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# **Influence of Digital Marketing on Consumers Over Traditional Marketing**

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## **ABSTRACT**

The emergence of digital marketing has changed how companies connect with and interact with consumers. In this study, the impact of traditional and digital marketing strategies on customers was compared. The study discovers that digital marketing significantly affects consumer behavior, including purchase decisions, brand loyalty, and information seeking, through a review of the literature and survey data. Consumers are increasingly using digital platforms to communicate with brands and conduct product research. Traditional marketing strategies, however, are still effective, especially in some sectors and populations. According to the research, companies should adopt a digital marketing strategy to connect and interact with customers in an efficient manner but should keep using traditional marketing techniques as well. This study examines the impact of digital marketing on customer behavioural prospects. A sample of 25 consumers is surveyed for this study in order to determine their digital marketing behavioural patterns

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## **Introduction**

The rise of smartphones and mobile internet access has made it easier than ever for people to connect and share information on social media. Additionally, social media platforms have continued to add new features and services, such as live streaming and e-commerce, which have further increased their popularity. As a result, social media has become an integral part of many people's lives, with its importance likely to continue to grow in the future.

This means that digital marketing campaigns can be continuously optimized to deliver better results over time. One of the challenges of digital marketing, however, is keeping up with the constantly evolving digital landscape. With new technologies, platforms, and algorithms being introduced regularly, digital marketers must stay on top of trends and best practices to ensure their strategies remain effective. This requires ongoing education and training, as well as a willingness to experiment and test new approaches to find what works best for a given brand.

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## **Literature Review**

Companies use different marketing strategies like digital, social, and traditional marketing for various reasons. Each strategy has its strengths and weaknesses, and companies often use a combination of strategies to achieve their marketing goals. Ultimately, the marketing strategy chosen will depend on the company's target audience, marketing goals, and budget. A multi-channel approach, which uses a combination of marketing strategies, can often provide the best results by leveraging the strengths of each strategy to reach and engage with consumers more effectively.

Digital marketing is a powerful tool for companies to reach their target audience and promote their brand, products, and services. With the majority of consumers using the internet to research and purchase products, digital marketing has become an essential component of a comprehensive marketing strategy. In this article, we will discuss how digital marketing helps companies connect with their target audience and drive business growth.

Through tactics like search engine optimization (SEO) and search engine marketing (SEM), companies can ensure that their content is visible to users who are actively searching for relevant information. Social media marketing and online advertising allow companies to target specific demographics, interests, behaviors, and location, further refining their audience reach.

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## **Research Design and Methodology**

The research design for this study will be a quantitative research design, using a survey questionnaire as the primary data collection tool. A survey questionnaire is a useful research instrument for collecting data on consumer behavior and attitudes towards digital and traditional marketing. In Demographic segment, I have used factors including

- Age
- Education level

- Gender
- Income

In Behavioral Factor, I have used factors including

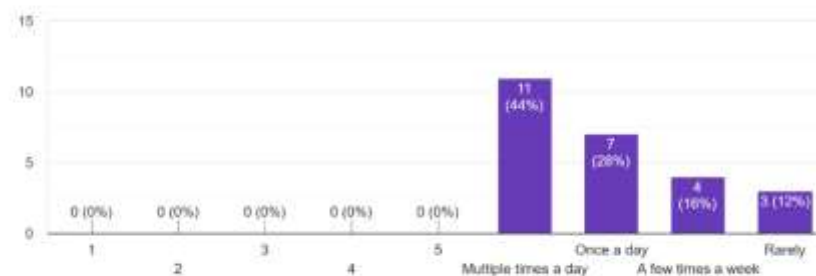
- Usage and Purchase Behavior
- Customer loyalty
- Usage frequency

## Data analysis

the data collected through the survey questionnaire will be analyzed to achieve the research objectives of examining the influence of digital marketing on consumers over traditional marketing. The data analysis will involve both descriptive and inferential statistics.

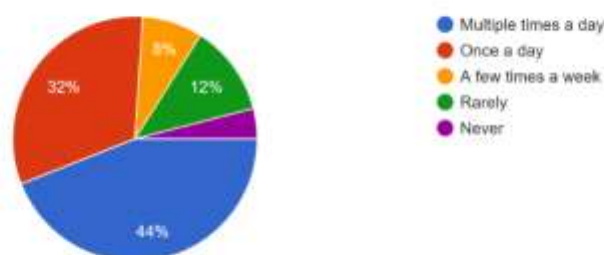
1. **Advertisement:** This informs that 44% people see multiple times advertisement on traditional media such as tv which means traditional marketing is also impact a lot in positioning of the company and to reaching its target customers

How often do you see advertisements on traditional media such as TV, radio, or print?  
25 responses

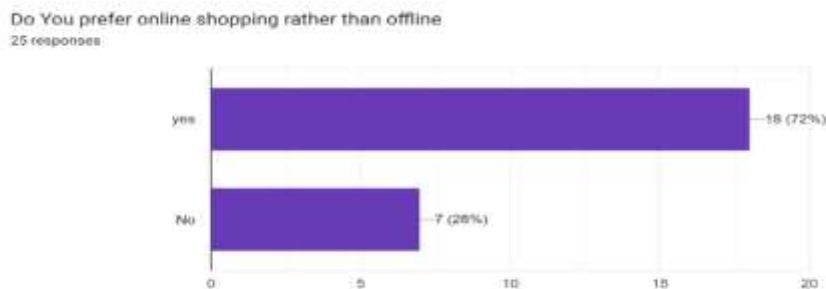


2. **Billboards:** Billboards are often used by businesses to create brand awareness, promote new products or services, and generate sales leads. They can be particularly effective in reaching a wide audience and increasing visibility for a brand. We have seen that 44% people see billboards multiple times a day which means it also play important role in reaching to its target customer

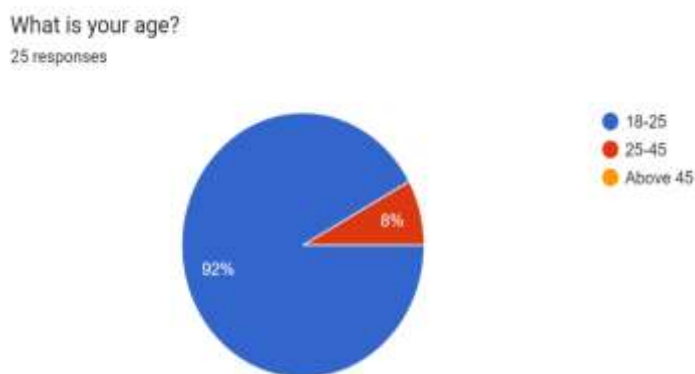
How often do you see billboards or other outdoor advertising?  
25 responses



3. **Preference** At last we get the result that 72% people prefer online shopping which triggers the need and growth of digital marketing. Traditional marketing is also important means to become successful in the market both marketing strategies are needed



4. **Age** Age is a critical factor to consider when examining the influence of digital marketing on consumers over traditional marketing. Research has shown that younger generations are more likely to be active online and engage with digital marketing, while older generations may be more skeptical and prefer traditional marketing methods. In the questionnaire, first question shows the age group of people who have experienced digital marketing activities or traditional marketing activities. From the chart mentioned below we can see 92% people are of 18-25 who are active and only 8% people are of age group of 25-45.



## Data analysis and Interpretation

The data collected through the survey questionnaire will be analyzed to achieve the research objectives of examining the influence of digital marketing on consumers over traditional marketing. The data analysis will involve both descriptive and inferential statistics.

Both traditional marketing and digital marketing are important for businesses to reach their target audience effectively. Print advertising, billboards, radio and TV ads, and direct mail are all examples of traditional marketing techniques. Although some may view these strategies as archaic, they are still useful for reaching a wide audience and establishing brand recognition. On the other hand, digital marketing makes use of internet platforms like social media, email, search engines, and mobile applications to interact with clients and advertise goods or services. Businesses may use digital marketing to target particular demographics, monitor user behavior, and assess the success of their initiatives. Despite the rise in popularity of digital marketing in recent years, traditional marketing still has a place in modern advertising strategies. Combining traditional and digital marketing methods can result in a comprehensive and effective marketing campaign that reaches both online and offline audiences. Ultimately, the success of any marketing campaign will depend on the business's goals, target audience, and the channels that are most effective in reaching that audience.

## Conclusions:

Digital marketing has a significant impact on consumer behavior and is more influential than traditional marketing in today's digital age. Consumers are more likely to be influenced by digital marketing when compared to traditional marketing, particularly when it comes to purchasing decisions. The use of social media and mobile devices has become increasingly important for marketers to reach their target audience and influence their behavior. The age and gender of consumers have a significant impact on their perception and behavior towards digital marketing. The use of multiple promotional tools and channels is more effective than relying on a single marketing approach.

## References

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