

Impact Assessment of Digital and Traditional Marketing on Consumer Buying Behavior

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Abstract: *This essay focuses on how changes over the last 20 years have opened up new channels for communication. Marketing success is now hidden, and marketers are operating in a very different environment than they did ten years ago. With businesses investing more time and money in marketing than ever before, choosing the best advertising channel is essential to a campaign's success. Businesses that use technology can easily engage with consumers while offering goods and services. Understanding the effectiveness of communication channels and determining the best strategy for connecting with the target audience are the goals of this study. Thus, "A Comparative Analysis of Digital Marketing and Traditional Marketing" is the title of the paper being done.*

Keywords: Digital marketing, traditional marketing, online advertising, consumer behavior, brand engagement, marketing trends