



IMPACT OF E-COMMERCE AND INTERNET MARKETING ON TRADITIONAL MARKETING IN BANGLADESH

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ABSTRACT

This study constructs and frameworks for the analysis of the E-commerce and internet marketing in Bangladesh. The study aims at analyzing the impact of e-commerce as well as internet on the as usual phenomenon of traditional marketing in Bangladesh. The study reflects the market satisfaction level towards the existing services and performance of internet marketing and state the relationship between E-commerce and internet market in Bangladesh. Although Bangladesh is a developing country, the uses of technologies have the great impact on the mind of customers as well as the businessmen. The prospects of electrical technologies are optimistic in Bangladesh. This study is really descriptive in nature. In the study, total 160 respondents were selected from various regions in Bangladesh from the different professions and the primary data were collected from these respondents using questionnaires. In this study, the secondary data were also used; the secondary data were collected from journal, books, website etc. The data were analyzed by the statistical tools. The study also characterizes that the customers, presently, of e-commerce and internet marketing in Bangladesh are satisfied with the most of the attributes but they are dissatisfied with small numbers of attributes. Finally, the study characterizes the customers' mode of attitudes and satisfaction level toward e-commerce and internet marketing in Bangladesh

Key Words: Bangladesh, customer and communication, e-commerce, e-market, internet

INTRODUCTION

Chen and Barnes (2007) also found that consumer with a higher familiarity with online purchasing are more willing to buy online. It is also supported by Miyazaki and Fernandez (2001) and Yoh *et al.* (2003) opined differently. Yoh and his associates (2003) indicated that prior experience with the internet had the strongest total effect on buying intention through the internet among all variables. But Miyazaki and Fernandez (2001) found that perceived risk at least partially mediates the impact of internet experience on online purchase behavior. The largest effects may be associated not with many of the impacts that command the most attention (i.e. customized product, elimination of middlemen) but with less visible, but potentially more pervasive, effects on routine business activities (Hoq *et.al.* 2005). Hossain and Najmul (2000) examined that the Internet has opened up a new horizon for trade and

commerce, namely electronic Commerce (e-commerce). E-commerce entails the use of the Internet in the marketing, identification, payment and delivery of goods and services. This paper highlights the status, statutes, potential and constraints to e-commerce development in Bangladesh and major legal, regulatory and institutional constraints to e-commerce are identified. The World Wide Web is an important marketing medium and to gain success in this arena a marketer should have well planned online marketing strategy (Malhotra 2008). (Eid *et al.* 2002) grouped the critical successful factors for business-to-business international Internet marketing successful implementation into five related factors, which are marketing strategy related factors, web site related factors, global related factors, internal related factors, and external related factors. A very common discussion in the e-marketing literature is that disintermediation will be widespread and electronic

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markets will automatically reduce the need for brokers (Gallaugher 1999; Choudhury *et al.* 1998). Wilson (2002) says that a business can't rely on just one marketing approach, but must develop a whole spectrum of marketing strategies, operating simultaneously, in order to survive and flourish in a competitive world. Internet provides new type of opportunities if it is possible to develop an effective marketing mix. He also said that many website owners pat themselves on the back if they can employ just a single Internet marketing strategy. Companies such as Sun Microsystems, Cisco Systems, and Dell Computers have successfully managed the transition of a significant proportion of their business into the electronic medium and, as a result, report Internet related revenues in billions of US dollars (Means and Schneider 2000). Evidence seems to abound that the time-honored four P's – product, place, price, and promotion – are increasingly coming under pressure. Internet traffic is approximately doubling each year, which represents extremely fast growth, much faster than increases in other communication services (Goffman and Odlyzko 2000). In cyberspace, producing or service providing firms also have to stress relationship-based marketing plans in order to achieve customer loyalty. Electronic marketplaces offer a variety of ways to do this through direct technology links (Sarkar *et al.* 1995). Electronic commerce in electronic marketplaces includes the notion of paperless exchanges of business information using EDI (electronic data interchange), electronic mail (E-mail), electronic bulletin boards, electronic funds transfer (EFT), and other similar technologies (Strader and Shaw 1997). Sellers in electronic marketplaces also have the opportunity to substantially reduce their coordination and transaction costs. Although these might not always offset the smaller profit margins, companies may enjoy the benefits of increased volume (Benjamin and Wigand 1995). The study attempts to focus on the influence of electronic marketing over general marketing system in Bangladesh. The objectives of this study are as follow-

- (i) To know the customer attitude towards the existing services of internet marketing in Bangladesh.
- (ii) To know the customer satisfaction level towards the existing services of internet marketing in Bangladesh.
- (iii) To show the relationship between e-commerce and internet marketing.

Transaction cost analysis suggests that if ICT use provides a basis for reducing transaction costs, then firms will benefit from reduced barriers to international trade (Wigand 1997). Many of these transaction costs are associated with the need to coordinate relationships between distant buyers and sellers – searching for products, services, sellers, and buyers; negotiating and fulfilling contracts; ensuring that contract terms are met and adapting contracts to changes in circumstances (Milgrom and Roberts 1992). Communication between the buyer and seller has become critical as each can opt to explore a greater number of alternatives than ever before. E-commerce through internet, e-mails, websites, and other facilities enables a businessman to be linked with every corner of the world, and thus opens up greater opportunities in the world market. Research on the development of information systems also confirms that the role of intermediaries is often essential in facilitating the learning processes that enable users to assess whether the applications are beneficial to them (Steinmueller 2000; Lundvall and Johnson 1994; Johnson *et al.* 2002). The types of B2B e-commerce, i.e. e-mail, Bulletin Boards, that become attractive to producer firms in developing countries depends upon whether the system designs reproduce capabilities for comprehending and utilizing information that is essential for trading (Lombard and Ditton 1997). Markets are becoming competitive and information is more readily available, a quick, reliable and replicable transaction implies availing of prevailing opportunities. Ahmed and Islam (2008) observed that adopting e-banking services, banks in developing countries are faced with strategic options between the choice of delivery channels and the level of sophistication of services provided by these delivery channels. E-business brings a new channel of distribution process. But this leads to change in the regulatory issues, cross border trade through emerging new marketing distribution channel. This reduces transaction time, boundary less trade, and accuracy. In developed nations, e-business creates an opportunity to directly selling of the product to the customer without using any intermediaries. This process occurs mainly in the four systems: businesses to business (B2B), business to consumer (B2C), business to government (B2G) and consumer to consumer (C2C). E-business expedites the process of better customer relationship management. It also helps to attain enterprise resource management as well as “e” to “e” process. As such on line banking system can add value and value chain can be created in the e-business process. In turn it helps to raise gross domestic product of the country (Ali 2010). Cheung *et al.* 2003) pointed out framework of online consumer purchase and showed that, online purchase intention, purchase adaptation and purchase continuance depend on consumer characteristics (life style, motivation, knowledge, innovativeness, involvement, demographics),

product/ service characteristics (product knowledge, product type, layout, frequency of purchase, tangibility, differentiation, price), medium characteristics (web design, navigation, ease of use, interface usefulness, reliability, security), merchant and intermediary characteristics (service quality, privacy and security control, brand reputation, delivery /logistics, after sale service, incentive) , environmental influences (culture, subjective norm, exposure , attention, image). In developing countries, large companies and small and medium enterprises (SMEs) alike have adopted e-commerce techniques such as web-based marketing and customer service, electronic transaction processing, inventory management, e-procurement systems and email (Bairagi 2011). Really e-commerce involves in the buying and selling of products or services by the electronic systems through Internet and other computer networks. The uses of internet market and E-commerce are growing day by day.

MATERIALS AND METHODS

This study has been completed by the literature search connected to the topic to support and direct the research. This study was descriptive in nature and was mainly conducted by the primary data through the questionnaires and secondary data from institutions, journal, websites, newspaper, books etc. The data has been collected in the period 2013.

SAMPLE AREA

In this study, the primary data were collected from 160 respondents who were job holders, service holders, businessmen and students from Dinajpur, Rangpur, Dhaka and Jessore districts of Bangladesh. The respondents were the users of e-commerce and internet marketing. And they were divided into 5 categories that were presented in Table 1.

Table1. Categories of Respondents

Categories	Numbers of respondents
Students	86
Private Service	15
Public Service	38
Businessman	18
Others	3
Total	160

Source: Field Survey, 2013

SAMPLE SIZE

Since the population size is large enough, the sample size should have been 160 respondents. By maintaining the consistency, the size was estimated from the population. Sample was selected on random basis from different ages and professions giving emphasis on the experience of e-shopping.

DATA COLLECTION AND ANALYSING METHOD AND PROCEDURE

In order to take practical work in the sample unit, questionnaires have been used for collecting data as well as personal interview, telephone and e-mail. And secondary data were collected from different institutions, journal, websites, newspaper, books etc. Data were analyzed by the software: Microsoft Excel and SPSS Statistics 17.0.

RESULTS AND DISCUSSION

CUSTOMER ATTITUDE TOWARDS THE EXISTING SERVICES OF INTERNET MARKETING

The customer attitude towards the impact of e-commerce and internet marketing on traditional marketing of Bangladesh is measured by using fishbein model. This model is formulated as bellows:

$$A_o = \sum b_i e_i$$

Where,

A_o = Person’s overall attitude towards the object.

b_i = The strength of one’s belief about the attitude (i) or factor of that object.

e_i = The evaluation of feelings of the attitude (i) or factor.

Through the asking questions regarding the evaluation and believe of 16 factors to the respondents, the researchers have found their overall attitudes towards the existing attributes of e-commerce and internet marketing separately. These overall attitudes were presented in the Table 2. According to this model, Customers over all evaluation and believes towards the existing service of e-commerce and internet marketing are $\sum e_i = 12.07$ and $\sum b_i = 71.20$, respectively. The customers are satisfied towards the aesthetic of the product and service that they experienced through internet marketing. But they are not satisfied at all towards the price. The reasons behind this are high shipping cost and difficulties in payment of transaction. Customers’ attitudes towards the other factors are positive. In Figure 1, overall attitude towards the e-commerce and internet marketing were presented where attributes aesthetic had the highest b_i e_i: 5.28 and price had the least b_i e_i: 1.54.

CUSTOMER SATISFACTION LEVEL TOWARDS EXISTING SERVICES OF INTERNET MARKETING IN BANGLADESH

The researchers use the scale to measure the satisfaction level toward attributes. In the scale, NAS and +1 represent Not at all Satisfied, +2 represents Very Dissatisfied, +3 represents Dissatisfied, HS and +7 represent Highly Satisfied, +4 represents Neutral, +5 represents Satisfied and +6 represents Very Satisfied. Table 3 shows that mean of performance is 4.37. This means that customer is satisfied to the present performance of e-commerce and internet marketing with different satisfaction levels. Here simply satisfied customers are 35%, very satisfied

Table 2. Overall Attitude of E-commerce and Internet Marketing on Traditional Marketing in Bangladesh

Attributes	e_i =Evaluation on	b_i =Believ e	$e_i * b_i =$ $e_i b_i$
1. Performance (P)	0.90	4.37	3.93
2. Features(F)	1.07	4.54	4.85
3. Consistency (C)	0.68	4.44	3.00
4. Reliability(Rel)	0.54	4.35	2.37
5. Timeliness(T)	0.71	4.39	3.10
6. Service(S)	0.78	4.28	3.35
7. Response (Res)	0.82	4.45	3.65
8. Aesthetic(A)	1.03	5.15	5.28
9. Reputation(Rep)	0.64	4.66	2.96
10. Price(Pr)	0.39	3.97	1.54
11. Warranty(W)	0.58	4.15	2.44
12. Accuracy (Ac)	0.82	4.45	3.64
13. Accessibility (Acc)	0.87	4.54	3.12
14. Completeness (Com)	0.72	4.47	3.21
15. Responsibility (Rps)	0.68	4.37	3.00
16. Overall Evaluation	0.84	4.62	3.89
17. Total	12.07	71.20	53.3

Source: Field Survey, 2013

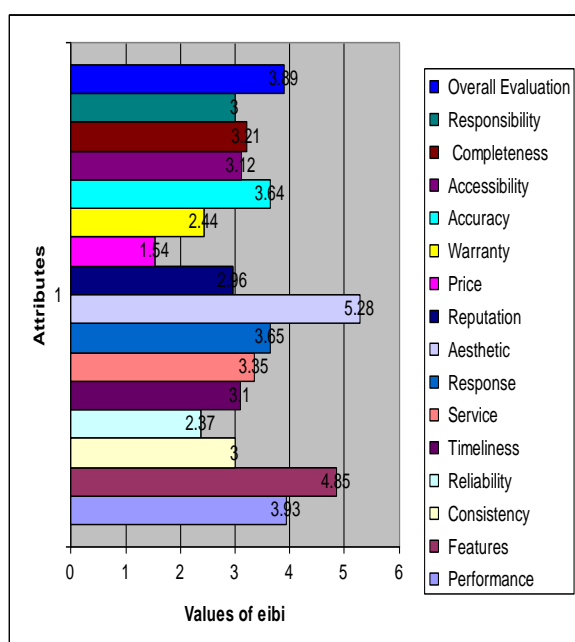


Figure 1. Overall Attitude towards the E-commerce and Internet Marketing

customers are 15.6% and highly satisfied customers are only 5.6%. Finally, customers are satisfied towards the performance on e-commerce and internet marketing on traditional marketing of Bangladesh is 56.20%. The mean of feature is 4.54 and this means, the customers are satisfied towards the present features of e-commerce and internet marketing system with different satisfaction levels, simply satisfied customers are 26.3%, very satisfied customers are 18.8% and highly satisfied customers are only 8.8% and finally, customers are satisfied towards the features on e-commerce and internet marketing on traditional marketing of Bangladesh is 53.9%. The mean of consistency is 4.44, which indicates customers are satisfied towards the consistency of e-commerce and internet marketing system with different satisfaction levels, simply satisfied customers are 35.6%, very satisfied customers are 12.5% and highly satisfied customers are 4.4% and finally, customers are satisfy towards the consistency on e-commerce and internet marketing on traditional marketing of Bangladesh are 52.50%. The mean of reliability, mean of timeliness, mean of service, mean of response, mean of aesthetic, and mean of reputation are 4.35, 4.39, 4.29, 4.46, 5.16 and 4.67 respectively which mean customers are satisfied towards the reliability, timeliness, service, response, aesthetic and reputation of e-commerce and internet marketing system with different satisfaction levels. In case of Reliability, it is found that simply satisfied customers are 30.6%, very satisfied customers are 10.6% and highly satisfied customers are 6.9% and finally, customers are satisfied towards the reliability on e-commerce and internet marketing on traditional marketing of Bangladesh is 48.10%. For Timeliness attributes, the simply satisfied customers are 23.1%, very satisfied customers are 12.5% and highly satisfied customers are 9.4%. And finally, customers are satisfied towards the timeliness on e-commerce and internet marketing on traditional marketing of Bangladesh is 45%. For Service attributes, simply satisfied customers are 17.5%, very satisfied customers are 21.3% and highly satisfied customers are 5.00% and finally, customers are satisfied towards the service on e-commerce and internet marketing on traditional marketing of Bangladesh is 43.80%. In case of Response attributes simply satisfied customers are 27.5%, very satisfied customers are 14.4% and highly satisfied customers are 10.6% and finally, customers are satisfied towards the response on e-commerce and internet marketing on traditional marketing of Bangladesh is 52.50%. Aesthetic attributes shows satisfied customers are 19.4%, very satisfied customers are 18.8% and highly satisfied customers are 20.6%. Finally, customers are satisfied towards the aesthetic on e-commerce and internet marketing on traditional marketing of Bangladesh is 58.80%. Reputation attributes shows that simply satisfied customers are 23.1%, very satisfied

Table 3. Satisfaction Level Towards different attributes.

At.		NAS	VD	D	N	S	VS	HS	Total	AV of Attrs.	SD of Attrs.	Mean	SD
P	Fre.	13	8	19	30	56	25	9	160	22.86	16.73	4.37	1.55
	Per.	8.1	5.0	11.9	18.8	35.0	15.6	5.6	100	14.29	10.46		
F	Fre.	2	13	26	33	42	30	14	160	22.86	13.79	4.54	1.46
	Per.	1.3	8.1	16.3	20.5	26.3	18.8	8.7	100	14.29	8.61		
C	Fre.	3	10	18	45	57	20	7	160	22.86	20.41	4.44	1.26
	Per.	1.9	6.3	11.3	28.1	35.6	12.5	4.3	100	14.29	12.74		
Rel.	Fre.	2	13	28	40	49	17	11	160	22.86	16.89	4.35	1.36
	Per.	1.3	8.1	17.5	25	30.6	10.6	6.9	100	14.29	10.54		
T	Fre.	1	10	36	41	37	20	15	160	22.86	15.36	4.39	1.40
	Per.	.6	6.3	22.5	25.6	23.1	12.5	9.4	100	14.29	9.586		
S	Fre.	5	13	33	39	28	34	8	160	22.86	13.85	4.29	1.49
	Per.	3.1	8.1	20.6	24.4	17.5	21.3	5	100	14.29	8.673		
Res.	Fre.	6	12	26	32	44	23	17	160	22.86	12.76	4.46	1.53
	Per.	3.8	7.5	16.3	20	27.5	14.4	10.5	100	14.29	7.98		
A	Fre.	3	8	18	36	31	30	34	160	22.86	13.25	5.16	3.32
	Per.	1.9	5	11.3	22.5	19.4	18.8	21.1	100	14.29	8.26		
Rep	Fre.	4	7	26	40	37	32	14	160	22.86	14.57	4.67	1.93
	Per.	2.5	4.4	16.3	25	23.1	20	8.7	100	14.29	9.10		
Pr.	Fre.	6	25	37	32	32	15	13	160	22.86	11.65	3.97	1.58
	Per.	3.8	15.6	23.1	20	20	9.4	8.1	100	14.29	7.266		
W	Fre.	5	11	41	34	41	23	5	160	22.86	16.13	4.15	1.38
	Per.	3.1	6.9	25.6	21.3	25.6	14.4	3.1	100	14.29	10.08		
Ac.	Fre.	3	12	20	40	54	22	9	160	22.86	18.15	4.45	1.34
	Per.	1.9	7.5	12.5	25	33.8	13.8	5.5	100	14.29	11.37		
Acc.	Fre.	4	4	30	43	40	20	19	160	22.86	15.73	4.54	1.43
	Per.	2.5	2.5	18.8	26.9	25	12.5	11.8	100	14.29	9.84		
Gm	Fre.	3	9	25	39	49	26	9	160	22.86	17.01	4.48	1.34
	Per.	1.9	5.6	15.6	24.4	30.6	16.3	5.6	100	14.29	10.63		
Rps	Fre.	2	9	27	47	45	24	6	160	22.86	18.27	4.37	1.26
	Per.	1.3	5.6	16.9	29.4	28	15	3.8	100	14.29	11.39		

Source: Field Survey, 2013, Note: NAS=Not at all satisfied. VD= Very dissatisfy, D= Dissatisfied, N= Neutral, S= Satisfied VS=Very satisfied HS=Highly satisfied. Fre.= Frequency and Per = percentage, At. =Attributes, AV= Average Value and SD= Standard Deviation.

Table 4. Overall Satisfaction level towards E-commerce and Internet Marketing

At.	Fre.	Per.	Mean	SD	AV of Fre.	SD of Fre.	AV of per.	SD of Per.
NAS	2	1.3						
VD	4	2.5						
D	14	8.8						
N	48	30.0	4.62	1.13	22.86	24.46	14.3	15.29
S	66	41.3						
VS	17	10.6						
HS	9	5.6						
Total	160	100						

Source: Field Survey, 2013

Table 5. Convenience of E-marketing than Traditional Marketing

At.	Fre.	Per.	Mean	SD	AV of Fre.	SD of Fre.	AV of Per.	SD of Per.
Somehow Inconvenience	11	6.9						
Neither convenience nor inconvenience	26	16.3	4.04	.88	40	15.10	25.03	9.42
Somehow Convenience	68	42.5						
Very Convenience	55	34.4						
Total	160	100.0						

Source: Field Survey, 2013

Table 6. The System is Complicated or Simple to the Customer

At.	Fre.	Per.	Mean	SD	AV of Fre.	SD of Fre.	AV of Per.	SD of Per.
very complicated	5	3.1						
somehow complicated	20	12.5						
neither simple nor complicated	46	28.8	3.66	1.12	32	18.61	20.02	11.67
somehow simple	43	26.9						
very simple	46	28.8						
Total	160	100.0						

Source: Field Survey, 2013

Table 7. Transaction Through E-marketing is Safe or Not

At.	Fre.	Per.	Mean	SD	AV of Fre.	SD of Fre.	AV of Per.	SD of Per.
somehow risky	29	18.1						
neither safe nor risky	28	17.5	3.72	1.04	40	9.13	25	5.72
somehow safe	62	38.8						
very safe	41	25.6						
Total	160	100.0						

Source: Field Survey, 2013

Table 8. Marketer Information

At.	Fre.	Per.	Mean	SD	AV of Fre.	SD of Fre.	AV of Per.	SD of Per.
Never	1	.6						
sometime	41	25.6						
neither often nor never	42	26.3	3.37	1.06	32	19.36	20.02	12.13
regularly	50	31.3						
very often	26	16.3						
Total	160	100.0						

Source: Field Survey, 2013

Table 9. Product Desired

At.	Fre.	Per.	Mean	SD	AV of Fre.	SD of Fre.	AV of Per.	SD of Per.
Never	2	1.3						
sometime	43	26.9						
neither often nor never	39	24.4	3.28	1.01	32	26.97	20.02	14.34
regularly	60	37.5						
very often	16	10.0						
Total	160	100.0						

Source: Field Survey, 2013

Table 10. Additional Charges

At.	Fre.	Per.	Mean	SD	AV of Fre.	SD of Fre.	AV of Per.	SD of Per.
very excessive	9	5.6						
excessive	53	33.1						
standard	72	45.0						
Low	18	11.3	2.77	0.91	32	28.91	20.1	18.23
very low	8	5.0						
Total	160	100.0						

Source: Field Survey, 2013

customers are 20% and highly satisfied customers are 8.1%. Finally, customers are satisfied towards the reputation on e-commerce and internet marketing on traditional marketing of Bangladesh is 51.20%. Price attribute illustrates that mean of satisfaction level towards price is 3.97 that means customers are satisfied towards the price of e-commerce and internet marketing system with different satisfaction levels, simply satisfied customers are 20.00%, very satisfied customers are 9.40% and highly satisfied customers are 8.10% and finally, customers are satisfied towards the on e-commerce and internet marketing on traditional marketing of Bangladesh is 37.5%. Warranty attribute illustrates the mean of satisfaction level towards warranty is 4.15 that means customers are satisfied towards the warranty of e-commerce and internet marketing system with different satisfaction levels, simply satisfied customers are 25.6%, very satisfied customers are 14.4% and highly satisfied customers are 3.10% and finally, customers are satisfied towards the warranty on e-commerce and internet marketing on traditional marketing of Bangladesh is 43.10%. Accuracy attribute illustrates the mean of satisfaction level towards accuracy is 4.45 that means customers are satisfied towards the accuracy of e-commerce and internet marketing system with different satisfaction levels, simply satisfied customers are 33.80%, very satisfied customers are 13.80% and highly satisfied customers are 5.60% and finally, customers are satisfied towards the accuracy on e-commerce and internet marketing on traditional marketing of Bangladesh is 53.20%. Accessibility attribute the mean of satisfaction level towards

accessibility is 4.54 that means customers are satisfied towards the accessibility of e-commerce and internet marketing system with different satisfaction levels, simply satisfied customers are 25.00%, very satisfied customers are 12.50% and highly satisfied customers are 11.90% and finally, customers are satisfied towards the accessibility on e-commerce and internet marketing on traditional marketing of Bangladesh is 49.40%. Completeness attribute illustrates the mean of satisfaction level towards completeness is 4.48 that means customers are satisfied towards the completeness of e-commerce and internet marketing system with different satisfaction levels, simply satisfied customers are 30.60%, very satisfied customers are 16.30% and highly satisfied customers are 5.60% and finally, customers are satisfied towards the completeness on e-commerce and internet marketing on traditional marketing of Bangladesh is 52.50%. Responsibility attribute illustrates the mean of satisfaction level towards responsibility is 4.37 which means customers are satisfied towards the responsibility of e-commerce and internet marketing system with different satisfaction levels, simply satisfied customers are 28.1%, very satisfied customers are 15.00% and highly satisfied customers are 3.80%. Finally, customers are satisfied towards the responsibility on e-commerce and internet marketing on traditional marketing of Bangladesh is 46.90%. Table 3 represents that the average values of the attributes are favorable. Table 4 presents that the mean of overall satisfaction level towards e-commerce and Internet marketing is 4.62 which means customers are satisfied towards e-commerce and internet marketing system

with different satisfaction levels, simply satisfied customers are 41.30%, very satisfied customers are 10.60% and highly satisfied customers are 5.60% and finally, 57.50% customers are satisfied towards the overall system. Table 5 shows that 42.5% customer believes that e-commerce and internet marketing is somehow convenience than traditional marketing. Table 6 states customer believes that the system is 28.80% somehow simple and 28.8% very simple. Table 7 represents that E-marketing is relatively safe for transaction and it shows 38.80% customers' responses. In table 8 It is also observed that 31.30% customer believes that marketer provides required information about the product regularly and table 9 it is clear that customer's desired products are delivered regularly as it is shown the highest amount of 37.5%. Table 10 presents the additional charges for the delivery of product through e-marketing are standard which is 45.00%. Information communication technology (ICT) has made the lives of most Bangladeshi easier. Bangladeshis seeking better livelihood overseas, ICT brings together families of overseas Bangladeshi workers closer through faster and clearer long distance phone connections, emails and short message service. Leonardo and Garcia (2005) states that E-Commerce is the integration of electronic mail, electronic funds transfer, electronic data exchange and similar techniques into an automated electronics based system that encompasses business functions such as procurement, payment, supply management, transportation and facility operations. On the other hand, E-Marketing is the application of electronic or digital technology to support activities in line with an organization's core marketing strategies. A comparative analysis of E-Commerce and E-Marketing indicates the following: In the area of advertising, E-Commerce just describes the features and benefits of the product. On the other hand, E-Marketing provides information and details to answer the inquiries of the customer. On target market, there is no specific target for E-Commerce, while E-Marketing knows target market well. Products are needed/wanted by the target market. On promotions and discounts, E-Commerce is standard for all customers; while in E-Marketing, it is individually tailored to customers. When evaluating the strategic impact of E-commerce on an organization, it is useful to

identify opportunities for buy-side and sell-side E-commerce transactions. Since systems with different functionalities will need to be created in an organization to accommodate transactions with buyers and with suppliers. E-Marketing is a subset of E-Business that utilizes electronic medium to perform marketing activities and achieve desired marketing objectives for an organization. E-Marketing is a broader term that describes any marketing activity performed via electronic medium.

CONCLUSION

E-marketing (electronic marketing) is the moving of marketing strategies and activities to a computerized, networked environment such as the internet. It is the strategic process of creating, distributing, promoting, and pricing goods and services to a target market over the internet or through wireless digital tools e.g. mobile phones and pocket pc's. E-commerce (electronic commerce) is the buying and selling of these goods and services on the internet. The people of Bangladesh overall satisfied to the existing attributes of e-commerce and Internet marketing. Presently customers of e-commerce and internet marketing of Bangladesh are satisfied with the performance, features, reliability, responses, aesthetic, reputation and others similar factor, but they are dissatisfied with the price of product and service. Customer also think additional charges are not affordable to them. So, to expand the business through e-commerce and internet marketing the marketer should concentrate on reducing price and additional charges. Bangladeshi marketer also face some problems like technological, regulatory problem, to overcome those problem the government should take some initiative like make internet available to all, reducing the charges of using internet. E-marketer should take promotional activities to make the system popular and familiar to the customer. The Internet has opened up a new horizon for national and international trade and commerce through electronic commerce (e-commerce) and internet marketing system. The people of Bangladesh are being influenced to make their trading function through Internet and electronic system to make the lives ease and the time save.

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