Conceptual Framework on Online and Traditional Marketing

A.Deepa*, Research Scholar, Department of Commerce, Periyar University, Salem-11
Dr.A.Elangovan* *,Former Professor and Head, Department of Commerce, Periyar university, Salem-11

Abstract: Today's market is very vibrant. particularly the online marketing is very big role in Indian market industry .consumer or customer is backbone of today's marketing the critical situation most of the people are prounced the word of online and offline. The Online shopping means a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. (Michael Aldrich).offline shopping means this is a shopping process, wherein consumers purchase their desired products and brands by visiting a store. It can be any local stores nearby, or a big departmental store, like Big Bazaar, Spencer, and other. Objective of the study to determine the conceptual framework of the study. This research methodology consists of only secondary data. So concluded that based on the theoretical concept the online and offline shopping is very important role on today's market.

Index Terms - **Marketing, shopping, Online, Commerce, and Consumer**

I. INTRODUCTION

Today market is very fast and high level of updating technology. The two types of market. They are online and offline market. The action or activity of buying goods or services over the internet. "Broadband makes online shopping easier". Offline shopping is a traditional way of purchasing services or products by directly visiting to the store, shop or vendor. Nowadays, online shopping has become the norm and consumers are adopting it as it has many advantages. On consumers" perspective, online shopping provides low and transparent prices, comprehensive assortment of goods and services and a much more convenient shopping alternative that has eliminated such traditional shopping, inconveniences of squeezing through crowds, stuck in long queue at cashier counter, battling for parking spaces at a busy mall. (http://repository.wima.ac.id) In India the online market with the exponential growth in internet and online infrastructure in India, it was no surprise that the e-commerce market experienced a corresponding boost.

Increasing rates of internet penetration, along with an increasing share of the organized sector within retail markets created the strong foundation those e-commerce needs. In addition, governmental policies further strengthened the market, in particular those that allowed 100 percent foreign direct investment in B2B (business-to-business) e-commerce. Moreover, the pandemic invariably served as a stimulus for driving forward the e-commerce sector in the previous years.(Statista Research Department, Jul 8, 2022) .Indian market in traditional has high complexities in terms of a wide geographic spread and distinct consumer preferences varying by each region necessitating a need for localization even within the geographic zones. India has highest number of outlets per person (7 per thousand) Indian retail space per capita at 2 sq ft (0.19 m2)/ person is lowest in the world Indian retail density of 6 percent is highest in the world.1.8 million households in India have an annual income of over ₹4.5 million (US$56,355.10).The organized retail market has a share of 8% as per 2012. While India presents a large market opportunity given the number and increasing purchasing power of consumers, there are significant challenges as well given that over 90% of trade is conducted through independent local stores. Challenges include:

Geographically dispersed population, small ticket sizes, complex distribution network, and little use of IT systems, limitations of mass media and existence of counterfeit goods. A number of merger and acquisitions have begun in Indian retail market. PWC estimates the multi-brand retail market to grow to $220 billion by 2020.

Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product he/she is no longer limited to asking the friends and families because there are many products reviews on the web which gives opinions of the existing users of the product.

1.2. Online shopping:

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers, smart phones, and smart speakers.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another business, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

1.3 Offline Shopping:

Offline shopping is a traditional way of purchasing services or products by directly visiting to the store/shop/ or vendor. For example: You are going in a grocery store or a mall to buy some items. Advantages of offline shopping include the opportunity for customers to establish personal connections with your business, which can build loyalty. Some customers may prefer to buy only after touching or trying on a product, which may reduce the number of product returns for certain businesses. The biggest drawback of offline shopping is the lack of choices because physical shops have limitations when it comes to a variety of choices of products they can provide to its customers which is not the case with offline shopping where choices for products are almost unlimited. Shopping is something that can never go out of style. One is always going to have to buy new things; hence shopping is inevitable in one's life. When once shopping meant dressing up and going to malls, today it can be done from the comfort of your house. Online shopping was already booming, but with the corona virus making stepping out of your house a tricky thing, online shopping took a front seat and became the preferred method for the majority of the market. Kids are ever changing – their needs, wants and sizes can change from day to day. Every T-shirt you buy for your child will probably be too small within 6 months. What does this lead to – more and more shopping!

So when you need to shop so much, which is the best option for you? Let's take a look at the breakdown of factors for both offline and online shopping!

1.4 Significance of the study

The study mainly focused on online and offline marketing .Today market is very vibrant. The customer expectation is very different. So the markets satisfy the needs and wants of the customer. But today market does not fulfilled the customer expectation, because of the customer needs is vary in day today life. This study is very important of today market. Now a days there is two way of market is online and offline. These two ways market is very competitive in the business world this study is very important

1.5 Components of online Marketing

- Website Design. As the face of your company, your website design needs to be professional, clean, and easy for all visitors to navigate. ...
- Blog. ...
- Search Engine Optimization. ...
- Email Marketing. ...
- Social Media Presence. ...
- Analytics.

1.5.1 Offline marketing ideas for your small business

- Business Cards.

   Investing in well-made business cards is one of the most effective ways to get your business out there. ...
- Create pamphlets and flyers. ...
- Publish a book. ...
- Rebrand. ...
- Offer coupons. ...
- Send out seasonal cards and gifts. ...
- Cross-promotion. ...
- Community engagement.

1.6 Types of Offline Marketing

There are many different ways to dive into offline marketing. Here is a comprehensive rundown of some common types of offline marketing platforms, and how they can help you grow your reach.

Radio Ads

Like TV commercials, radio ads allow companies to convey their brand image and voice. In addition, they're usually less expensive than TV ads, and they're more flexible since they can be changed at the last minute. On the other hand, radio ads do not usually provide detailed information about a product or service; this is something you'll need to add in later with another marketing channel like print media.

TV Ads

Although TV ads are expensive, they provide a great way to grab people's attention quickly. They can be creative and make your product really stand out from the crowd. Of course, you also have to keep in mind that many companies run TV ads simultaneously with their radio ads; this means it's important to prioritize which ad is more important for your company.

Promotional items

Since most people have a lot of clutter in their lives, promotional items are usually very effective. For example, small flashlights or USB drives with your company logo on them will help build brand recognition and show customers that you appreciate their business. How you distribute these items depends on your budget and how much time you have to work on the promotion.

Print Ads

A print ad might be the only option you have if you're dealing with a smaller budget. They usually cost less than TV ads, but they can also take up a lot of time to create. On the other hand, print ads are great for product features because people will actually read them. Furthermore, many different offline marketing ideas will work well with print ads.

Billboards

In some cases, you can get your billboard ad seen by a huge significant amount of people. However, it's important to note that billboards only provide a picture and a company logo; it's up to the viewer to do additional legwork to find out what product or service is being advertised. That said, billboards are usually pretty cheap to create and run.

Magazine Ads

This type of ad is usually inserted into a targeted magazine that's read by your target customer demographic. So, the number of people who see it will be relatively low compared to other mediums, but so will the costs! Also, magazine ads are great for features because they allow companies to talk about specific products in great detail.

Newspaper Ads

This is a great way to promote small businesses because newspaper ads are usually pretty affordable. They're also a good choice if your target customer demographic doesn't have a computer or smart phone, which means the ad will reach the largest number of people possible. The downside, however, is that newspapers advertise in many different areas; this means it's difficult to track your ad and see if a specific area is getting results.

Flyers

Flyers are perfect for when you want to get the word out about an upcoming event or sale; it's also a great way to get your brand in front of people who may be interested in what you offer. Just remember that it's hard to track how many people saw the ad, so you'll need to do some math.

Sponsorship

Sponsoring an event or organization is a great way to reach your target market offline. If you sponsor an event or organization that your target market is likely to be interested in, they'll be more likely to learn about your company and what you have to offer.

.

Direct Mail

Many people claim direct mail is the best way to target older customers. This type of ad works well for small businesses because it's pretty cost-effective. While some say it is on the decline, direct mail is still a great way to give your company an image of authority and maturity. It shows you took the time to create a unique message for your customers and target those best suited for your product.

1.6.1 Types of Online Marketing

There are several types of online marketing that a business can utilize. The most commonly recognized and used types of online marketing include:

1. Content Marketing

Content marketing is a primary form of online marketing that companies often incorporate into nearly every other type of digital marketing. It involves using content on the internet to increase brand awareness, provide valuable information to potential and current customers, generate leads, and increase traffic. The primary objective of content marketing is typically to create and distribute relevant and valuable content that attracts a certain demographic and increases the likelihood of turning these viewers into customers.

2. Search Engine Optimization (SEO)

Includes several tactics that can increase your website's visibility on search engines. For example, a company may use SEO strategies to help their website rank as the first result when someone searches "dry cleaning Las Vegas" in the Google search engine. As a result of ranking higher in particular searches, a company may experience increased organic traffic to their website as well as a higher rate of quality leads. There are several key strategies that companies use to boost their SEO, including:

3. Pay Per Click (PPC)

Pay-per-click advertisements are ads on websites and search engines that direct people to a company's website or online store. As you can probably determine from the name, these advertisements then charge your company every time someone clicks on them. For example, you may create an ad for your website using Google Ads. Google then displays this ad on search results for a specific keyword of your choosing. In return, you pay Google Ads 50 cents each time someone clicks on the ad and visits your website. Other common PPC channels include Facebook ads, Instagram promotional campaigns, and Twitter ad campaigns.

4. Email Marketing

Email marketing is a popular online marketing tool that companies use for a variety of reasons. Many companies rely on email marketing to inform potential and existing customers of

sales, events, discounts, and new products. They may also use email marketing to help generate more website traffic by including links to the company's website in the email.

5. Social Media Marketing

Social media marketing includes using various social media channels to connect with your target audience and increase your company's or brand's overall online presence. You can also use this form of marketing to drive traffic to your website and increase sales. The most common social media platforms used for online marketing include Face book, YouTube, Instagram, Twitter, LinkedIn, and Interest.

6. Affiliate Marketing

Affiliate marketing is when a company provides a marketer with a commission for advertising its products or services. For example, if you are a company that sells house plants, you may work with a house plant blogger. The blogger would promote your products on their blog and receive a commission for every purchase made through their link to your website. The sales are tracked through a unique link that you provide for the affiliate marketer you're working with. The most common way to pay an affiliate is through pay per click, pay per lead, or pay per sale. This type of online marketing provides benefits for both the affiliate and the company that the affiliate is promoting and can be profitable for both parties. That's because the affiliate marketer generates income through their content and the company only has to pay for the marketing after they generate an income.

1.7 Needs of Online Shopping

Time Saving

One of the major benefits of online shopping is that it can save you a ton of time. It can be done at home, in bed, in a car, between work calls, sometimes even in the bathroom! For a parent, time is of the essence with little kids. The process of going to the mall can take hours, while the same thing can be achieved within minutes from your couch and smart phones! Especially if you're a working parent, stepping out of the house for shopping can be next to impossible! Hence with online shopping, this can also be solved while shopping over dinner.

Lucrative deals

E-commerce stores offer a wide variety of deals that one can avail. As a parent, you're constantly looking for quality yet inexpensive things as children tend to outgrow clothes easily. Offline shops have offers going on only a limited number of months a year, while with online shopping, there are offers going on around the year like clearance sales, discounts, coupon codes, etc that you can avail.

More options

Online shopping offers a wide variety of options that offline stores cannot compete with. The internet is an endless place, making the options endless too. For every sweater you might wanna buy your child, you can have a thousand options to look from. This can help you make the best choice in terms of design as well as pricing!

Ease of handling children

One of the hardest things of being a parent is dressing up your children and taking them into the outside world, all the while praying that they remain on their best behaviours. Children can be unpredictable, they need attention and care, something that is difficult to do while also trying to run from store to store buying their clothes. With online shopping, there is no need to dress up! You and your kid can just sit on the table and go through the clothes together – if your child is picky, they can also be an active and willing participant in choosing their clothes, in a hassle free manner!

Easy returns

Online shopping allows for easy returns and easy delivery – with almost no charges! If the size is too small for your child? With one click, you can return it. You can also replace the size with the one you desire. Shopping has never been easier.

No pressure shopping

The biggest turn off of offline shopping can be the constant pressure and vigilance of the store staff. You're under a microscope, and with kids it can become an even more cumbersome activity as the staff subtly pressurises you to buy and try various things. Online stores let you browse to your heart's content with nobody hovering around you!

No crowds

Crowds have become a major source of anxiety for a lot of people now. Ever since the pandemic, people have become more and more conscious about how much they step out, and how many people they come in contact with. Especially with younger children, going out in heavy crowds has become a risky business. Due to this, online shopping has gained an edge as it is a contact – free option. Hence for you and your child's safety, online shopping can be a way to get your work done without going out!

1.7.1 Needs of Offline shopping

Feel of the clothes

Shopping for things in person gives you the option to feel the clothes. The quality of the material is easier to judge. While selecting clothing for children, it's important that the material does not itch, or is uncomfortable. When selecting clothes in a store, you can get the feel of the cloth, hence making a more informed choice.

Staff helps

A staff at any store is well versed in the outlets' many pieces, and hence their recommendations are worth their weight in gold. Especially in bigger multi brand stores, the staff can point you in the right direction and help you pick out select pieces. This helps you save time and discover new things you didn't know about before!

1.6 Benefits of Online Shopping

Let's first discuss the 10 benefits you can get from online shopping.

1. Shop from the home

Shopping online gives the best experience of purchasing a thing from home. Without going to the market. Buy anytime from anywhere you prefer.

2. Saves money

With lots of exciting offers, discounts, and coupons online shoppers save money a lot. Also, summer offers, winter offers, and occasion sales are always there. Many gift cards reduce expenses too.

3. More options to choose

Only by navigating web pages of different websites, you can choose your product by reading the reviews carefully and wisely.

4. Easy return and cancel of items

You can cancel any online ordered product or return any purchase if you do not feel they meet your expectation. If you paid for the product then your money will be refunded within some days on your account.

5. No pressure to buy

There is no pressure to buy anything while shopping online. But in offline shopping, you may suffer this. You can select your desired items without any pressurization from the owner or sellers of the store.

6. Low transportation fees

If you need to send or bring large and heavy items to some places or your home. It was a headache. But in online shopping, you do not have to think about it anymore. They will be delivered to your recommended place.

7. Time saver

Standing in a queue for hours to buy something, that era is gone. You do not have to wait outside of any store any longer. You can buy according to your time. Even in the restaurants and cinema halls, you can buy tickets from earlier, so you do not have to wait outside now. Save your precious time and utilize it.

8. Safe from the crowd

In this time of covid, it is very important not to go to any crowded places. These crowds can affect your health. And it can become a cause of pick pocketing too. So, it is safe to shop online without going among the masses.

9. Easy to compare

Open multiple web pages of online stores and compare your products with each other and with multiple other options. Read and watch reviews see how they are compared and decide which one to buy.

10. Multiple payment options

Another important feature of online shopping is you can access many options for payment. Cards, UPI, QR code payments, internet banking, and many other options are available for payment online. You can choose a cash-on-delivery option too if you do not feel safe with internet payment options.

1.8 Benefits of Offline Shopping

Do not think that offline shopping has only demerits, it has its own merits too. We have discussed it in the following.

1. No time delivery

Go to the store and get what you want without delay in offline shopping. You do not have to wait for 5 to 7 days for getting the product, which happens with online shopping.

2. Choose by experience

Choose any product with your personalized experience. Touch and feel the product, know how it is then buy if you want or not. Online shopping does not give you this option.

3. Quick return

Returning any product is easy in offline shopping as getting the product without delay. Go to the store on the day they take the return and return or exchange the product immediately.

4. Satisfaction of shopping

As I stated earlier, getting satisfaction while shopping with friends or family or your loved one is different. You can never get that satisfaction or joy in online shopping.

5. Personalized recommendation from the staff

When you shop online it takes much time to research before buying any product. But when you shop offline, some staff handle plenty of customers each day and know what will suit them. So you can get personalized recommendations from them before buying anything recklessly.

6. Purchase immediate products

Your daily and immediate needs like vegetables, medicines serve the offline shopping, just go and buy them immediately.

7. Pay by cash or other options

It has been seen in many stores that they are providing the opportunity to pay by cash or other options like cards, QR codes, UPI, etc. this allows people to buy more offline.

8. Safety

In electronic payments, your cash may be stuck, or not paid in time. This give-and-take policy is much more transparent than online payments.

9. Size and fitting

Choose items according to your size and fitting. If needed you can give trials in many shopping stores then buy with satisfaction.

10. People without much knowledge of the digital world can visit

Many people in this world, mainly rural and illiterate, do not get access to the mobiles or internet. So, shopping offline is the best option for them to have the things they want without facing any problems.

1.9 Role of offline Marketing

Offline marketing refers to any advertising that is carried out using traditional offline media, such as television, billboard ads, and radio. As opposed to online marketing, which utilizes media channels that reside on the internet, offline media does not necessarily need the online connection to successfully carry out a campaign. However, as numerous studies on multichannel marketing indicate, offline and online media can work together to drive higher ROI and often generate more success when combined than when siloed. With this in mind, here are 4 top ways that offline media can play a positive role in modern campaigns.

1. Build Brand Awareness

Although digital media is driving more sales than ad spend for many brands, offline media still matters in marketing. Television, radio, magazines, newspapers, and other offline mediums have continued to play a major role in most audience's daily lives. In 2018, Nielsen found that Americans spend half the day (11 hours) interacting with media. Out of those 11 hours, over four hours is live TV, 36 minutes is "time-shifted TV" (DVR), and almost two hours is radio. This is around seven hours of media that has nothing to do with the internet.This presents a long-standing unique opportunity to get your brand's name and offerings in front of your target audience. By including offline media into a marketing strategy, you can reach users who may not be in front of their phone or computer or who aren't actively on the platforms you are already reaching, such as Facebook or search engines.Repeated brand exposure not only kept a brand's messaging and products top-of-mind for consumers, but Entrepreneur reports that it can also instill a sense of familiarity and trust. Entrepreneur ties it to a sense of nostalgia, especially if a brand's slogan, logo, or jingle has been used for decades.

2. Reaching Customers Where They Are

Another benefit of brand exposure offline is reaching consumers who may not be the most active online, such as the elderly or those who have recently retired.Older audiences are a valuable audience, as they often have the time and resources to continue to make purchasing decisions. They also spend more in specific areas that could be of interest to certain brands. According to the U.S. Bureau of Labor Statistics, those 55 and older spend the most on transportation, clothing, and pension/social security. So companies in the transportation or clothing space may find more success with advertising to the older generation than others using traditional media. In many cases, it's more likely that the elderly are watching more live TV during the day. In those instances, you could set commercials targeting seniors to daytime and commercials targeting families to evenings and weekends. Following offline media optimization best practices like these can help advertisers make the most of the budget they do have for traditional media.

3. Testing New Regional Markets

Offline media has valuable metrics for insights that can translate to digital campaigns as well. If your business is researching or launching a new location or presence in a different location, offline media can show you the interest in those markets.

For instance, you can run campaigns featuring different products or offerings to see what users are most interested in in the local community: the results may be surprising. It's always worthwhile to test new markets, especially if they are untested with your company or your industry (this could also be the case with different interest markets, in addition to regional ones). After all, offline behavior and interaction with media is going to be slightly different than online behavior, so comparing the results of both with ad campaigns is the only way to get a bigger picture of what your audience in a specific market is interested in.

4. Bridging Offline Marketing to Online Conversions

Offline media also presents a good opportunity to get customers to convert via an online medium. Before the internet, customers were urged to visit a location or call a phone number so businesses could make a sale.

While those options still result in a large number of sales for businesses, the web now allows customers more benefits. They can visit a company's website or social media pages to gather more information about a product or service. Then, in most cases, they are able to purchase what they want or send a contact form at any time of the day, even if the company is closed for the day. This allows offline media to drive sales, raise brand awareness, and grow their online audience even when the business isn't open.

1.9.1. Roles of Online Marketing

Following are the top Digital Marketing' roles:

1. Online Marketing Manager (DMM)

The DMM plays a pivotal role in conducting and promoting digital campaigns to create brand awareness virtually. The primary work responsibility includes planning a project layout, developing the project schedule, setting objectives and managing project finances. The DMM determines and examines the new digital advancements, and effectively manages campaigns to promote products or services of a company. Thus, maximizing customer leads and navigating online traffic to enhance the penetration rate.

2. Content Strategist (CS)

The primary work role of a CS is to develop engaging content relevant to the business objectives and target customers. Thus, the CS communicates a brand in a convincing and informative way to the consumers to boost brand value. As the customers tend to look for more relevant information by using search engines, the CS has to search about the topics that customers find intriguing by using various analytical tools to maximize website views.Therefore, the CS is required to be proficient in writing abilities with a good grasp on Search Engine Optimization (SEO).

3. Conversion Rate Optimizer (CRO)/Conversion Rate Manager

One of the significant roles in Digital Marketing, CRO enables to acquire new customers by modifying and developing components of the company website. It allows the companies to maximize the chances of converting their 'website visitors' to 'lead consumers' before they close the tabs. Thus, CRO's optimize the webpage experience by analyzing the behaviour of the site visitors and taking appropriate steps (conversions) to change or modify the web page.

4. Pay-Per-Click (PPC) Specialist/Manager

The PPC Specialists/Managers monitor the online PPC promotional campaigns which are inclusive of strategy formulation, designing, execution, SEO and impact evaluation of the advertisements. PPC Specialists are required to stay updated with the current trends to understand the consumer choices of keywords by making necessary alterations to generate appropriate results. As the adverts have a direct link to the company webpage, the PPC Managers have to offer an intriguing read to the website clickers, to generate brand value and turn them into customers.

5. Search Engine Optimizer (SEO)/ Search Engine Marketing (SEM) Specialist

The SEO/SEM specialist has an important role to make digital marketing success. The SEM specialist evaluates, appraises and incorporates changes to the company websites for effective retrieval by the search engines. This allows for increased search appearances and webpage trafficking. The SEO's are required to evaluate the website performance and trafficking by using Google Analytics while being updated with Google's Algorithm to generate desired results.

6. Email Marketing Specialist (EMS)

An EMS is a virtual marketer that maintains customer details by building up email lists and executing promotional campaigns by initiating emails. An EMS ensures the missive is conveyed in a precise and appropriate format to the prospective clients. Thus, these written communications are required to be informative and cogent with amplitude to generate brand value to the prospects.

7. Consumer Experience/User Experience (UX) Designer

UX designers are not only technical and design experts, but also have a good understanding of human attitudes and mentalities. UX designers generate websites, products/services, and applications to enable customers to follow up through their entire purchasing journey. Thus, it helps the companies to improvise sales, retain existing customers and acquire new customers.

8. Analytics Expert (AE)

Technological advancement has led to the emergence of machine-based intellect in the form of 'Artificial Intelligence' (AI) and 'Internet of Things' (IoT). As a large volume of data and information is gathered using these computing technologies, it requires to be sorted, organized and analyzed effectively. AE's sorted out and evaluate this data systematically, thus providing businesses with information to interpret and execute in the promotional campaigns.

9. Social Media Expert (SME)

With a rise in various networking channels such as Twitter, Facebook, and many others, a lot of people tend to be active on these platforms. Thus, social mediums allow companies to interact with their customers on a wider scale. The work role of SME is to promote the presence of the company on these platforms, create brand awareness, communicate with the targeted customers, follow-up and keep the community of existing customers engaged. It requires the SME to devise effective promotional strategies across all the networking platforms, develop and update company brand pages across the social mediums. This enables to enhance the visibility and presence of the businesses to attain public engagement.

1.10 Conclusion

The conceptual background is backbone of the paper .This paper concluded that the conceptual background is very important for all concept. So concluded that based on the theoretical concept the online and offline shopping is very important role on today's market

1.11 Reference:

1. https://en.wikipedia.org/wiki/Online_shop
2. http://bazarpe24.com/blog/traditional-shopping-vs-online-shopping/ing
3. https://brainly.in/18683285
4. https://timesofindia.indiatimes.com
5. https://vootmart.com
6. https://marketbusinessnews.com
7. https://www.igi-global.com
8. http://repository.wima.ac.id
9. https://www.statista.com
10. https://en.wikipedia.org
11. https://www.lightspeedhq.com
12. https://www.marketingevolution.com
13. https://www.educba.com
14. Basu, S. 1997. The Investment Performance of Common Stocks in Relation to their Price to Earnings Ratio: A Test of the Efficient Markets Hypothesis. Journal of Finance, 33(3): 663-682
15. Bhatti, U. and Hanif. M. 2010. Validity of Capital Assets Pricing Model.Evidence from KSE-Pakistan.European Journal of Economics, Finance and Administrative Science, 3 (20).
16. Arunkumar, J.P. Sati & P.C. Tak (2003). Check list of Indian Waterbirds; Envis News letter: Avian Ecology & Inland wetlands. Buceros 8(1): 1–29.
17. Ali, S. (1996). The Book of Indian Birds. Oxford university press, New Delhi, 466pp.
18. Bibby C.J., N.D. Burgess & D.A. Hill (1992). Bird Census Techniques. Academic Press, London, 67–84 pp.
19. Furness, R.W. & J. Greenwood (1993). Birds as Monitors of Environmental Change. Chapman and Hall, London, 356pp.
20. Grimmett, R., C. Inskipp & T. Inskipp, (2013). Birds of the Indian Subcontinent. Oxford University Press, New Delhi, 528pp.
21. IUCN (2015). BirdLife International. Ciconia ciconia. 2015, IUCN Red List of Threatened Species. Downloaded on 06 May 2016.
22. Joshi P. (2021). Records Of Migratory Water Birds On The Reservoirs Of Yavatmal District, Maharashtra, Central India. International Journal Of Recent Scientific Research,40925-40928pp
23. Joshi P. (2020). Winter Migratory Birds Diversity on Bembla Spillway and Reservoir, Yavatmal District, Maharashtra, India . International Journal of Innovative Research in Science, Engineering and Technology,13276-13285pp
24. Kazmierczak, K. (2000). A Field Guide to the Birds of the Indian Subcontinent. A & C Black Publishers Ltd., Pica press, 352pp.
25. Kumar, A., J.P. Sati, P.C. Tak & J.R.B. Alfred (2005). Handbook on Indian Wetland Birds and their Conservation. Zoological Survey of India, 218pp.