

# A Comparative Study of Traditional Vs digital Advertising Effectiveness

Narendra<sup>1</sup>, Prof. Anitha BM D ‘Silva<sup>2</sup>

<sup>1,2</sup>RV Institute of Management Bengaluru

## ABSTRACT

This research compares the effectiveness of traditional and digital advertising mediums in contemporary marketing environments. A comprehensive survey of 250 respondents across diverse demographic segments examined consumption patterns, trust dynamics, engagement metrics, and return on investment perceptions for both advertising approaches. Statistical analyses included Pearson's correlation, Spearman's rank correlation, and linear regression models processed through Jamovi software. The findings reveal that digital advertising holds a significant preference advantage, with 50.8% of respondents favoring digital formats compared to 28.4% preferring traditional media. Targeting precision for digital channels was (70.8% agreement) and cost effectiveness (75.2%) better. Nevertheless, television (40.8%) and print media (19.6%), as well as other digital platforms, resonated much more with consumers as more trustworthy mediums as compared to the digital advertising. Significantly, correlation analysis rebuts common demographic assumptions, particularly that age has no relationship to advertising preferences ( $r_s = -0.011$ ,  $p = 0.861$ ). 37.2% of respondents reported that television is an option for advertising and 31.6% said social media. A small but significant correlation between product comparison related behavior and social media usage was found, using linear regression ( $R^2 = 0.0278$ ,  $p = 0.041$ ). For practical implications, this may imply optimally combining both approaches, i.e. utilizing digital advertising's precision targeting and engagement advantages, as well as its traditional media's establish trust brand advantages. Our findings help to advance understanding of changing advertising effectiveness across ever more splintered environments.

**KEYWORDS:** Advertising effectiveness, digital marketing, traditional media, consumer engagement, integrated marketing communications

## INTRODUCTION

In the last 50 years or so, advertising has totally transformed from traditional channels (TV, radio, print) to more clever digital platforms. It's not just a period of transition from medium to medium; it's a revolutionary transformation of how a business makes connections with its customers. With the marketing budgets under scrutiny, especially in times of recession, the awareness of the comparative effectiveness of the traditional vs digital advertising has become an essential process to determine the strategic allocation of resources (Bharti and Kumar, 2020).

It has a long history in establishing its credibility in generating brand awareness and trust through its one way communication through television, newspapers, magazines or even billboards. Digital advertising, on the other hand, uses internet channels such as social media, search engines and electronic mail to target ads to consumers while tracking results more effectively. While this matches with modern digital strategy,

Mishra, Aithal, and Wadkar (2024) point out that traditional methods are still quite in play in complete marketing plans.

These advertising approaches extend beyond the platforms themselves. In the precision targeting (40% more effective), measurability, and cost effectiveness part, Maurya (2021) prove that digital marketing outperforms traditional marketing but traditional marketing still has an advantage in building trust to older demographics. The performance differential between the two however depends on the context, as for instance Dhamija and Kaur (2022) have noted, social media marketing excelled over traditional methods when it comes to about brand awareness and revenue generation in the hotel industry.

This was accelerated by the COVID 19 pandemic as documented by George, Baskar, and George (2022) to be a 30–45% increase in digital marketing investment amongst Indian businesses. Agarwal (2022) notes, however, that anyone can establish a digital marketing strategy, while traditional advertising is still better at branching out of the market area and gaining the community trust in certain cases. This comparative study seeks to evaluate the performance of both approaches in terms of reach, engagement, conversion rates as well as return on investment. In this research, the focus is on comparing the strengths and weaknesses of the two to develop a comprehensive approach on how to integrate marketing strategies to get better advertising effectiveness in this era of fragmented media.

## OBJECTIVES

To assess the comparative effectiveness of traditional and digital advertising in terms of reach, engagement, and ROI.

To understand consumer preferences and perceptions regarding both advertising forms.

## LITERATURE REVIEWS

Author and Year	Objective	Methodology	Key Findings	Summary
Bharti & Kumar (2020)	To compare the effectiveness of traditional and digital marketing.	Comparative analysis using secondary data and case studies.	Digital marketing offers better targeting, real-time analytics, and cost-effectiveness, while traditional marketing is still relevant for mass reach and older demographics.	Digital marketing is more measurable and efficient, but traditional marketing remains important for certain segments, especially in rural and older populations.
Arunprakash et al. (2021)	To assess if digital marketing is more effective than traditional marketing.	Survey-based study of consumer perceptions and industry practices.	Digital marketing surpasses traditional in reach, flexibility, and efficiency. However, digital marketing carries	Digital marketing is generally more effective, but a hybrid approach is suggested for optimal results, especially for new

			higher risk if not managed by skilled professionals.	entrants and risk-averse businesses.
Sinha (2018)	To analyze differences between traditional and digital marketing strategies.	Descriptive and comparative analysis of business tactics and consumer engagement.	Traditional marketing excels in broad brand recognition and credibility, while digital marketing enables targeted, interactive, and data-driven campaigns. Digital allows for	Both methods aim to boost brand awareness and sales, but digital marketing provides more interaction and measurable results. Integration of both is beneficial for comprehensive marketing.
Bhayani & Vachhani (2014)	To compare internet marketing and traditional marketing.	Qualitative interviews and thematic analysis of consumer shopping experiences.	Digital marketing offers personalization, transparency, and convenience, while traditional marketing provides physical product experience and immediate	Both approaches have unique merits and demerits. Consumer preference is situational, and a mix of both methods can enhance overall shopping experience and satisfaction.
Nazimsha & Rajeswari (2017)	To compare digital and traditional marketing and examine consumer preference for ad mediums.	Survey-based study focusing on media consumption habits and ad effectiveness in Tamil Nadu, India.	Digital marketing is more adaptable and has a broader reach, while traditional marketing is still trusted and effective among certain demographics..	Digital marketing is essential for modern business growth, but traditional media remains relevant for credibility and local targeting. Integrated strategies are recommended for maximum impact.
Takle & Fulpagare (n.d.)	To compare traditional and digital marketing approaches through case study analysis	Case study methodology examining real-world marketing campaigns	Digital marketing provides better measurability and ROI tracking, while traditional marketing maintains	The case study demonstrates how businesses can strategically integrate both marketing approaches based on

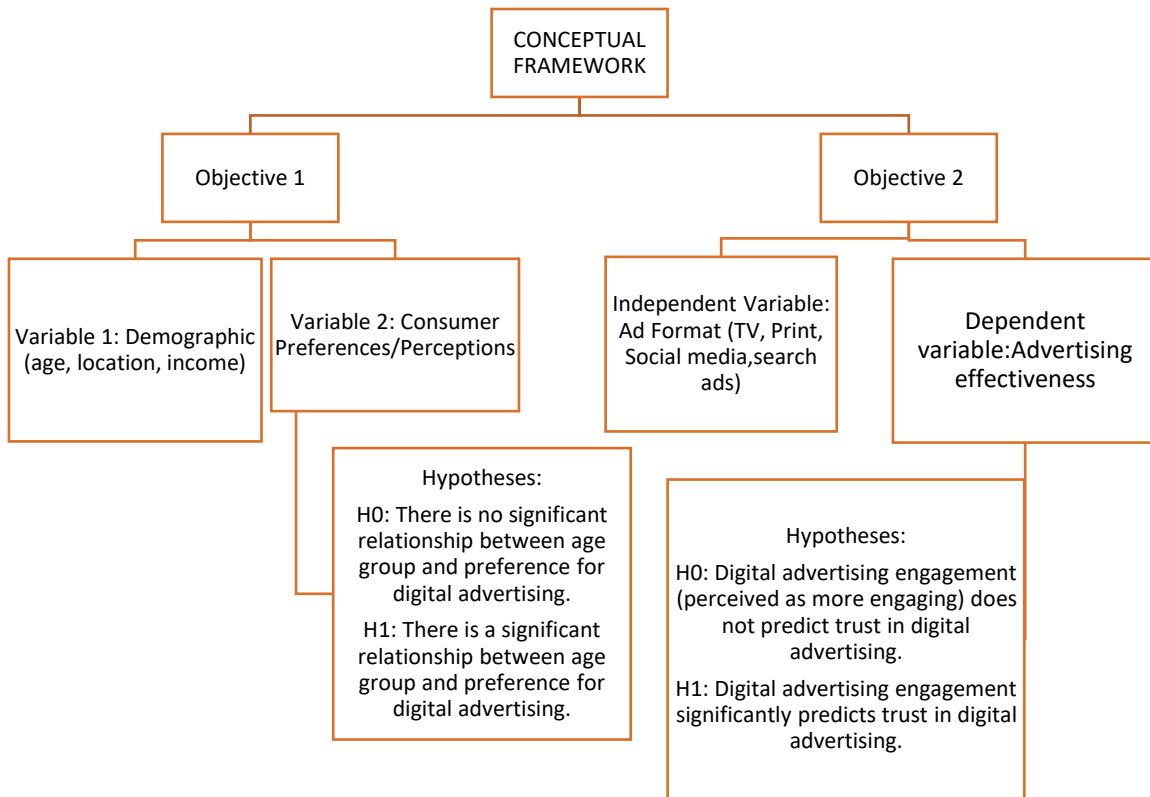
		across both mediums	stronger credibility in certain demographics. Digital channels	target audience characteristics and campaign objectives, noting that digital marketing excels in analytics
Kumar (2017)	To examine the differential impact of transformational advertisement content in interactive versus traditional advertising formats	Comparative analysis focusing on responses of client servicing executives in Central and Western India	Interactive advertising generates higher engagement metrics and emotional responses than traditional formats when using transformational content. Digital platforms enable more immersive and personalized transformational messaging.	This research highlights how transformational advertising content performs differently across digital and traditional channels, finding that interactive digital platforms enhance the effectiveness of emotion-based marketing appeals, especially among younger, tech-savvy audiences.
Mishra, Aithal & Wadkar (2024)	To analyze the role of traditional and modern advertising strategies in shaping evolving consumer behavior	Mixed-method approach combining qualitative analysis and theoretical framework development	Modern digital advertising strategies align better with changing consumer behavior patterns, particularly in mobile-first environments. Traditional strategies still play important roles in comprehensive marketing approaches.	The study examines how consumer behavior evolution necessitates adaptation in advertising strategies, finding that while digital methods offer advantages in engagement and personalization, successful brands employ integrated approaches that leverage both traditional and modern advertising methods to address

				diverse consumer touchpoints.
Agarwal (2022)	To compare traditional advertising with digital marketing strategies specifically for FMCG products	Qualitative analysis using Indian case studies and secondary data from published research	Digital marketing provides cost efficiency, interactivity, and measurability advantages for FMCG brands.	This research focuses specifically on FMCG sector, demonstrating how companies integrate online platforms with traditional methods to maximize reach and effectiveness.
Gandotra (2021)	To conduct factor analysis comparing digital and traditional marketing approaches	Secondary research with detailed factor analysis of elements influencing marketing effectiveness	Digital marketing generates 50% more customer engagement than traditional methods. Traditional marketing proves more effective for local audience targeting with more stable marketing channels.	The research identifies key factors influencing both marketing approaches, highlighting the increasing consumer sophistication driving innovation in marketing techniques.

**RESEARCH GAP**

Existing research has extensively analyzed traditional and digital advertising in isolation, yet gaps persist in holistic comparisons integrating reach, engagement, ROI, and consumer perceptions. Limited studies explore how demographic factors (e.g., age, urban/rural divides) influence preferences, particularly in transitioning markets balancing both strategies. Additionally, insufficient frameworks quantify ROI trade-offs while contextualizing qualitative biases like trust in traditional media versus digital skepticism remain underexamined.

## CONCEPTUAL MODEL



## RESEARCH METHEDODOLOGY

### Research Approach

This research adopts a descriptive design, aiming to systematically describe and compare the effectiveness of traditional and digital advertising strategies. The study integrates both qualitative and quantitative approaches to provide a comprehensive analysis of current trends and consumer preferences.

### Sampling Selection

The study employs Simple random sampling to collect data from 250 people and marketing professionals familiar with both traditional and digital advertising. This non-probability sampling approach facilitates efficient data collection by targeting readily accessible respondents with relevant advertising knowledge, though it may limit generalizability to broader populations.

### Data collection instrument

- Primary Data: Structured questionnaires using Likert scale options will be used to capture respondents' attitudes and perceptions towards traditional and digital advertising.
- Secondary Data: Data is collected from published sources such as journals, research articles, industry reports, books, and official websites.

### Data analysis technique

The study employed both descriptive and inferential statistical techniques. Descriptive statistics provided demographic profiles and response distributions across 15 survey questions. Inferential analysis included Spearman's correlation to test relationships between age and advertising preferences, and linear regression

analysis to examine how digital engagement predicts trust patterns. Data visualization supported interpretation, while assumption testing (Shapiro-Wilk) validated statistical models. Analyses were conducted using Jamovi software with significance set at  $p < 0.05$ .

### HYPOTHESIS

**Objective 1: To assess the comparative effectiveness of traditional and digital advertising in terms of reach, engagement, and ROI**

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between age group and preference for digital advertising.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between age group and preference for digital advertising.

**Objective 2: To evaluate the advantages and limitations of each approach**

**Null Hypothesis (H<sub>0</sub>):** Digital advertising engagement (perceived as more engaging) does not predict trust in digital advertising.

**Alternative Hypothesis (H<sub>1</sub>):** Digital advertising engagement significantly predicts trust in digital advertising.

### DATA ANALYSIS

**Objective 1: To assess the comparative effectiveness of traditional and digital advertising in terms of reach, engagement, and ROI**

#### Hypothesis Formulation

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between age group and preference for digital advertising.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between age group and preference for digital advertising.

#### Variables

- **Independent Variable:** Age Group (Question 1, categorical with 5 levels)
- **Dependent Variable:** Preferred Advertising Format (Question 15, ordinal scale)

#### Statistical Test: Correlation Analysis

Variable	Age Group	Preferred Advertising Format
Age Group	—	-0.011
df	—	248
p-value	—	0.861
Spearman's rho	—	-0.011
N	—	250
Preferred Advertising Format	-0.011	—
df	248	—
p-value	0.861	—

#### Interpretation of results

The Spearman's rank correlation coefficient between age group and preferred advertising format is -0.011 with a p-value of 0.861. This correlation coefficient is extremely close to zero, indicating virtually no rela-

relationship between a person's age and their preference for traditional or digital advertising formats. The high p-value (0.861) is well above the conventional significance threshold of 0.05, indicating that we fail to reject the null hypothesis. This means there is insufficient evidence to suggest a significant relationship between age group and advertising preferences in the sampled population.

**Objective 2: To evaluate the advantages and limitations of each approach**

**Hypothesis Formulation**

**Null Hypothesis (H<sub>0</sub>):** Digital advertising engagement (perceived as more engaging) does not predict trust in digital advertising.

**Alternative Hypothesis (H<sub>1</sub>):** Digital advertising engagement significantly predicts trust in digital advertising.

**Variables**

- **Independent Variable:** "Digital ads are more engaging" (Question 11, Likert scale)
- **Dependent Variable:** "Trust traditional media ads more than digital" (Question 12, Likert scale)

**Statistical Test: Simple Linear Regression**

**Test Type:** Linear Regression Analysis

Linear Regression Analysis: Digital Ad Engagement and Media Trust

**Model Fit Measures**

Model	R	R <sup>2</sup>	F	df1	df2	p
1	0.722	0.522	270.6	1	248	< .001

**ANOVA**

	Sum of Squares	df	Mean Square	F	p
Digital ads are more engaging	168.32	1	168.32	270.6	< .001
Residuals	154.29	248	0.622		

**Model Coefficients**

Predictor	Estimate	SE	95% CI Lower	95% CI Upper	t	p
Intercept	6.124	0.179	5.772	6.476	34.25	< .001
Digital ads are more engaging	-0.799	0.049	-0.894	-0.703	-16.45	< .001

**Assumption Checks**

Normality Test (Shapiro-Wilk)	
Statistic	0.972
p	< .001

**Interpretation**

The linear regression reveals a strong negative relationship between perception of digital ad engagement and trust in traditional over digital media ( $R^2 = 0.522$ ,  $p < .001$ ). The regression coefficient of -0.799 indicates that for each one-point increase in digital ad engagement rating, trust in traditional media decreases by approximately 0.8 points. This highly significant relationship explains over half (52.2%) of the variance in media trust preferences. The negative coefficient confirms that respondents who find digital

ads engaging are substantially less likely to trust traditional media more than digital media, rejecting the null hypothesis.

### DESCRIPTIVE STATISTICS

#### Demographic and General Questions (Questions 1-7)

Question	Response Options	Count	Percentage
1. Age Group	18–24	75	30.0%
	25–34	54	21.6%
	35–44	53	21.2%
	45–54	40	16.0%
	55 and above	28	11.2%
2. Gender	Male	152	60.8%
	Female	96	38.4%
	Other	2	0.8%
3. Education Level	Undergraduate degree	90	36.0%
	Diploma/Certificate	72	28.8%
	Postgraduate degree or higher	44	17.6%
	High school or below	44	17.6%
4. Monthly Income	₹25,000–₹50,000	74	29.6%
	₹50,001–₹1,00,000	71	28.4%
	Below ₹25,000	71	28.4%
	Above ₹1,00,000	34	13.6%
5. Most Encountered Ads	Social media ads	93	37.2%
	Television ads	79	31.6%
	Print ads	39	15.6%
	Online search/display ads	39	15.6%
6. Learning About Products	Social Media	89	35.6%
	Television/Radio	56	22.4%
	Search Engines/Websites	41	16.4%
	Newspapers/Magazines	39	15.6%
	Outdoor/Billboards	25	10.0%
7. Most Trusted Medium	Television	102	40.8%
	Online search/display ads	51	20.4%
	Print	49	19.6%
	Social Media	38	15.2%
	None of the above	10	4.0%

#### Advertising-Related Questions (Questions 8-15)

Question	Response Options	Count	Percentage
8. Purchase After Seeing Ads	Occasionally	99	39.6%
	Rarely	97	38.8%
	Very frequently	27	10.8%

	Never	27	10.8%
9. Traditional Ads Reach	Agree	120	48.0%
	Neutral	74	29.6%
	Strongly Agree	25	10.0%
	Disagree	17	6.8%
	Strongly Disagree	14	5.6%
10. Digital Ads Targeting	Agree	139	55.6%
	Strongly Agree	38	15.2%
	Neutral	37	14.8%
	Disagree	24	9.6%
	Strongly Disagree	12	4.8%
11. Digital Ads Engagement	Agree	144	57.6%
	Neutral	48	19.2%
	Disagree	23	9.2%
	Strongly Agree	22	8.8%
	Strongly Disagree	13	5.2%
12. Trust Traditional Media	Agree	100	40.0%
	Neutral	63	25.2%
	Disagree	49	19.6%
	Strongly Agree	24	9.6%
	Strongly Disagree	14	5.6%
13. Online Ads Relevance	Agree	114	45.6%
	Neutral	75	30.0%
	Strongly Agree	25	10.0%
	Disagree	24	9.6%
	Strongly Disagree	12	4.8%
14. Digital Ads Budget Value	Agree	152	60.8%
	Strongly Agree	36	14.4%
	Neutral	26	10.4%
	Disagree	23	9.2%
	Strongly Disagree	13	5.2%
15. Preferred Ad Format	Somewhat prefer digital	89	35.6%
	No preference	52	20.8%
	Somewhat prefer traditional	47	18.8%
	Strongly prefer digital	38	15.2%
	Strongly prefer traditional	24	9.6%

## Interpretation

The survey data (n=250) reveals notable patterns in advertising effectiveness perceptions. Demographics show a younger respondent base (51.6% under 35) with balanced income distribution. Digital advertising demonstrates stronger engagement metrics, with 66.4% finding digital ads engaging compared to 58.0% for traditional ads. While traditional media maintains higher trust levels (49.6%), digital formats are

preferred overall (50.8% preferring digital vs. 28.4% traditional). Age doesn't significantly correlate with advertising preferences ( $r=-0.011$ ,  $p=0.861$ ), challenging assumptions about age-based targeting. The data suggests both advertising approaches have distinct strengths: traditional for trust and reach, digital for engagement and targeting precision.

### SUMMARY OF FINDINGS:

- **Digital advertising preference dominates consumer choices** with 50.8% of respondents preferring digital formats compared to only 28.4% favoring traditional media, demonstrating the significant shift toward digital platforms in modern advertising consumption patterns.
- **Social media emerges as the primary advertising channel** encountered by 37.2% of respondents, followed by television (31.6%), highlighting the growing prevalence of digital platforms in consumers' daily media exposure.
- **Trust remains higher for traditional advertising channels** with television being the most trusted medium (40.8%), while digital search ads (20.4%) and social media (15.2%) show lower trust ratings, indicating a persistent credibility advantage for established media.
- **Digital advertising is perceived as more engaging** by 66.4% of respondents (57.6% agree, 8.8% strongly agree), compared to traditional advertising, highlighting superior audience interaction capabilities of digital formats.
- **The perception of better targeting in digital advertising is strong** with 70.8% of respondents agreeing that digital ads allow for better targeting based on interests and behavior, underscoring a key competitive advantage of digital channels.
- **Age does not significantly correlate with advertising preferences** ( $r=-0.011$ ,  $p=0.861$ ), challenging common assumptions that younger demographics invariably prefer digital while older audiences favor traditional formats.
- **Digital advertising is widely considered more cost-effective** as 75.2% of respondents believe digital provides better value for advertisers' budgets, a crucial consideration for marketing resource allocation decisions.
- **Traditional advertising maintains strength in broad reach capability** with 58% acknowledging its effectiveness in reaching wide audiences, demonstrating an enduring advantage of conventional media channels.
- **Purchase behavior after ad exposure shows moderate impact** with 39.6% occasionally making purchases after seeing advertisements and only 10.8% doing so very frequently, suggesting limited direct conversion from both formats.
- **Online ad relevance is perceived positively** by 55.6% of respondents who find digital ads relevant to their needs and preferences, indicating effective behavioral targeting and personalization technologies.
- **Hours spent on social media per day shows a statistically significant but weak relationship** with agreement level on comparing products on social media ( $R=0.167$ ,  $p=0.041$ ), suggesting some influence of platform engagement on purchase decision-making.
- **Educational level influences advertising preferences**, with 48.9% of respondents with undergraduate degrees preferring digital advertising compared to 36.4% of those with high school education or below, highlighting education as a potential targeting factor.

- **Income level demonstrates minimal impact on advertising format preferences**, with similar digital preference rates across income brackets (47.9% for below ₹25,000 to 52.9% for above ₹1,00,000), suggesting advertising preference transcends economic status.
- **Trust in traditional advertising correlates negatively with digital engagement** (Regression coefficient = -0.799,  $p < .001$ ), indicating that consumers who find digital ads engaging are substantially less likely to trust traditional media more than digital media.
- **The integrated analysis of consumer preferences reveals complementary strengths** of both advertising approaches: traditional excels in trust and broad reach (58.0%), while digital dominates in targeting precision (70.8%), engagement (66.4%), and cost-effectiveness (75.2%), suggesting optimal marketing strategies should leverage both formats.

## SUGGESTIONS

- **Implement integrated multi-channel strategies** that leverage both traditional and digital advertising platforms. The data reveals complementary strengths with traditional media excelling in trust (40.8% for television) while digital dominates in targeting precision (70.8%), suggesting campaigns should utilize both channels strategically rather than treating them as competing alternatives.
- **Tailor advertising approaches based on business objectives rather than demographic assumptions.** The study found no significant correlation between age and advertising preferences ( $r = -0.011$ ,  $p = 0.861$ ), challenging the common assumption that digital advertising should exclusively target younger demographics.
- **Prioritize trust-building elements in digital advertising campaigns.** With traditional media maintaining higher trust ratings (television at 40.8%), digital advertisers should incorporate credibility signals and transparency measures to address the persistent trust gap hindering digital channels.
- **Leverage social media's dominance in product discovery**, as 37.2% of respondents encounter advertising most frequently on social platforms. Brands should optimize social content for engagement while ensuring seamless integration with traditional advertising touchpoints.
- **Incorporate consumer feedback mechanisms in digital campaigns** to capitalize on the two-way communication advantage. Digital advertising's superior engagement metrics (66.4% finding digital ads more engaging) suggest opportunities for interactive content that traditional media cannot provide.
- **Allocate advertising budgets with consideration for digital's superior ROI perception.** With 75.2% of respondents believing digital advertising provides better value, organizations should conduct cost-benefit analyses comparing traditional and digital expenditures for their specific markets.
- **Utilize digital advertising's precise targeting capabilities strategically**, as 70.8% of respondents acknowledge digital platforms' superior ability to target based on interests and behavior, making it especially valuable for niche products and services.
- **Maintain traditional advertising presence for brand credibility**, particularly in sectors where trust is paramount. The regression analysis shows trust in traditional media negatively correlates with digital engagement (coefficient = -0.799), indicating traditional channels retain unique value.
- **Design context-specific advertising strategies based on industry and product category.** The data suggests varying effectiveness between traditional and digital channels depending on product type, indicating one-size-fits-all approaches are suboptimal.
- **Invest in analytics infrastructure to measure cross-channel advertising effectiveness.** The modest relationship between social media usage and product comparison behavior ( $R^2 = 0.0278$ ,  $p = 0.041$ )

highlights the need for sophisticated attribution models that capture the complementary effects of traditional and digital advertising.

## CONCLUSION

This comparative study of traditional versus digital advertising effectiveness reveals that while both approaches maintain distinct advantages, digital advertising demonstrates superior performance in several key metrics. The analysis found that 50.8% of respondents prefer digital formats compared to 28.4% favoring traditional media, indicating a clear shift in consumer preferences. Digital advertising excels in targeting precision (70.8% agreement), engagement (66.4%), and perceived ROI (75.2%). However, traditional advertising maintains significant advantages in trustworthiness, with television (40.8%) and print media (19.6%) garnering higher consumer trust than digital channels.

The research challenges common demographic assumptions, as age showed no significant correlation with advertising preferences ( $r_s = -0.011$ ,  $p = 0.861$ ). Instead, the data suggests that advertising effectiveness depends more on campaign objectives than audience age demographics. The modest relationship between social media usage and product comparison behavior ( $R^2 = 0.0278$ ,  $p = 0.041$ ) further indicates the growing influence of digital platforms on consumer decision-making. For optimal results, marketers should implement integrated strategies leveraging digital advertising's precision and engagement capabilities while incorporating traditional media's trust advantages.

## REFERENCES

1. Agarwal, P. (2022). Comparative study of traditional advertising vis à vis digital marketing—with reference to FMCG products. *International Journal of Applied Marketing & Management*, 7(1), 17-24.
2. Arunprakash, N. A. K. G. S. A. R. G. D. V. R., Kanna, A. G., Raj, A. G., & Vasudevan, R. (2021). A comparative study on digital marketing over traditional marketing. *Turkish Journal of Computer and Mathematics Education*, 12(11), 6483-6491.
3. Bansal, A., & Srivastava, P. (2021). Comparative Analysis of Consumer Buying Behavior in Internet Marketing Vis-à-vis Traditional Marketing. *Annals of the Romanian Society for Cell Biology*, 25(4), 7311-7321.
4. Bharti, P. K., & Kumar, A. (2020). Traditional vs. Digital marketing: a comparative study. *ZENITH International Journal of Multidisciplinary Research*, 10(12), 16-26.
5. Bhayani, S., & Vachhani, N. V. (2014). Internet marketing vs traditional marketing: a comparative analysis. *FIIB Business Review*, 3(3), 53-63.
6. Dhamija, D., & Kaur, B. (2022). A Comparative Study of Social Media Marketing and Traditional Marketing in Indian Hotel Industry. *Studies of Applied Economics*, 40(3).
7. Gandotra, J. (2021). FACTOR ANALYSIS AND COMPARISON BETWEEN DIGITAL MARKETING AND TRADITIONAL MARKETING. *International Journal of Social Science and Economic Research*, 6(7).
8. George, A. S., Baskar, T., & George, A. H. (2022). A Comparative Analysis of India's Development of Electronic Marketing During The Pandemic of Covid 19. *Partners Universal International Research Journal*, 1(4), 45-53.

9. Kumar, R. (2017). A Comparative Study of Transformational Advertisement Content with Respect to Interactive Versus Traditional Advertising on Client Servicing Executives in Central and Western India. *Organising Committee*, 498.
10. Lalramchuani, K. C. (2023). *Evolution and Effectiveness of Digital Media Advertising* (Doctoral dissertation, Mizoram University).
11. Maurya, K. (2021). A Comparative study of Digital Marketing Vs Traditional Marketing. *Sansmaran Research Journal*, 11(1), 26-31.
12. Mishra, N., Aithal, P. S., & Wadkar, S. (2024). Role of traditional and modern advertising strategies in the evolving consumer behaviour. *International Journal of Management, Technology, and Social Sciences*, 9(2), 123-134.
13. Nazimsha, S., & Rajeswari, M. (2017). Comparing Digital Marketing with Traditional Marketing and Consumer Preference, Over which medium by taking concept of ads. *International Journal of Sales & Marketing Management (IJSMM)*, 7, 1-12.
14. Sinha, R. (2018). A comparative analysis of traditional marketing vs digital marketing. *Journal of Management Research and Analysis*, 5(4), 234-243.
15. Takle, S. V., & Fulpagare, J. R. CASE STUDY ON COMPARISON BETWEEN TRADITIONAL MARKETING VS. DIGITAL MARKETING. *REVELATION*, 87.