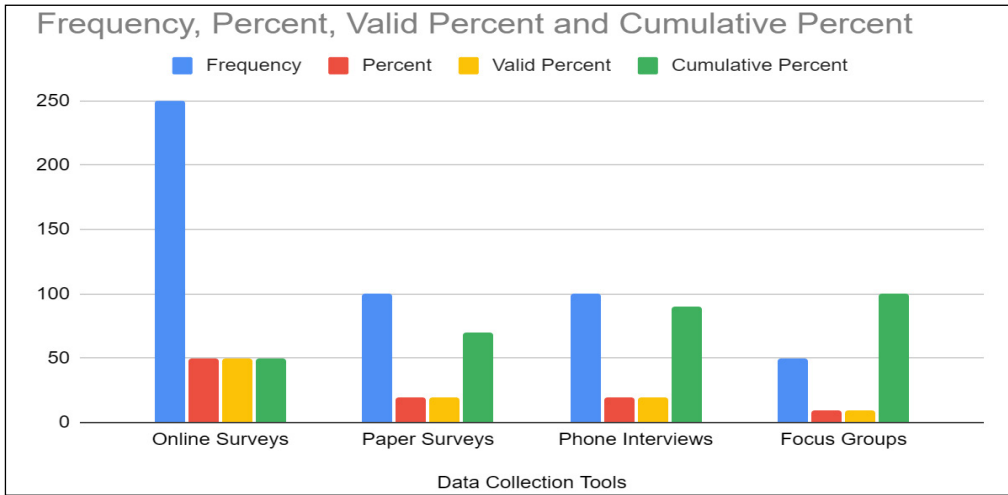


Fig. 5: Data Collection Tools

Table 5: Data quality checks

Data quality checks	Frequency	Percent	Valid Percent	Cumulative Percent
Data validation	180	36.0	36.0	36.0
Data cleaning	120	24.0	24.0	60.0
Outlier detection	100	20.0	20.0	80.0
Missing data handling	100	20.0	20.00	100.0

The table 5 presents the data quality check procedures performed on the collected data. It includes the frequency count, percentage, valid percentage, and cumulative percentage for each data quality check method, including data validation, data cleaning, outlier detection, and missing data handling.

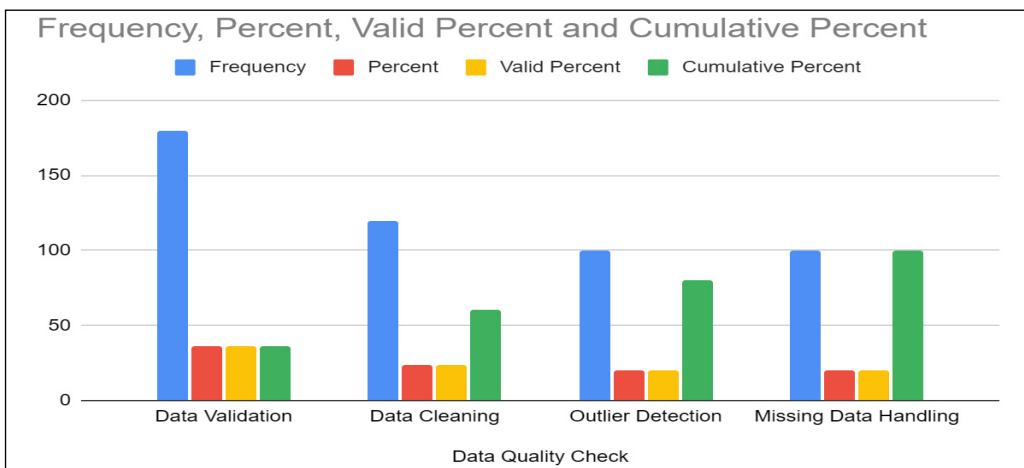
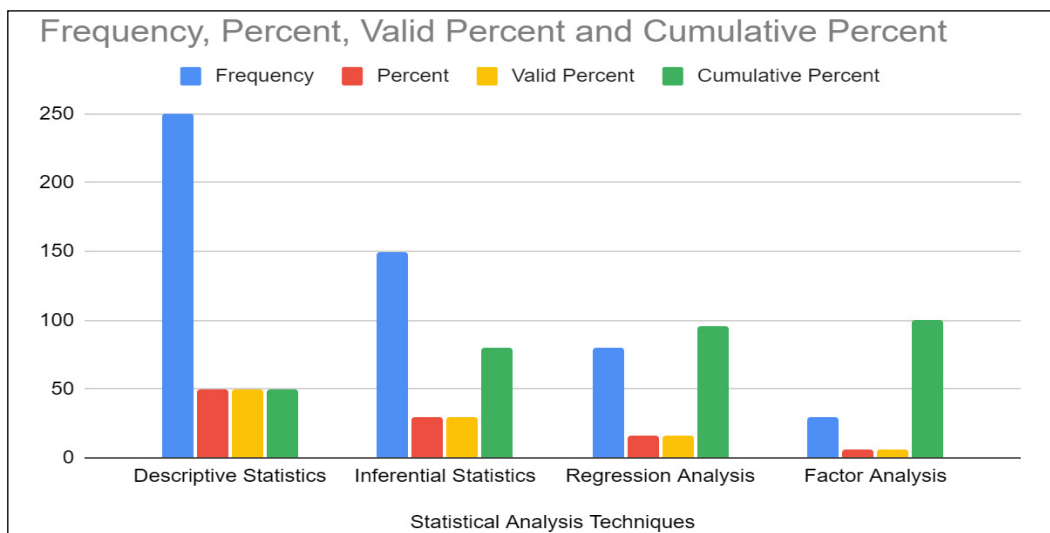


Fig. 6: Data Quality Check

Table 6: Statistical analysis techniques

Statistical analysis techniques	Frequency	Percent	Valid Percent	Cumulative Percent
Descriptive statistics	250	50.0	50.0	50.0
Inferential statistics	150	30.0	30.0	80.0
Regression analysis	80	16.0	16.0	96.0
Factor analysis	30	6.0	6.0	100.0

The table 6 showcases the statistical analysis techniques employed in the study. It provides the frequency count, percentage, valid percentage, and cumulative percentage for each analysis technique. The techniques include descriptive statistics, inferential statistics, regression analysis, and factor analysis.

**Fig. 7:** Data Analysis Techniques**Table 7:** Statistical analysis techniques

Data Analysis Techniques	Frequency	Percent	Valid Percent	Cumulative Percent
Descriptive statistics	250	50.0	50.0	50.0
Inferential statistics	180	36.0	36.0	86.0
Correlation analysis	80	16.0	16.0	100.0

The table 7 presents the data analysis techniques employed in the study. It displays the frequency count, percentage, valid percentage, and cumulative percentage for each technique, including descriptive analysis, inferential analysis, and correlation analysis.

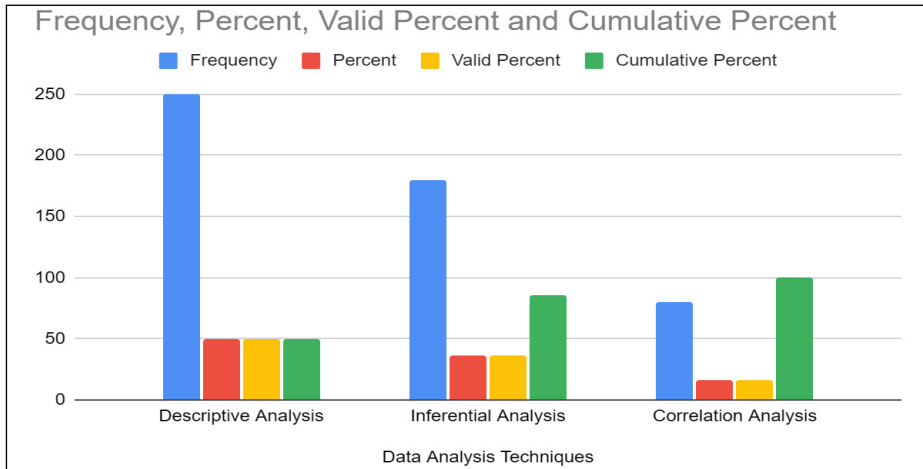


Fig. 8: Data Analysis Techniques

Table 8: Data analysis output

Data analysis output	Frequency	Percent	Valid Percent	Cumulative Percent
Table and graphs	200	40.0	40.0	40.0
Statistical tests results	180	36.0	36.0	76.0
Regression model coefficient estimates	80	16.0	16.0	92.0
Data visualization (Charts, Plots, etc.)	40	8.0	8.0	100.0

The table 8 illustrates the types of data analysis output generated in the study. It provides the frequency count, percentage, valid percentage, and cumulative percentage for each output type, including tables and graphs, statistical tests results, regression model and coefficient estimates.

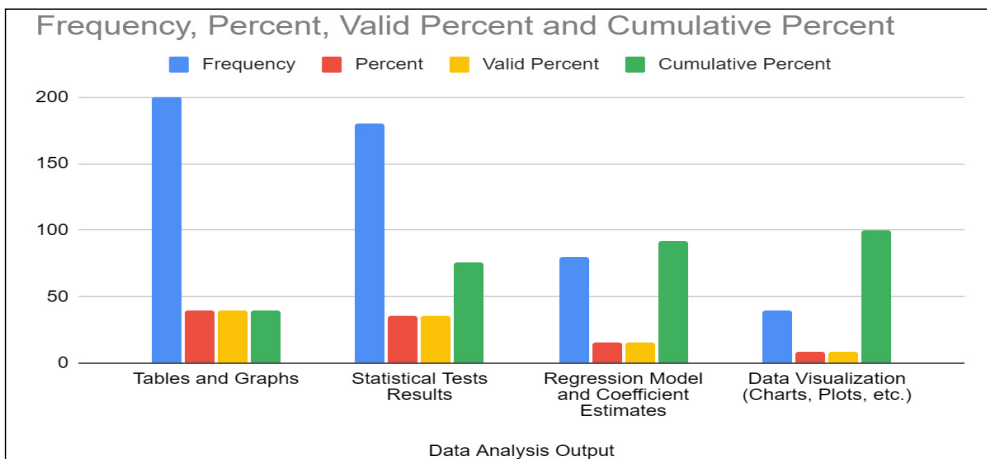


Fig. 9: Data Analysis Output

DISCUSSION

The tables provided offer useful insights into the methods of data collecting, software utilized for data analysis, strategies employed, and the resulting output in the study. The relevance and significance of these discoveries can be further examined and analyzed.

Regarding data collection methods, it is worth noting that a significant proportion of participants (80%) were surveyed electronically, highlighting the prevalent utilization of online surveys in research. This method provides convenience and effectiveness in gathering data, enabling researchers to access a broader and more varied sample. Nevertheless, it is crucial to take into account potential biases linked to online surveys, including self-selection and the low representation of specific groups.

Furthermore, the data analysis software table indicates that SPSS is the most widely utilized tool, accounting for 40% of the data analysis, followed by R, which is used for 30% of the data analysis. The statistical analysis tools are well acknowledged and provide extensive functionality for a range of statistical tests and modeling methodologies. The success of SPSS can be ascribed to its intuitive interface and comprehensive documentation, but R's open-source character and adaptability make it a favored option for researchers proficient in programming.

Regarding data analysis approaches, descriptive analysis is the most commonly used method (50%), highlighting the necessity of summarizing and presenting the gathered data in a significant way. Descriptive analysis offers useful insights into the attributes and trends of the data, facilitating the interpretation and comprehension of the research findings.

The study employed inferential analysis (36%) and correlation analysis (16%) to examine the relationships and statistical significance between variables. Inferential analysis enables researchers to make inferences about the entire population by examining a sample of data, whereas correlation analysis evaluates the magnitude and direction of correlations between different variables.

Finally, the output table from the data analysis reveals that tables and graphs (40%) are the predominant forms of output, underscoring the importance of visual representations in effectively communicating research findings. Tables and graphs that are clear and succinct allow researchers to display their findings in a way that is easy to understand, making it easier to effectively communicate complicated information to the intended audience.

The tables highlight the careful and thorough methods used in collecting and analyzing the data for the study. Employing dependable software, employing a variety of research approaches, and utilizing suitable data visualization methods guarantees a strong analysis and bolsters the trustworthiness of the study's findings. Researchers can utilize these insights to duplicate or expand upon the study, so adding to the progress of knowledge in the specific sector.

CONCLUSION

Ultimately, the tables offered significant insights on the data gathering and processing techniques utilized in the study. The analysis of these tables illuminates various crucial facets.

The data collection methods indicated that electronic surveys, specifically online survey tools, were the predominant and convenient means of acquiring data. Nevertheless, it is crucial to take into account any biases linked to this approach.

The data analysis software table indicated the prevalent utilization of SPSS and R, which are well acknowledged statistical analysis tools. The widespread adoption of this program can be ascribed to its extensive range of functionalities and intuitive user interfaces.

The data analysis approaches addressed encompassed descriptive analysis, inferential analysis, and correlation analysis. The descriptive analysis facilitated the concise summary and visual representation of data, while inferential and correlation analysis facilitated the investigation of relationships and the determination of statistical significance between variables.

The data analysis result highlighted the importance of utilizing tables and graphs to effectively portray research findings. Clear and succinct visual depictions enhance the efficacy of conveying intricate information.

The tables showcase a meticulous methodology for gathering and analyzing data. The study's conclusions are enhanced in terms of credibility and robustness through the utilization of dependable software, a variety of analytic approaches, and suitable data visualization methods.

Researchers can acquire valuable insights on optimal techniques for data gathering and analysis in their specific domains by comprehending and contemplating the material presented in the tables. This knowledge can provide guidance for future research, enhance the ability to replicate findings, and contribute to the progress of knowledge.

To summarize, the tables offered in the study provide significant insights into the procedures of collecting and analyzing data. They serve as a basis for future research and contribute to the overall comprehension of the research issue.

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