

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

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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

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INTRODUCTION

We cannot deny the fact that the world is rapidly moving from easy to modernize. People are exhausting progressively Digital substance consistently – on phones, tablets, desktop PCs at work, and that is just a glimpse of a larger problem – and associations that have not yet seen this in their promoting methods need to change rapidly. In the past Television was the most prevalent medium for Marketer`s to make deals development by advancing their items through Advertisements yet now the pattern changed to Digital media. Digital Marketing is imperative these days as it isn't only a rapidly creating power in the present advancing playing field, it is set to be the possible destiny of displaying, and it gives off an impression of being likely that best in class media will soon supplant more standard structures all around. While more settled ages will no vulnerability lament the defeat of paper-based every day papers, books, particular techniques and ordinary TV and radio imparts, the people who have grown up with the web and telephones as a God-given right are by and by understanding the vanquish new universe of front line utilize. The truths are that best in class systems for correspondence and displaying are speedier, more versatile, commonsense and streamlined, so it is possibly evident

that once the development twisted up clearly open we began quickly moving into the mechanized age. Luckily Digital showcasing offers an indistinguishable measure of potential to sponsors from it does to clients.

OBJECTIVES OF STUDY

- To learn about Digital Marketing by contrasting it and Traditional Marketing
- To consider the idea of advertisements for concentrate the most favoured promoting technique
- To examine the versatility of individuals towards advanced showcasing.
- To contemplate the effect of Digital Marketing in delivering the business improvement

LITERATURE REVIEW

This investigation will show the significance of computerized media showcasing in display age focussing on the essential and optional information gathered. Advertising methods where associations can see how a campaign is performing continuously, for instance, what is being seen, how regularly, whatever degree; additionally bits of knowledge related to bargains transformation and procedures related with it are called progressed exhibiting. Reviews taken obviously demonstrate that individuals lean toward Ads as a more powerful strategy for promoting an item. Indian clients require redress data about an item and they search for more information about quality, cost and look for customer reviews before acquiring a thing. Advancements make high impact on a making help in Indian customers. Indian purchasers have a tendency to go online for acquisition. They are pulled in to go online for electronic things and garments. Current examples in Indian youth and young Indians are seeing the T.V programs through online sections. The essential reason may be dull; they can watch programs which they had skipped due to a couple of reasons. Similar things occurring for the day by day paper moreover, people support online news doors as they don't need to sit tight for consistently day by day papers

RESEARCH METHODOLOGY

The sort of research utilized as a part of this examination is quantitative research. Other than this, the analyst will likewise arrive at a conclusion through perceptions and numerical portrayals and furthermore from measurable examination.

Sampling Method

The respondents in this exploration will be for the most part from Chennai. Samples for this examination has a place with age bunch inside 17 to 50 the individuals who have online nearness. Test measure decided for this examination is 50. Among them 30 are male and 20 are females. Instruments used for this examination is an online review, which include 15 questions.

INFORMATION ANALYSIS AND INTERPRETATIONS

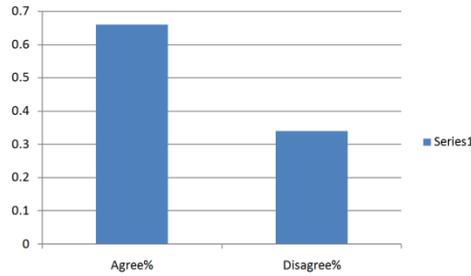


Figure 1: On Seeing New Things do you Accumulate Information on that

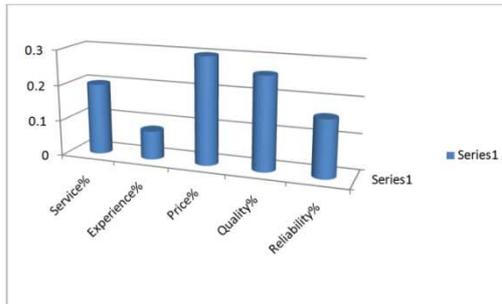


Figure 2: The Thing that Sort you Most When Data is Collected about a Product before Taking a buy Decision

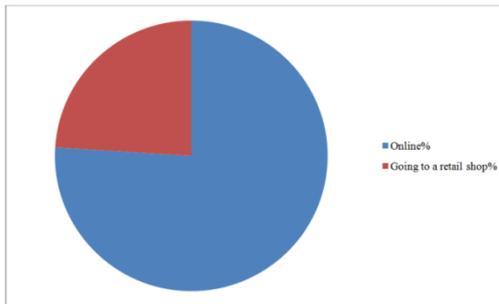


Figure 3: System Used to Purchase a Thing Frequently

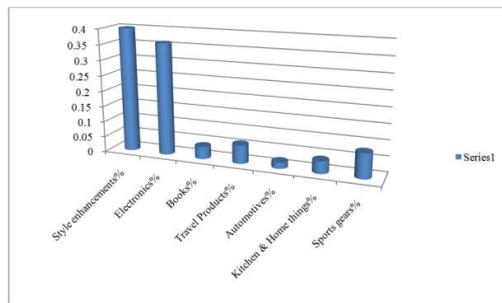


Figure 4: Kind of Products/benefit that you as a Buyer Incline towards with Purchase on the Web

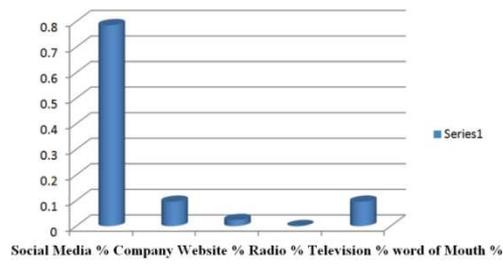


Figure 5: Most Favoured Framework for Bestowing Buy Involvement with Others

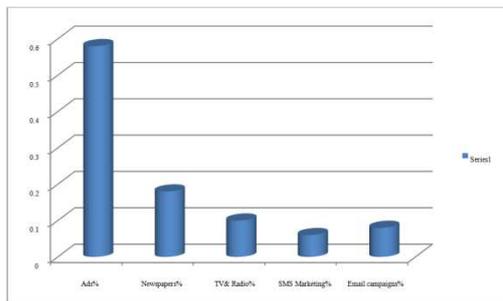


Figure 6: Most Favoured Medium for getting Data about New items

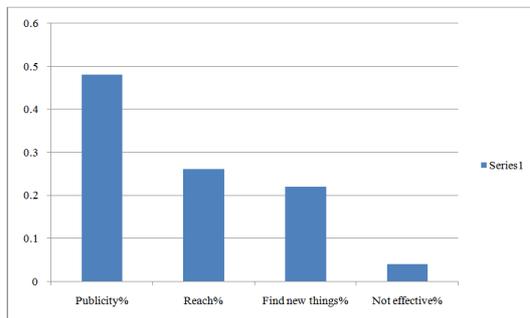


Figure 7: If You Prefer Ads the Reason is

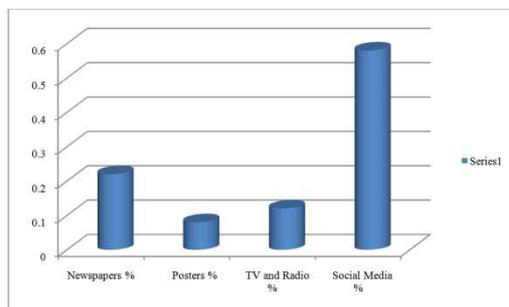


Figure 8: Favoured Medium to Watch Ads

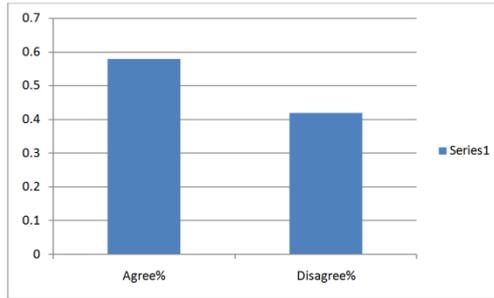


Figure 9: Branding ads through Social Media has More Reach that Television

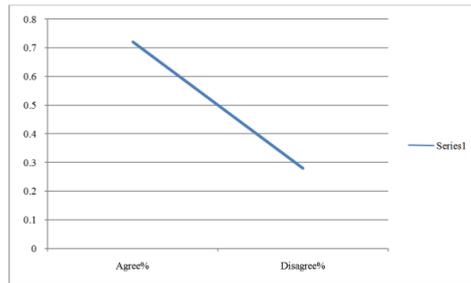


Figure 10: Branding ads digitally has More Reach Ability than Newspaper Ads

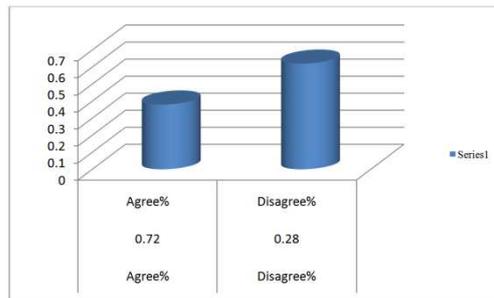


Figure 11: Does your Family Prefer to Hear about ads through Radio Mode

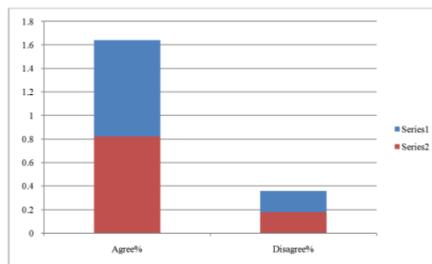


Figure 12: Might you want to take after Brands by Means of Electronic Systems Administration Media

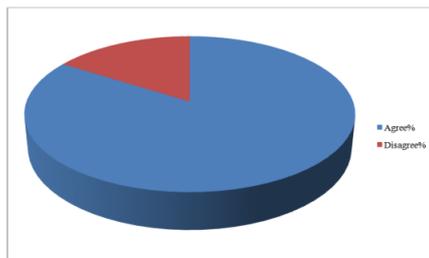


Figure 13: Same Time using your Mobiles do you like Seeing Advertisements in the Foundation

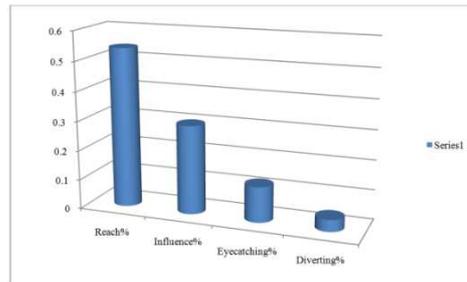


Figure 14: Do you Discover Digital Media Marketing Powerful

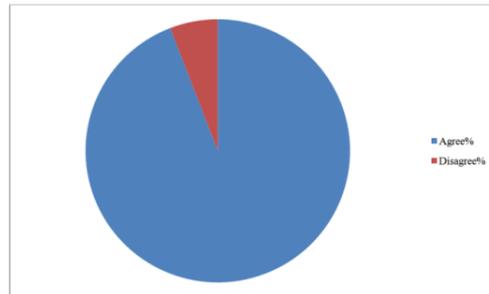


Figure 15: Do you think Future Era is going to be Digital

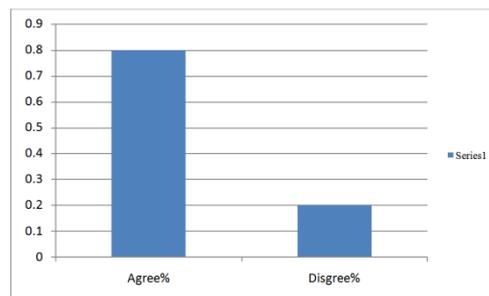


Figure 16: If Yes, Social Media is the most Influential Factor

FINDINGS

Interpretation1 to 16

- Majority of the general population look for data before obtaining an item.
- People aggregate more information about value, quality and administration about an item before going to a buy choice than past client encounter about items and the unwavering quality of the item.
- Consumer lean towards purchasing through online than Going to a Retail shop.
- Consumer lean towards purchasing Fashionable items, Electronics more through online than books, don things, Automobiles, Travel items and Kitchen, Home things.
- Consumer favours Social Media as the best medium to share the input of items after the buy has been made than Traditional mediums
- Consumer inclines toward Ads as the best medium to find out about the recently presented items in the market over Newspaper, TY and Radio, SMS Marketing, Email Marketing.

- Through Ads an item will get greater Publicity and Reach and furthermore Ads will help in finding new things. This is the reason customer gives inclination more to Ads.
- Consumer inclines toward watching Ads on Social Media stages than Traditional Medias.
- Consumer lean towards marking should occur through Social Media
- Consumer lean towards marking Ads carefully will have more effect than Newspaper Ads.
- Consumer gives less inclination in hearing Ads through Radio Mode.
- Consumer gives more inclination to take after brands by means of online systems administration media
- Consumer like seeing Ads in foundation while they are utilizing their versatile
- Consumer finds Digital Marketing as the most capable device as it has greater Reachability, Eye-getting, more persuasive and it is less occupying.
- Consumer thinks Future period is a Digital time.
- Consumer discovers Social Media most compelling apparatus for Digital period.

CONCLUSIONS

Comprehensively, all improvement will as time goes on fall into two classes: structure, and interface. One will interface contraptions, the other will associate a gadget with a human Technology will draw in various social requests to team up more satisfactorily, in each circle. It will join individuals and affiliations, nearer. In the Digital period propelled time, advancement is made by joining individuals, data and foundation and making openness by putting individuals at the purpose of meeting of everything. The examination demonstrates that the present and inevitable destiny of displaying is in the hands of Digital Medias. Advanced showing contains made associations and merged channels. Marketing specialists need to utilize these areas best to fulfil target get-togethers and thusly building up a brand. In this time promoter isn't for a brand, individuals who are connected over the robotized stages are the directors. Brands need to assemble their quality through automated stage, since clients have high pulled in to forefront media than other media's. More than that clients are fundamentally data searchers and computerized media is the standard way or stage for two course correspondence among brands and clients. Impelled media is the best stage to change over a thing to a brand. Since it is more sensible and it gives a considerable measure of inspiration driving comprehension to a marketing expert. Brands can draw in their objective get-togethers in a persuading course through modernized stages. Impelled media isn't derived for engagement, brands can expand their clients or they can hold their present clients. Impelled stages help to produce the effect of brand and can besides study their objective social events. The examination concentrates on the inclination of clients over the media of showing. Indian buyers are particularly data searchers and they get some answers concerning a brand or a thing before getting it to. So brands should concentrate more on this while propelling their thing and the best stage for this is Digital Media

APPENDICES

1. Might you collect data information viewing new things?
 - Agree

- Disagree
2. The thing that sort you most when data is collected about a product before taking a buy decision.
 - Service
 - Experience
 - Price
 - Quality
 - Reliability
 3. System used to purchase a thing frequently.
 - Online
 - Going to a retail shop
 4. Kind of Products/benefit that you as a buyer incline towards with purchase on the web.
 - Electronics
 - Books
 - Travel Products
 - Style enhancements
 - Kitchen & Home things
 - Sports gears
 - Gifts
 - Automotives
 5. Most preferred system for imparting purchase experience with others.
 - Company Website
 - Radio
 - Television
 - Social Media
 - Word of Mouth
 6. Most favoured medium for introducing a new item in the market
 - Ads
 - Newspapers
 - Radio

- TV
 - SMS Marketing
 - Email campaigns
7. If you settle on Ads the reason will be
- Publicity
 - Reach
 - Find new things
 - Not effective
8. Favoured medium to watch ads
- Newspaper
 - Posters
 - TV and Radio
 - Social Media
9. Branding ads through Social Media has more reach than Television
- Agree
 - Disagree
10. Branding ads Digitally has more reachability than Newspaper ads
- Agree
 - Disagree
11. Does your family prefer to hear about ads through Radio Mode
- Agree
 - Disagree
12. Might you want to take after brands by means of electronic systems administration media
- Agree
 - Disagree
13. Same time using your Mobiles do you like seeing advertisements in the Foundation
- Agree
 - Disagree
14. Do you discover Digital media marketing powerful

- Eye-catching
 - Reachability
 - Diverting
 - Influential
15. Do you think Future era is going to be Digital
- Agree
 - Disagree
16. If Yes, Social Media is the most influential factor
- Agree
 - Disagree

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