COMPARATIVE STUDY OF TRADITIONAL AND ONLINE MARKETING MIX WILLINGNESS TO PURCHASE THE CULTURAL PRODUCTS

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Abstract

With the increasing usage of Internet users as part of an interactive tool for influencing purchasing decisions and measures of attention, it has scholars attracted nearly 72% of Internet users at least 1 time per month online, to search for various merchandise. Marketing mix, meaning the set of themes or categories in a study, includes product, distribution, promotion, and price. Decisions and evaluations to assess a firm's price includes product, distribution, promotion is. Research in this area indicates that includes internet marketing mix 4p is the same. Today, considering the increasing importance of the Internet and communication services to manufacturers and retailers, use the Internet to sell their products. This paper is a combined online and traditional marketing like to buy products compared to culture.

Keywords: Marketing mix, traditional online marketing mix, consumer willingness to purchase.

Introduction

In the current complex and competitive market, companies lose credibility and it is very easy to very difficult. Within the company oriented towards the rapid changes in the market, competitors, distribution system, Mass media and new technologies, customers' interests and tastes and expectations of the company's products insight and do not gain the necessary knowledge. And changes in the distribution chain should be changed. Today, consumers buy by distance means, such as catalogs, telephone and the Internet are an alternative to previous purchases. (Kotler, Armstrong, 2000)

Theoretical framework

Each study requires a theoretical framework that will put it all on paper. The theoretical framework developed in a logical network, and a complete description of the variables through processes such as interviews, observations and review of the literature and subject to It is. (Earth, 2004) Marketing can be used to find answers about the type of purchase, amount and place of purchase and consumer research studies do, however, awareness of the
consumer or buyer behavior is not so simple. Because most of the answers to those questions in mind, the mind and the brain are consuming. In this study, the independent variables include price, product, place (distribution), promotion and sale of traditional shopping internet. The dependent variable in this research tend to purchase cultural products such as books, CDs, movies and ... 's. Usually every major consumer purchase decision faced each day. Most companies that try to engage in research on the behavior of consumers about what consumers buy, And the number of purchase, place of purchase and purchase them find a suitable answer. A fundamental question that is often raised in "traditional and internet users against Bobby markets mixed reactions from the show?"

**Marketing Mix and its components**

Professor "Jerome McCarthy" in the early 1960s, a marketing mix consists of four main factors (product, price, distribution and promotion) proposed that each Several factors to take action. Marketing mix to be "a set of tools called market intervention to act consistently with the impact they have on the market place." (Hortiz, 2003). All four tools of marketing is the marketing managers, customer opinions may be different from the marketing perspective, Thus, from the point of view If the customer 4p 4c, which includes the or cost solution for the customer (client) (easily) in communication. Accordingly, whenever the position of marketing is selling a product or a solution to the problem is the value of the purchase. The cost is the price the customer pays for the solution. Customers' product requirements are intended to provide an easy and convenient calling and finally they interact to determine the correct product.

Marketing managers a better view of the customer (4C'S) and then to their point of view (4P'S) reflect. (Gholipour Soleimani, 2009)

```plaintext
( Customer regular solution)  <-----------> (Product )

value customer solutions:

( Customer Cost)  <-----------> (price )

< - (promotion)  (Convenience)  <-----------> (place )

(Communication) ---- -->
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Figure1: Equation (4C'S) and (4P'S) is shown below:
The 4P paradigm must be established by empirical research and theoretical training. Otherwise, the following question is based on the results of market research. Marketing tools for different programming competition, and then Optimization of the benefit or minimal levels of satisfaction, profitability, Them in a "marketing mix" as well. (Gronroos, 1997) Various researchers have found that their study and research on the Internet, in addition to the marketing mix 4p, security (including safeguard customers' personal and financial information) and design (including the date, ease of use and convenient search, usefulness and quality of information provided) is. Karayany and Baltas 2002 in an article titled "Characteristics and Performance of Commercial Web Sites" and also stressed on the proper design of Mac Inter Kalynam in 2002 noted that the design of security. Some critics believe that the four-factor mixed market is considered the most important part of the activities. But Philip Kotler believes, "the marketing mix elements of four, six or ten factors to be considered, is not important. Importantly, there is a framework to marketing activities and strategies around their Knowledge. " Product Anything for attention, acquisition, use or consumption, and can be marketed to satisfy the need or desire to "product" is called. Tangible goods products include physical objects, services, persons, places, organizations, manufacturers thoughts (ideas) or a combination of these may be mentioned. (Kotler, Armstrong, 2000) One of the most important production factors such as: Product variety, quality, design, features, product names and trade shows, packaging and product sizes, service guarantees, product returns have been reported. (Maleki, 2002). Internet product related to product characteristics such as classification and diversity of information. Classification of goods can increase consumer satisfaction, but all commercial catalogs or products available at great online shops less effective than Many stores in converting site visitors into potential buyers. Buyer can help. Goods such as software, books, graphic design, film and music easily and without the need for physical movement are to be transmitted via the Internet. One important feature of electronic markets to create value through diversification of products and product line with customer needs. Internet without the constraints of location and time, revealing the importance of e-commerce is the buying and selling of. (Chao, Lin, chan, 2006) three levels of product Those who are planning to import about three aspects to consider:

1 - Cornerstone Product
2 - actual items
3 - Additional Benefits

1 - Cornerstone Product:
The first and most important item is the foundation or basis. The cornerstone product of ISSUING problem with the goods or benefits that consumers expect when they buy it.

2 - Actual items:
Secondly, good design should be based on a good foundation, a real good cause. The actual product itself has five characteristics: (Quality, features, design, branding and packaging.)
3 - Additional benefits:
Goods that must be considered in the final design with extra commodity. Product design and creation of real goods away from the consumer, services and additional benefits, is an important part of the whole product. (Kotler, Armstrong, 2006)

Price
Price refers to the amount of money that an individual must pay for the right to use a product. A person could be ownership or the right to purchase one or more products limited use of the (Such as a car lease or purchase houses), it said.
The price for a product that requires a deep understanding of the symbolic role of the market price of the product plays a role. Price of products in the customer's mind against the costs of not providing it. Price of a commodity in the consumer's mind against the costs of not providing it. Cost of goods for consumers is that consumers have every thing to gain advantage for possession or use of a product to lose. If successful, this strategy reduces the total cost for consumer product marketers, yet was unchanged, or increases. (Hawkins and others, 2006) (Constantinides, 2002) The Internet and become equal competitive prices, providing the possibility to compare prices of different increasing pressure to reduce prices. Eliminate some types of taxes and also remove some of its international sales intermediaries are effective in reducing the price of the products on the Internet, (Gholipour resourceful Soleimani Nia, 2009)

Pricing in electronic markets
The cost will be based on market pricing. In a vertical value chain activities should be defined as a hierarchy that early stage it is not done, the next stage can begin. Pricing not vertically as in e-commerce, pricing based on market needs no additional cost. The lack of vertical value chain makes the products have a lower market value, have high production costs. Due to the low cost of Internet search is also reduced prices and profit margins. This is also the reason that markets electronic retailers are removed Costs and thus the price drops.

Dynamic pricing in electronic markets
Dynamic pricing is a pricing strategy in which the price per minute for customers and consumers or because of changes in the products and services offered. Although such strategies are valuable in the physical markets, but in electronic markets due to differences in the nature and value chain becomes more important. Dynamic pricing is one of the most important gifts on the internet. Dynamic pricing, pricing in an environment where prices are not fixed, but are flexible. Dynamic pricing mechanism in which prices and conditions by raising prices, market participants are determined. The true cost pricing, customers and competitors will be. When any of these variables change, the best price may also change. Requires accurate pricing information. In a complex and highly competitive market, Forecasting and demand computation, problem sometimes seems impossible. The Internet as a difficult market caused the price sensitivity is high. Another problem for online retailers is that different customers different prices Pay. Pricing in these markets should also be responsive to the difference between different classes and groups supporting and encouraging customers to buy. Electronic markets are complex because, Using constant prices may be problematic. So some companies are using dynamic pricing. When conditions are changing so fast, the only approaches to pricing, dynamic pricing will be. (Azizi, 2007)
Promotion

All the communication tools that can deliver the message to the intended audience, including. Basically promotion or promotion of a set of information is encouraged. The effect of these strongly linked. Some special features of the Internet to communicate with customers has brought about fundamental changes in traditional evaluation. The one-way flow of information from the company's traditional marketing to current customers has become a strain. The difference can be compared to the of Figure 2 completely understood.

Figure 2 a marketing communication model number in Cyberspace

In the model, the client sends a message through the media. However, it does not receive a response or customer feedback. Only as passive consumers within a commercial messages in various media forms. However, important differences in the way the message transmission is online promotion. Commercial messages over the Internet to the customer when he wants to be able to receive it. He can control the type and length of the message is displayed. The traditional TV and radio, and even in spite of the request, he will be promoted in a variety of widths. Thus a profound impact on the marketing mix rather than the past. Mixed traditional paradigm of information technology has greatly changed fundamentally. (Gholipour Soleimani, resourceful M,2009) Generally, the online shopping consumer behavior changes, not just online shopping. With the variety of products it offers effortless purchase, but production information can make quick comparisons. (Chao, Li,2008)
Extension elements can be divided into four groups: two groups each have different dimensions and components.

**Advertising**

Powerful tool in the identification of a company, product, service, or idea and vision is. The extent of advertising, is remarkable. If constructive and impressive banners, they have a "picture" of the audience, or even the desire to create a topic or business name products and to create understanding and acceptance. Major decisions about the development of five major decisions are as follows:

- Mission and Objective Development (know of, encourage, reminder)
- Budget announcement (% Of sales against competitors, objectives and tasks, enabling the company)
- Message to prepare and execute selected three characteristics (attention given the desirability of providing value, differentiated products, to be credible)
- Media Advertising: The choice should Rasaii, technology and transition effects to choose from among a variety of media and public attention to get customers And the type and cost of the message type, select one or more specific causes of media.
- Evaluation result shows: the criteria to be recognized as the product of all the effects be on sale.

**Advance sale to take action.**

Decisions about the conduct of the sale, including the four major decision is as follows:

- § promote sales targets and define
- § Select the best tool to promote sales
- § Sale of advance planning and budget, time, place, and conditions of participation
- § Experiments and sales promotion programs

**Public Relations**

When working in advertising and promoting the sale of products shall be governed by, public relations, marketing should be used. Budget and public expenditure spent more positive vision of the community is the target market for the company. The effect of most of these activities are indirect. Variety of public relations, including publications, events and artistic positions in support of sports and ... ) News, participate in social activities, identify the organization (department stationery company name, etc.) in advance of legislation. (Efforts in favor of the law firm) Major decisions about public relations include:

- § Set goals for public relations
- § Choose media messages and public relations
- § Public Relations program.
- § Assessment of the Public Relations

**Direct sales force and direct marketing**

One of the most expensive marketing communication tool in the use of force, use of force and customer satisfaction by selling the company to attract new customers, are of the short voyages of . Direct marketing catalogs using various methods such as telephone, electronic sales, television sales, sales through fax, mail sales include (Maleki, 2002) is no longer valid.
Figure 3
Online payment through a payment card when ever you do the latter, you will be logged in to the site database. Payee bank sites generally organize 24sb.com address or website address pec.ir Persians or other reputable sites are.
Notice of cyber thieves are starting websites like web addresses similar to the bank and they are attempting to scam. If you are using IE browser, after entering the bank's payment page, the image can be seen on top of a locked yellow padlock Click to open site license, bank address written on it. If you are logged in Parsian Bank pgw.Pec.ir should be written into the episode. It is not the bank's website, and your data will be available to other people.

**Order by way of deposit accounts:**
This is one of the worst online shopping practices and perhaps it can be considered an Internet shopping. Because of the slow ecommerce facilities should be buying, but this way you will have a bigger headache than buying physical. The security of this method is unwise purchase. All records in the electronic payment transaction you will be logged and specify what date the product is purchased from the market and at what price. They usually ask for a small amount of their customers, for example, 3 to 5 thousand dollars.

**Postal Order:**
Perhaps the safest way to buy online buy mail system is used today, most retailers are also using the service. Using this method, the nature of the goods that are physically very fit. Can not be used and the method of payment used.

**Technology Acceptance Model Davis**
Comparison of the theory of reasoned action, the technology acceptance model, Davis and Aizen notes that explain and predict the behavior of individuals in pay status. This model is designed specifically for IT. Based on the Davis both picked up and taken advantage of the ease of application.

**Perceptions of ease of use**
Degree to which a member believes that using a particular system can be obtained without difficulty and without requiring too much effort.

**Withdrawal of the benefit**
Degree to which a member believes that using a particular system and its outcomes will improve his job performance. (Hajiha, 2009)

**Attitude** Agree or disagree, or feel a sense of passivity as a stimulant to say. (Moon, 2007)
Characteristics of the product
Marketing of products within the attributes were defined as the set of attributes, tangible and intangible characteristics are the product. Products may be goods or services. Its efforts on the part of consumers and organization goals are met. They are composed of tangible product attributes that can be defined precisely (Color, size, weight). Product developed or strengthened, including tangible and intangible elements of a product. These are the service features of a product line consisted of a series of cases. (Kutler, 2006)

Perceptions of risk
Often it's because of the cognitive limitations are only able to predict some of the likely consequences. Dowling and Stalin pointed to the strength of consumer behavior when purchasing Krdhnd which faces more uncertainty and risk. The difference between risk and uncertainty in terms of consumer behavior over time vanished. These two terms are used interchangeably. (Dowling & Stael in, 1994)

Customer Experience
A collection of all customer interaction with products and services, which are specific to an organization or an institution. All transactions with related persons, such as Sony Products (John purgatory, 2009)

Willing to buy
It is of interest to buy products and .... the theory of planned behavior assumes that behavioral intention is a direct result of the behavior and perceptions of behavioral control and behavioral intention by three factors: attitude Reflecting the favorable and unfavorable
feelings about performing a behavior, subjective norm, and perception of behavioral control is created. Perceptions of risk and ease of use are the same as mentioned in the model Davis explained that the previous model.

**Conceptual model**

Each study requires a theoretical framework developed in a logical network between variables is described in full by Process such as interviews and observation and the literature is provided. The dependent variable in this study tend to purchase cultural products such as books and CDs, and videos and ... 's. According to Mr. J. S. Model MA thesis written at Tehran University with the guidance of Dr. Reza Seyed Javadi "Relationship Marketing and willingness to purchase products Mixed elements and one with an emphasis on consumer behavior variables" Also in 2004, according to Internet research and Mc Mr Kalyam year (2002) as well as internet marketing mix de Groot (2007) in which the marketing mix (4P) have investigated the willingness to buy. In this case, the researcher, comparative study of the traditional marketing mix factors associated with Internet marketing, is a fundamental question that If Shrky responses to consumers in a variety of styles and types of products, prices and promotions are aware of Competing firms will have a big advantage.

**A new factor in the marketing mix**

Theories of marketing management and marketing strategy - it was changes in markets and along with these steps. goods and services to be provided to all customers. Thus, we can also personalize the marketing mix elements of product, price, distribution and promotion of the physical assets and personnel procedures assume. Thus, a new marketing mix named 8p form. (Goldsmith, 1999)

**Between traditional and online marketing mix**

Especially the great revolutions of the past decade, many of the current thinking in the field of marketing attitude is sometimes Dcharnvsan. Several papers presented each angle of these developments will be exposed. In other words, relationship marketing oriented, competitive, tailored to their own needs. If you already market segmentation and target group, the reference frame is introduced to combine the mixture. A connection between properties of the circuit and a few more caused this instrument to take on a new form, so that each person can see as a "target group" was proposed to identify and separate Vyamylkh Mmntnasb otherwise If competition in the field of electronic pieces for traditional instruments, is distressed. Traditional 4P marketing mix components that have changed in their form and component The new is added. The necessary components are derived from the characteristics of cyberspace, especially the Internet The environment is more rapid discovery of customer needs and competitive prices standardization Is increasing, and the importance of interactive communication with customers is facilitated by traditional Decreases. Surely it can not be seen with the traditional product, price, promotion and distribution perspective.

In addition, the infrastructure of the Internet, there will be an additional component. (Baghery Kany Mazer, 2005)

**The nature of the marketing mix**

The marketing paradigm will be covered as well as the marketing concept. Design and conduct of the company's activities should be targeted to the needs and desires of customers.
Perhaps he simply cannot involve the concept of marketing 4P realize. (COLEMAN, 2003)

Marketing theorists, struggling to make a distinction between marketing and marketing products suffered. Much of the effort expended Reaffirmation of the marketing mix and service marketing mix is different from the products, respectively. Illustrate this point with respect to commodity marketing involves different decisions. The scientists were able to distinguish marketing from product marketing. Our services 3P 4P Marketing Mix together the more we see that eventually led to the creation of a marketing mix for services is a P 7. Add 3P personnel (Personal) physical assets (Physical assets) and procedures (processes) (Processes or Procedures) are Thus, marketing theorists, created a new management theory and marketing its products and differentiate themselves. The development of a conceptual re-evaluation of traditional marketing management, causing the boundary between goods and services. Tangible goods and intangible services were thus products.

**Consumer Behavior**

And written texts related to the study of consumer behavior can be seen in the following definitions. Solomon (Soloman) (1992) studied the consumer behavior of processes to select individuals or groups making the purchase or use of goods, services, ideas or experiences to satisfy needs and desires to take, which was defined. (Saleh Ardestani, 2003)

Weekly (Wilier) (1995) consumer behavior as mental activities, physical and emotional withdrawal of all individuals purchase and use of goods and services to satisfy their needs and desires Dryr are defined. All processes used to select and consumer behavior, withdrawal of products, services, experiences and ideas by individuals, groups and organizations to satisfy customer needs and the effects of these processes on society. (Hawkins et al, 2006). Although the definitions of consumer behavior are the simple but actually involves 4 key point is:

1. **Consumer behavior has caused.**
   In other words, consumer behavior is motivated to achieve a specific purpose. A means of achieving the goal.

2. **Consumer behavior is a process.**
   Topics selecting, purchasing, using, and the process of making good use of points. Three-step process of consumer behavior related to the activities of procurement activities of buying and after buying them incorporate active skills.

3. **Consumer behavior is different in terms of time and complexity:**
   The complexity of activities and a tough decision. Two features are directly related to the time and complexity together with the other factors constant, regardless of what the decision is more complicated, more time will be spent.

4. **Consumer behavior involves different roles.**
   In any given situation can combine these roles to play. Also, certain costs may purchase more than one person is involved in one or more roles.

5. **Different people have different behavior.**
It is clear that different people have different preferences with respect to consumer behavior, exert different individuals due to individual differences, to bring the people into the market.

**Causes of consumer behavior**

Studies of consumer behavior in marketing philosophy of the spin orientation of production and product sales orientation and marketing orientation. Other factors involved in the development of consumer behavior studies that include high speed new products, shorter product life cycles, increasing the protection of consumers, the environment, development and marketing of non-profit organizations, the availability of techniques statistically sophisticated computers and the growth of market segmentation as a marketing strategy changes. Study of consumer behavior can have the following advantages, as the basis of analysis of consumer marketing management. The importance of understanding the consumer marketing is defined as a human activity directed at satisfying needs and wants through exchange processes can be found. Two key activities emerge from this definition of marketing is:

Marketers succeed in the exchange process should understand the factors that affect the consumer's wants and needs may be. In fact it is a turning point in the priority areas of consumer marketing, it is based on. Public policy and consumer behavior. In the realm of public policy, consumer behavior is also taken into consideration. (Moon & Minor 2007)

**Models of consumer behavior**

**Nicosia model (1966)**

The sequence of processes has been the main focus of this model is based on the formation of attitudes of individuals exposed to the influence of advertising. Advertising is located, is focused on the consumer decision process diagram elements and the relationships between them are shown. It is the process involves four areas:

1 - get an advertising message that consumers with subjective information about a commodity that has to be faced.
2 - The process of research and evaluation and calculation mentioned in the message options on other goods.
3 - with different probabilities of consumer decision to purchase goods or do not buy that.
4 - The state is looking after purchase.

In this case, the degree of satisfaction is measured. (Nicolas fisher, 2003)

**Model Andros**

According to the 1990 model, which Andros Dorvasvila presented within consumer behavior is in accordance with Figure 2-4. As can be seen in the context of identifying consumer involvement is influenced by four factors:

1) personal characteristics
2) Life Style
3) perceived needs
4) situations that directly affect the purchase decision.

These five factors on consumer behavior, including:

1) The decision to buy
2) Goods purchased
3) The amount of money used
4) Size Order
5) the transaction is affected. (S. 2004)

![Consumer behavior model](image)

**Engel Kolat and Blackwell model**

The first model was introduced in 1968. Was developed in 1973 and revised in 1978. This model is a set of processes that are followed in the competitive environment Product Search are evaluated. Subsequent purchases of accept previous experience. Motivational stimuli such as a person's lifestyle may also contribute. The model is simple Languor point. This model is very mechanical and no psychological variables such as motivation and learning needs are not considered in the model. Condition 1 does not predict it. (Salar - 2004)

**Model Jager**

A theoretical framework for such meta-theoretical Jager tries to show. Can be regarded as a The classical. Driving forces in general and the macro-level and individual-level consumer behavior in the context of the show. The general level of economic and technical factors include the demographic and cultural organization has a global so that explains consumers where they live. This refers to the level of individual consumers' needs are met, more or less.(Salar. 2004)

**Conclusions:**

Any research requires a theoretical framework. The theoretical framework is a logical network. Developed between the variables is completely described through processes such as interviews, observations and review of the literature is provided. The research also requires a marketing mix consisting of 4 factors:

"Product - Price - distribution and promotion" is. The role of the Internet in the business to his client that he wants to receive it. He can control the type and length of the message is displayed. This study also includes the promotion of sales consists of 4 steps:

1 - Determine and define the objectives of sales promotion
2 - Select the best tool to promote sales
3 - The program is designed to promote the sale of funds, time and place
4 - Experiments and sales promotion programs
Davis as the other models, this model is designed specifically for information technology. Davis Technology Acceptance Model 2 that play a fundamental role in the understanding of the perceptions of usefulness and ease of use.

Customer Experience

A collection of all customer interaction with products, services or persons that are specific to an organization or an institution. Another issue was that the conceptual model, a theoretical framework for the study of the theoretical basis of all the research on it is placed. Another difference between traditional and online marketing mix internet marketing focuses on the application aspects of internet marketing, but the emphasis on the supply side. Internet marketing information per se, but in the traditional data element. Internet marketing will focus on the long term but the short term focus on traditional marketing. Consumer behavior is a process of discussions with investors to buy consumer goods and consumer behavior implications of the process.

4 factor model of consumer involvement was identified Andros:
1 - Personal Characteristics
2 - Lifestyle
3 - perceived needs
4 - positions that directly influence the purchase decision.

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