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DIGITAL MARKETING VS TRADITIONAL MARKETING A COMPARATIVE STUDY

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Abstract: This study focuses on the Comparing and analysis between the effectiveness of Digital Marketing and Traditional Marketing to understand effectiveness, reach, cost-efficiency business environment. It explains how both methods help in promoting businesses. Digital Marketing is fast, low, cost, reaches target audience but traditional Marketing Builds trust and connects better with local audiences. This study will also focus on the factors which impact the buying behavior of customers towards Digital Marketing and Traditional Marketing.

Keywords: Digital Marketing, Traditional Marketing, Marketing Comparison, Advertising, Consumer Reach

1. INTRODUCTION:

Marketing is the continuous process of identifying and understanding customer needs and wants, creating value, and delivering products or services that satisfy those needs. In simple word Marketing is the process of identifying or understanding customer need, want and demand,. And main purpose of satisfying customers with earning profit. Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers in ways that benefit the organization and its stakeholders.

The two main types of Marketing are physical (traditional) Marketing and Digital Marketing.

Traditional Marketing dates back to ancient times (1500 BC), when symbols were used to identify products, and its modern form developed with the invention of the printing press in the 1400s, remaining influential until the advent of digital marketing (mid-1990s) , although it is still used today to reach local and wider audience

Digital marketing began in the 1990s , with the advent of the World Wide Web (WWW) and the launch of the first

search engines (such as Archie) and clickable banner ads (1994). Search engines and online advertising banners were the first to dominate, followed by platforms like Yahoo (1994) and Google (1998) . It started slowly but accelerated with the advent of smart phones (2007) and social media (mid-2000s) Digital marketing began in the 1990s , with the advent of the World Wide Web (WWW) and the launch of the first search engines (such as Archie) and clickable banner ads (1994). Search engines and online advertising banners were the first to dominate, followed by platforms like Yahoo (1994) and Google (1998) . It started slowly but accelerated with the advent of smart phones (2007) and social media (mid-2000s)

2. OBJECTIVES & SCOPE OF THE STUDY:

This study aims to understand how both marketing methods influence consumer, brand awareness, and business growth.

- To study and analyze the difference between Digital Marketing and Traditional Marketing
- To study the various components which affect both the marketing techniques
- To analyze and compare the traditional and digital marketing

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3. LITERATURE REVIEW:

Bhatia-Kalluri, A., & Caraway, B. R. (2023).
Journal of Asian Business and Economic Studies, 30(4), 512–528.
They documented how Paytm's ecosystem (payment + commerce + financial services) increased transaction frequency among youth users; the integration of offers/fin-services encouraged higher spending beyond just payments.

Chawla, D., & Joshi, H. (2020)
Journal of Internet Commerce, 19(2), 125–145.
They found distinct user segments among mobile wallet users in India, with younger, tech-savvy segments showing higher usage frequency and willingness to adopt new features; convenience and peer influence emerged as strong predictors of usage in these segments.

Paldon, T., Upadhaya, S., & Mohanty, S. (2022).
International Journal of Science and Research (IJSR), 13(3).
This study found that convenience, app-based rewards, security, and peer influence are the primary drivers for adoption, highlighting that user-friendly interfaces and trustworthiness significantly affect young consumers' digital payment behaviour.
Barodawala, S. H. (2025)
International Journal of Creative Research Thoughts (IJCRT), 13(2), 1–8.
Finds that a large majority of young respondents use digital payment apps and that about two-thirds report increased spending and more unplanned purchases when using these apps. The study highlights convenience and promotional offers as key triggers for higher youth spending.
Khan, A. R. (2023)
International Journal of Marketing Studies, 15(3), 90–102.
They reported that digital payment usage correlates with higher discretionary spending, especially among urban youth; but they also found a segment of users who actively use app-based tracking to control their spending.

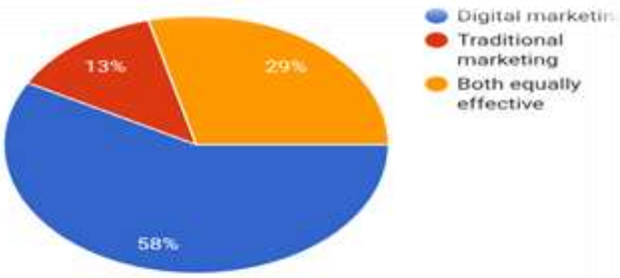
4. RESEARCH METHODOLOGY:

Research Methodology is a structured framework of overall approach and perspective of the research process to collect information and data for the purpose of making decisions. It refers to a general principle which will guide the research. It includes both present and historical information.

Sampling Method.	-	Simple Random
Size	-	100 Respondents
Data Collection Tool.	-	Structured Questionnaire

5. DATA ANALYSIS & INTERPRETATION:

1. Which type of marketing do you find more effective

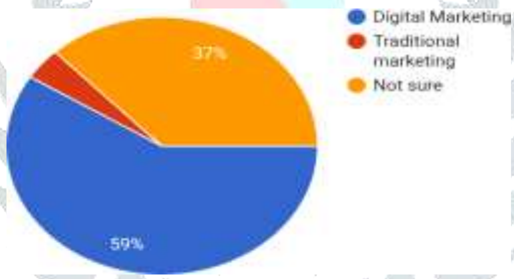


Sr. No.	Responses	No. of Respondents	Percentage of Responds
1	Digital marketing	58	58%
2	Traditional marketing	13	13%
3	Both equally effective	29	29%

INTERPRETATION

Most respondents (58%) find digital marketing more effective in reaching customers, while 13% prefer traditional marketing and 29% consider both equally effective.

2. Which marketing method do you think reaches a larger audience?

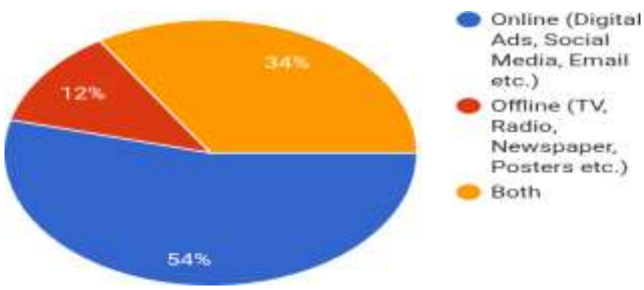


Sr. No	Responses	No. of Respondents	Percentage of Responds
1	Digital Marketing	59	59%
2	Traditional marketing	4	4%
3	Not sure	37	37%

INTERPRETATION

A majority of respondents (59%) believe that digital marketing reaches a larger audience, while 4% think traditional marketing does, and 37% are not sure.

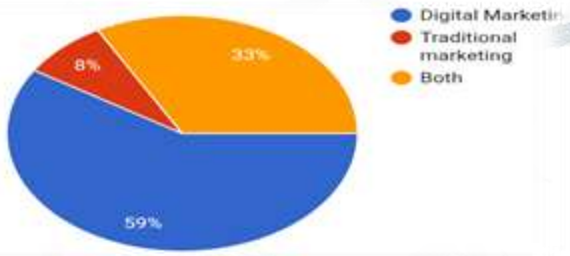
3. Which marketing do you personally engage with more often



S.No	Responses	No. of Respondents	Percentage of Responds
1	Online (Digital Ads, Social Media, Email etc.)	54	54%
2	Offline (TV, Radio, Newspaper, Posters etc.)	12	12%
3	Both	34	34%

INTERPRETATION

The data shows that 54% of respondents engage more with online (digital) marketing, while only 12% prefer offline (traditional) marketing and 34% interact with both. This indicates that digital marketing is more dominant and widely used by people compared to traditional methodsWhich marketing method do you think provides better customer interaction and feedback?.

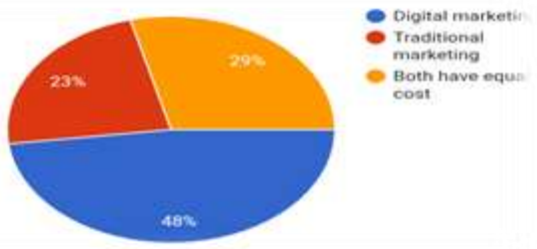


Sr. No.	Responses	No. of Respondents	Percentage of Responds
1	Digital Marketing	59	59%
2	Traditional marketing	8	8%
3	Both	33	33%

INTERPETATION

Most respondents (59%) believe digital marketing offers better customer interaction and feedback than traditional marketing (8%), while 33% think both are effective.

4. Which marketing type do you think is more cost-effective for businesses?

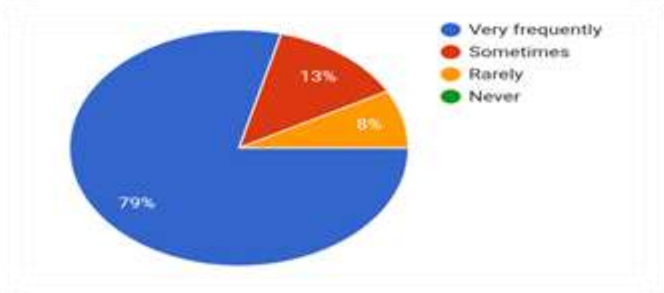


Sr. No	Responses	No. of Respondents	Percentage of Responds
1	Digital marketing	48	48%
2	Traditional marketing	23	23%
3	Both have equal cost	29	29%

INTERPRETATION

The survey shows that 48% of respondents believe digital marketing is more cost-effective, while 23% favor traditional marketing. About 29% think both have equal costs. This indicates that most participants find digital marketing a more economical option for businesses.

5. How often do you notice digital advertisements (social media, websites, emails)?

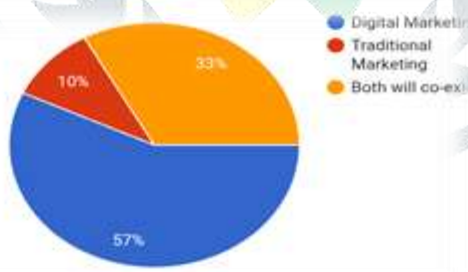


Sr. No	Responses	No. of Respondents	Percentage of Responds
1	Very frequently	79	79%
2	Sometimes	13	13%
3	Rarely	8	8%
4	Never	-	-

INTERPRETATION

The survey shows that 79% of respondents notice digital advertisements very frequently, while 13% see them sometimes and only 8% rarely notice them. This indicates that digital marketing has a strong visibility and reach, making it a highly effective method to capture audience attention compared to traditional marketing.

7. In your opinion, which marketing will dominate the future market?



Sr. No	Responses	No. of Respondents	Percentage of Responds
1	Digital Marketing	57	57%
2	Traditional Marketing	10	10%
3	Both will co-exist	33	33%

INTERPRETATION

According to the survey, 57% of respondents believe that digital marketing will dominate the future market, while only 10% think traditional marketing will lead. However, 33% feel that both marketing methods both will co-exist in the future. This indicates that digital marketing is expected to play a major role in future business promotion due to its wider reach and technological advantages.

6. FINDINGS & SUGGESTIONS

FINDINGS:

1. Digital marketing gives faster and more measurable results.
2. It is more cost-effective than traditional marketing.
3. Customers engage more easily through digital platforms.
4. Digital marketing reaches a wider audience globally.
5. Traditional marketing still builds local trust and brand image.

SUGGESTIONS:

1. It is recommended that businesses focus more on digital marketing as it is cost-effective, provides faster results, and helps in reaching a larger audience. Focus more on digital marketing for wider reach.
2. Use traditional marketing for local customers.
3. A combination of both digital and traditional marketing will give the best results for long-term success.
4. Improve customer engagement through online tools.
5. Provide digital marketing training to small businesses

7. CONCLUSION

The study concludes that digital marketing is more effective, cost-efficient, and provides better customer engagement and faster results compared to traditional marketing. However, both methods have their own importance, and a balanced combination can give the best outcomes for businesses.

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