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## TRADITIONAL VS. DIGITAL MARKETING: A COMPARATIVE STUDY

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### Abstract

*A market is place where two parties can gather to facilitate exchange of goods and services. The parties involved in the exchange process are buyers and sellers. Parties can gather physically at a physical place or at the platform which may be online i.e. sites, apps etc. Marketing is the way to increase the speed of buying and selling at the market place. The main purpose behind the marketing is to make goods and services available to customers as per their needs and wants. Marketing has been happening conventionally since long period of time but with the changing times, improvements in information technologies and spreading of broad band internet, marketing is shifting from conventional to non-conventional methods of marketing. Organisations which are adopting new technologies of marketing can easily communicates with their customers while providing goods and services to them.*

*The present paper will do comparative study between Traditional and Digital Marketing. This study will also focus on the factors which impact the buying behaviour of customers towards traditional and digital marketing.*

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