



A COMPERATIVE STUDY OF CONSUMER BEHIVIOUR TOWORDS DIGITAL MARKETING & TRADITIONAL MARKETING

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ABSTRACT

Internet plays an important role in our day to day life .We use internet daily almost for single work. Before buying product .the consumer perception of buying products are changing day by day. In this research paper we are doing Comparative Study Of Consumer Behavior Towards Digital Marketing & Traditional Marketing it helping us to analyze market status and awareness about the new technology changing the current scenario of consumer behavior.

KEYWORDS:- Consumer Behavior, Marketing, Digital, Traditional, Advertising, Influence.

INTRODUCTION: -

The medium of buying and selling of the product, the businessman are prefers the different ways to make their own business and making the massive profit. From the upcoming innovative



ideas which all are comfortable for the consumer and spend money on the product and get satisfied services. Activates with perform on different type of media they create the footprint on consumer mind, and its helpful for the engagement of the people active growth on the market product.

DIGITAL MARKETING:-

In the Digital Marketing almost people are active and they are aware about the online buying process of product which activities are done on digital platform. They are engage the customer and they are attracts

towards the Adverting and creating the awareness about the product branding of product and increasing popularity of the products .

Indian Government promotes Digital India From 69 million online shoppers in 2016 Ever since the launch of Digital India in 2015 as an initiative to improve online infrastructure and digital empowerment, there has been mushrooming of a complete market of start-ups, services and more than connect people globally! It has resulted in a rise of active internet users, mobile connections, social media traffic and more.

According to the International Journal of Advanced Research Foundation, India is undergoing a golden period of digital marketing growth ever since 2013.

The return on investment for businesses through digital platforms has exceeded than that from real life platforms. Companies are today shifting towards a more digitally empowered set-up to make the most of the golden period of digital marketing that India is witnessing. About 70-80% of the population is dedicated to making purchases online, and e-commerce websites like Flipkart, Amazon, Myntra, etc are making waves with their influence over the market. And all of it in a country that still has about 2/3rd of the population with no access to the internet or smartphones. As the access to the internet over a larger population rises, India is to witness a revolution in terms of

digitalization that will soon make India as one of the top markets in the world with the highest numbers of internet users. Online podcasts, web stories, entertainment, sports, business, social awareness and career in India gets more dependent on digital platforms for generating revenue, sharing information and country's progress, Digital Marketing is becoming a promising industry with rapid career growth, increasing influences, and widespread activities!

(FIG No 1.1)



Major Tools of Marketing

- Advertising on Social Media
 - Photo advertise
 - Video advertise
 - Stories advertise
 - campaign
- Awareness
 - Reach
 - Reach & frequency
 - Brand Awareness
 - Local Awareness
- Results
 - Miserable Result
 - Transparency
 - Amylases

Traditional Marketing:- In this Market where customer come actually in the market face to face interact with the seller and buys the product and services in the exchange of money .
e.g. - Visiting Shops, Shopping malls, rode side shopping.

(FIG.No.2)



- **Target location audience**

- Flex
- Banners
- Folder

- **Materials are for keep**

- Magazine
- News paper
- T.V
- Radio

- **More personal**

- Collection of data
- Survey
- Personal approach

Comparative Study:- In Digital Marketing & Traditional Marketing are major contribution to divert the consumer buying products with the help of media platform. The consumer much aware about the upcoming product and services and engagement on the social Media which are helpful for the social site and up gradation in market analyses.

Affordable: - The offers which are given on product are attract the customer and promotion and selling, it affect product rate increases. Traditional Marketing charged more money as compared to the Digital Marketing Advertising.

Effective targeting of the audience:- When we compare the digital marketing as compare to print media it always the change of peoples buying preferences. The people being attracted to the digital advertising and creative's are more attractive than the print media.

The traceable result:- We can easily measure the result on the activates of digital media as compare to the traditional media, the measuring tools are help to analysis of data for the result and impartation on the advertising activates.



4ps of Marketing mix are playing vital role in the business strategic improvise selling of product in market with new upcoming ideas and profit growth of market rate.

OBJECTIVE OF THE STUDY:-

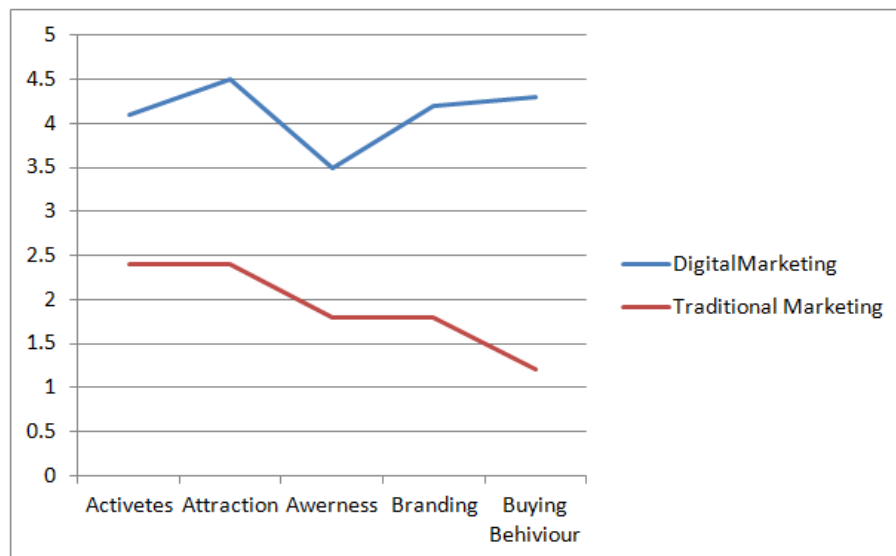
- To Study the Strategic improvise in Marketing Media.
- Effectiveness of Advertising on Consumer Behavior.
- To Study the Changing Buying Behavior of Consumer towards the Product.

RESEARCH METHODOLOGY: -

This is a descriptive research paper based on secondary data. Data have been collection through the Books, magazines, journals, and websites. In this Research we just study comparative study of Digital Marketing & Traditional Marketing.

This study is an attempt to understand, *A Comparative Study of Consumer Behavior To Words Digital Marketing & Traditional Marketing.*

(FIG.NO.4) Analysis



CONCLUSION:-

- The Research studies prove that consumer behavior changing day by day and activates are playing important role in buying of products and services. Getting great feed back in market place resulted growth of selling and buying products are improvises.
- Advertisement are playing vital role in the marketing term helping to attract target audiences and converting consumer mind perception.
- Traditional marketing having their own stand and perception in marketplace and which are continued in the digital world and having the own reasons of consumer and sellers.

FINDINGS:-

- Consumer wants attractive and something which is the out of box, and they can create their own reputation in social media and explore new things with the help of new product and campaign making most engagement on the social networking and helping to changes the mindset of the customers.
- Traditional Marketing having their own stand and it should be continued because the old generation preferring the old media having faith on it.

SUGGESTIONS:-**Creativity + Target Audience**

Marketing is a dynamic field and combination of creativity to create output and enhance the growth rate of product, continue proper activates helping to engage to the target audience.

- Future Enhancement in 2020

7 DIGITAL MARKETING TRENDS FOR 2020



1. The rise of new social platforms
2. Vernacular will go mainstream for brands
3. Voice will also start driving e-commerce
4. AR will pick up momentum
5. Better audience targeting through AI and first-party data
6. Influencer marketing will have a rocky 2020
7. Online to Offline Attribution will be more prevalent

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