

COMPARING DIGITAL MARKETING WITH TRADITIONAL MARKETING AND CONSUMER PREFERENCE, OVER WHICH MEDIUM BY TAKING CONCEPT OF ADS

S. Nazimsha¹ & M. Rajeswari²

¹Research Scholar, School of Management, Hindustan Institute of Technology and Science, Padur,
Chennai, Tamil Nadu, India

²Associate Professor, School of Management, Hindustan Institute of Technology and Science, Padur,
Chennai, Tamil Nadu, India

ABSTRACT

Digital Marketing uses social media platforms such as Facebook, YouTube, Instagram, Twitter for promotions where Ad campaign can be set by targeting the customers of different age groups, based on budget planned and also based on locations to be reached whereas it is not possible with Traditional Marketing methods. The present study was carried out in one of the leading Media Channel in Tamil Nadu. The essential investigation is to decide the impact of Digital Marketing in producing the business development by contrasting it and the Traditional showcasing strategies and furthermore to make sense of the medium which is most compelling in buyer buying choice. All through my investigation I could connect with various clients crosswise over India through Telephonic and way to entryway in Chennai (Tamil Nadu) locale. Tests are in this way gathered.

KEYWORDS: Digital Marketing, Traditional Marketing, Marketing, Social Media, Consumer

Article History

Received: 15 Nov 2017 | Revised: 21 Nov 2017 | Accepted: 06 Dec 2017
