

A Comparative Analysis Of Traditional And Digital Marketing Based On Consumer Attitude And Brand Equity Preference Of Women Readymade Garments With Special Reference To Srirangam Taluk In Tiruchirappalli District, Tamil Nadu, India

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ABSTRACT

Traditional marketing is a type of conventional mode of marketing that assists to reach out to a Quasi-aimed customers with different offline product ,price, Physical distribution and promotional Methods. The exchange of valuable objects or services in between atleast two parties include all activities that each party undertakes to complete the transaliation and barter system eventually gave way to the use of currency. Sales or purchase of high fasion clothing and all dimensions are Physical (Product, Services, Process, Price and Promotional) where as Digital marketing all dimensions are digital mode has overturned consumers engross with a brands. A women consumer of 21st century plays a dynamic role in any marketing activities and functions. The traditional strategies are unsustainable as a result, marketers had to make a call towards Digital marketing a more sustainable option rather than any traditional time consuming process. But traditional marketing consumer do not expect fulfillment of the time process and time management . The key to attain the desired goals is consumer attitude and brand equity preference to know target audience as well as defining the specification of women readymade garments brands offering moreover the marketers have certify that offerings are in line with basic needs(cloth) and wants of potential women customer . In this study reveals that women customer prefer traditional mode or digital mode of consumer attitude and brand equity factors preferences of Srirangam Taluk in Tiruchirappalli District, Tamilnadu, India.

Keywords: Traditional Marketing, Digital Marketing, Consumer attitude, Brand Equity performance, Brand Loyalty, Motivation to Purchase, Brand Identity, Brand Awareness, Brand Association.

INTRODUCTION:

Attitudes are an expression of inner feelings – about a person, product, brand, service, store etc that reflects whether a person is favorably or unfavorably predisposed to object of the equity factors of brand preference of women readymade garments in Srirangam Taluk, in Tiruchirappalli District. It is not observable object but may be inferred from the behavior of the people or what people (Women respondents in readymade garments) say about the object. Objectives may be positive or Negative. It has a focal point. It may be an issue, action, behavior, practice, person, or event. It has may be specific or general, learned through experience or information acquired from others, may vary from situation to situation and also person to person. It is pertaining to adjustment function, value experience function and knowledge function.

STATEMENT OF THE PROBLEM

Study on attitude or perception and brand equity factors preferences attempts to prove the respondents behavior and mind. The respondent try to understand the questionnaire and in rest her time to answer the question asked. There is a possibility of incorrect response due to lack of understandability, literate time bounders, work presser, work tension, etc. Have a various personal problem of the respondents more one the attitude changes comparative study only depending up on the situation trend and consumer attitude. So researcher has taken the comparative study only consumer attitude and brand equity factors preference of women readymade garments based on Traditional and Digital Marketing in Srirangam Taluk, Tiruchirappalli District.

OBJECTIVES OF THE STUDY

- To determine the demo graphic profile of the sample respondent
- To Analysis and compare the women Readymade Garments consumer buying attitude and brand equity factors preference of

Traditional Marketing and Digital Marketing in Srirangam Taluk, Tiruchirappalli district.

- To offer the findings and suitable suggestions to enhance of a comparative analysis of Digital marketing Brand Equity Preference of women readymade garments in Srirangam Taluk, Tiruchirappalli District..

RESEARCH METHODOLOGY

The Research Methodology describes a systematic process of identifying the problems, collecting the data, editing, tabulating and analyzing the data into arrive at a conclusion which will either help on the solving the problem anxious or certain generalization for some theoretical formulation. The present study tries to discover the consumer buying attitude and brand equity factors preference of women garments of selected sample respondents relating to the Traditional and Digital Marketing in Srirangam Taluk in Tiruchirappalli District, Tamil Nadu, the data has been collected from both primary and secondary sources. Researcher the primary data with help of well structured questionnaires has collected from the selected respondents. And sample method adopted for the study is the stratified random sampling method. 150 questionnaire were circulated to the respondent hereafter the researcher 24 questionnaire were rejected due to incomplete. Finally, 126 questionnaires were considered the study. The response rate of the questionnaire collected from the sample respondents (N=126) of Srirangam Taluk is 86%. Therefore sample size taken for the study is 126 (N=126) in Srirangam Taluk. The researcher herself conducted the field survey of this study. Field work for the study was carried on by researcher from Sep 2022 to June 2023. The data is analyzed with the help of inferential statistics like percentage analysis and chi square test is used to relationship between the variables.

HYPOTHESIS OF THE STUDY

HO: NULL HYPOTHESIS

There is no significance difference between age and brand equity factors in digital marketing in Srirangam Taluk ($\mu_1 = \mu_2$), $\mu_1 =$ Age of the respondents, $\mu_2 =$ Brand equity of factors in Digital Marketing.

H₁: ALTERNATIVE HYPOTHESIS

There is significance differences between age and brand equity factors in digital marketing in Srirangam Taluk, ($\mu_1 \neq \mu_2$).

HO: NULL HYPOTHESIS

There is no significance difference between age and brand equity factors in Traditional Marketing in Srirangam Taluk ($\mu_1 = \mu_2$), $\mu_1 =$ Age of the respondents, $\mu_2 =$ Brand equity of factors in Traditional Marketing.

H₁: ALTERNATIVE HYPOTHESIS

There is significance difference between age and brand equity factors in Traditional Marketing in Srirangam Taluk, ($\mu_1 \neq \mu_2$).

ANALYSIS AND INTERPRETATION OF THE STUDY:

TABLE-I

AGE WISE CLASSIFICATION OF THE RESPONDENT

S.No	Age	Respondents	%
1	Upto 18	16	13%
2	19 to 30	51	40%
3	31 to 40	35	28%
4	41 above	24	19%
		126	100

Source: Primary Data

INFERENCE

The above Table-I, reveals that 13% of the respondents are in the age group upto 18 years, 40% of the respondents are in the age group in between from 19 to 30 years; 28% of the respondents are in the age group in between from 31 to 40 years, and 19% of the sample respondents are in the age group between the above 41% (N=126). It can be concluded that the majority of the 40% respondents are between the age group from 19 to 30 years in Srirangam Taluk.

TABLE-II

INCOME WISE CLASSIFICATION OF THE RESPONDENT

S.No	Monthly Income	Respondents	Percentage
1	Less than Rs.25000	13	10%
2	Rs.25002 to Rs.50000	22	18%
3	Rs.50,001 to Rs.75,000	38	30%
4	Rs.75001 to Rs.1,00,000	25	20%
5	Above Rs.1,00,000	28	22%
		126	100

Source: Primary Data.

INFERENCE

From the above table II, observed that 10% of the respondents are earned less than the Rs.25000/-, 18% of the respondents are earned monthly income in between from Rs.25001 to 50,000, 30% of the respondents are earned in between from Rs.50,0001 to Rs.75,000 20% of the sample respondents are earned monthly income in between from Rs.75,000 to Rs.1,00,000 and 22% of the sample respondents are earned monthly income above Rs.1,00,000.

TABLE-III

OCCUPATION WISE CLASSIFICATION OF THE RESPONDENT

S.No	Occupation	Frequency	%
1	House wife/Unemployed	38	30%
2	Self Employed	18	14%
3	Private	47	38%
4	Government	10	08%
5	Business	08	06%
6	Others	05	04%
		126	100

Source: Primary Data

INFERENCE

From the above table-III, reveals that 30% of the respondents are in house wife (Unemployed), 14% of the respondents are self employed, 38% of the respondents are private occupation, 8% of the sample respondents are occupied in Government, 6% of the respondent are business and 4% of the respondents are other occupation in Srirangam Taluk

TABLE-IV

EDUCATIONAL QUALIFICATION WISE CLASSIFICATION OF THE RESPONDENT

S.No	Educational Qualification	Frequency	%
1	Upto SSLC	19	15%
2	HSC/Diploma	21	17%
3	Graduate	45	36%
4	Post Graduate	28	22%
5	Professional	09	07%
6	Others	04	03%
		126	100

Source:Primary Data

INFERENCE

The above Table IV shows that represents Educational Qualification wise classification of the respondents in Srirangam Taluk among 128 respondent, 15% of the respondent have completed their Secondary School, 17% of the respondent have completed Higher Secondary Education and Diploma Education level; 36% of the respondent are Graduate level, (N=45); 22% of the respondents are Post Graduate educational qualification level; 7% of the respondent are professional and 3% have other educational qualification in Srirangam Taluk. Thus it can be concluded that majority

of the respondents have 36% (N=45) graduate degree qualification in Srirangam Taluk, Tiruchirappalli District.

TABLE : V

AGE WISE CLASSIFICATION OF BUYING ATTITUDE OF THE SAMPLE RESPONDENTS

Age of the Respondent	Attitude and Brand Preference					
	Digital Marketing Site		Traditional Marketing Site		Total	
	F	%	F	%	F	%
Upto 18	12	28%	4	5 %	16	12.69 %
18 to 30	13	30 %	38	46 %	51	40.48 %
31 to 40	12	28 %	23	27 %	35	27.78 %
40 andabove	6	14 %	18	22 %	24	17.8 %
Total	43	100 %	83	100 %	126	100 %

Source :Primary Data

INFERENCE: (DM) Mean = $\bar{X} = \frac{43}{4} = 10.75$ Digital Marketing Site, (TM) Mean = $\bar{X} = \frac{83}{4} = 20.75$ Traditional Marketing Site, [\therefore DM Mean < TM Mean], [DM Mean value is 10.75 < TM Mean value is 20.75]. Out of 16 respondent's upto age group of 8 years, 12 respondents have a Digital Marketing site while 4 respondents preferred Traditional Marketing site. The 51 respondents are aging between 18 to 30 years, 13 respondents are selected the Digital Marketing site while 38 respondents preferred in Traditional Site. 35 respondents are aging between 31 to 40; 12 respondents are opted for Digital Marketing site and 17 respondents are preferred for Traditional Marketing site and the 24 respondents age above 40, 6 respondents are gave the priority of Digital Marketing site while 9 respondents are chose in Traditional Marketing site. It can be concluded that maximum 83 respondents buying attitude have preferred in Traditional Marketing Shop.

TABLE-VI

RESPONDENT OPINION ABOUT THE BRAND EQUITY FACTORS (BEF) OF DIGITAL MARKETING

S.No	BRAND EQUITY FACTOR	F	%
1	Brand Loyalty	36	29
2	Motivation to Purchase	17	13
3	Brand Identity	26	21

4	Brand Awareness	19	15
5	Brand Association	28	22
	Total	126	100

Source: Primary Data.

The Above table VI reveals that 29% of the respondents(F=36) are opinion about brand loyalty of the brand equity factors of digital Marketing 13 of the respondents, are motivational purchase of B& F of DM; 21 % (N=26) of the respondents are opinion about Brand identity of the B&F of digital marketing; 15% of the respondents are opinion about Brand awareness of B&F of DM; and 22% of the respondents are opinion about the Brand Equity Factors of Digital Marketing in Srirangam Taluk.

TABLE-VII

RESPONDENT OPINION ABOUT THE BRAND EQUITY FACTORS OF TRADITIONAL MARKETING.

S.No	BEF	F	%
1	Brand Loyalty	25	20
2	Motivation to Purchase	22	17

3	Brand Identity	29	23
4	Brand Awareness	38	30
5	Brand Association	12	10
	Total	126	100

Source: Primary Data.

The above table VII reveals that 20% of the respondent are opinion about Brand Loyalty of the brand Equity factors of Traditional Marketing; 17% of the respondent are opinion about motivation to purchase of B&F of T.M; 23% of (N=29%) the respondents opinion about identity of B&Q of T.M; 30% of the respondents opinion about Brand awareness of the B&F of T.M and 10% of the respondents have opinion about Brand Association of B&F of T.M Srirangam Taluk, TamilNadu.

TABLE-VIII

TWO WAY CLASSIFICATION OF CHI SQUARE ANALYSIS OF ASSOCIATION BETWEEN AGE GROUP AND BRAND EQUITY FACTORS OF DIGITAL MARKETING IN SRIRANGAM TALUK.

Age	Brand Equity factors – Digital Marketing											
	Brand Loyalty		Motivation to Purchase		Brand Identity		Brand Awareness		Brand Association		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Upto 18Years	6	17%	2	12%	4	15%	4	21%	3	11%	19	15%
19 to 30 Years	18	50%	9	53%	14	54%	9	48%	18	64%	68	54%
31 to 40Years	8	22%	4	23%	5	19%	5	26%	4	14%	26	21%
41 and above Years	4	11%	2	12%	3	12%	1	5%	3	11%	13	10%
Total	36	100	17	100	26	100	19	100	28	100	126	100%
Mean	9	-	4.25	-	6.50	-	4.75	-	7	-	31.5	-

Source: Primary Data

INFERENCE:

The above table- shows that Brand Loyalty mean value is '9' digital marketing, 4.25 mean value is motivational purchase of the brand equity factors in digital marketing ; mean value is 6.50 in brand identity of brand equity factors in digital marketing; 4.75 mean value is brand awareness of equity factors of Digital Marketing in Srirangam Taluk, Tiruchirappalli District.

HO: NULL HYPOTHESIS : μ_1 =Age of the respondents, μ_2 = Brand equity of factors in Digital Marketing.

There is no significance difference between age and brand equity factors in digital marketing in Srirangam Taluk ($\mu_1=\mu_2$)

H₁: ALTERNATIVE HYPOTHESIS: There is significance difference between age and brand equity

factors in digital marketing in Srirangam Taluk,
($\mu_1 \neq \mu_2$)XX

ASSOCIATION THE AGE GROUP AND BRAND EQUITY FACTORS OF DIGITAL MARKETING IN SRIRANGAM TALUK, TRICHY.

TABLE-IX

TWO WAY CLASSIFICATION OF CHI SQUARE ANALYSIS :

S.No	Age and Brand equity factors of Digital Marketing	f _o	f _e	f _o - f _e	(f _o - f _e) ²	$\frac{(f_o - f_e)^2}{f_e}$
1	Upto 18 Years age group of brand Loyalty factor of Digital Marketing	06	5.4286	0.5714	0.3265	0.0602
2	19 to 30 Years age group of brand Loyalty factor of Digital Marketing	02	9.4286	-17.4286	303.7561	15.6345
3	31 to 40 years age group of brand loyalty factor of Digital Marketing	04	7.4286	-3.4286	11.7553	1.5825
4	41 years and above age group of brand loyalty factor.	04	3.7143	0.2857	0.0817	0.0220
5	Upto 81 years age group o brand motivation to purchase factor of Digital Marketing	03	2.5635	0.4365	0.1906	0.0744
6	19 to 30 years age group of brand motivation to purchase factor of Digital Marketing	18	9.1746	8.8254	77.8877	8.4895
7	31 to 40 years and above age group of brand motivation to purchase factor of Digital Marketing	09	3.5080	5.4920	30.1621	8.5981
8	41 years and above age group of brand motivation to purchase factor of Digital Marketing	14	1.7540	12.2460	149.9646	85.4987
9	Upto 18years age group of brand identity factor of Digital Marketing	09	3.9207	5.0793	25.7993	6.5803
10	19 to 30 years age group of brand identity factors of Digital Marketing	18	14.0318	3.9682	15.7467	1.1223
11	31 to 40 years age group of brand identity factors of Digital Marketing	08	5.3651	2.6349	6.9427	1.2941
12	41 years age group of brand identity factors of Digital Marketing	04	2.6826	1.3174	1.7356	0.6470
13	Upto18 years age group of brand awarness factors of Digital Marketing	05	2.8651	2.1349	4.5578	1.5908
14	19 to 30 years age group of brand awarness factors of Digital Marketing	05	10.2540	-5.2540	27.6046	2.6921
15	31 to 40 years age group of brand awarness factors of Digital Marketing	04	3.9207	0.0793	0.0063	0.0016

16	41 years age group of brand awarness factors of Digital Marketing	04	1.9604	2.0396	4.1600	2.1221
17	Upto 18 years age group of brand association factors Digital Marketing	02	4.2223	-2.2223	4.9387	1.1697
18	19 to 30 years age group of brand awarness factors of Digital Marketing	03	15.1112	-12.1112	146.6812	9.7068
19	31 to 40 years age group of brand awarness factors of Digital Marketing	01	5.7778	-4.7778	22.8274	3.9509
20	41 years age group of brand awarness factors of Digital Marketing	03	2.8889	0.1111	0.0124	0.0043
	Total	$\sum fo$	$\sum fe$	$\sum (fo - fe)$		$\chi^2=150.8419$
		=126	=126	=0		

As shown inTable 1 the computed value of χ^2 is 150.8419. The degree of freedom at 5% level of significane. for the age group and brand equity factors are ,d.f = (c-1)(r-1) = (4-1)(5-1) = 12= ndf =12. The table value X2 for 12d.f at 5% level =21.026. Since the **TABLE-X**

calculated value of χ^2 is greaterthan the table value of χ^2 , therefore H_0 is rejected. There is significance difference between age (μ_2) and brand equity factors(μ_2)in digital marketing in Srirangam Taluk, Trichirappalli District.

CHI SQUARE ANALYSIS OF AGE AND BRAND EQUITY FACTORS OF TRADITIONAL MARKETING

Age	Brand Equity factors – Digital Marketing											
	Brand Loyalty		Motivation to Purchase		Brand Identity		Brand Awarness		Brand Association		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Upto 18Years	4	16%	3	14%	5	17%	2	05%	2	17%	16	13%
19 to 30 Years	10	40%	8	36%	11	38%	18	48%	4	33%	51	40%
31 to 40Years	08	32%	6	27%	7	24%	10	26%	4	33%	35	28%
41 and above Years	03	12%	5	23%	6	21%	8	21%	2	17%	24	19%
Total	25	100	22	100	29	100	38	100	12	100	126	100%
Mean	6.25	-	5.5		7.25		9.35		3			

Source: Primary Data

It can be concluded that the Highest mean value is 9.5 of Brand awarness is one of the Equity Brand in women Garments in Srirangam Taluk in the age group 19 years to 30 years. Lowest mean value is '3' of Brand

Association of brand equity factors in digital marketing of women garments in Srirangam Taluk in the age group of upto 18 years

TABLE-XI

TWO WAY CLASSIFICATION OF CHI SQUARE ANALYSIS : (ASSOCIATION BETWEEN THE AGE GROUP AND BRAND EQUITY FACTORS OF TRADITIONAL MARKETING IN SRIRANGAM TALUK, TRICHY).

S.No	Age and Brand equity factors of Digital Marketing	f_o	f_e	$f_o - f_e$	$(f_o - f_e)^2$	$\frac{(f_o - f_e)^2}{f_e}$
1	Upto 18 Years age group of brand Loyalty factors of Traditional Marketing	04	3.1746	0.8254	0.6813	0.2146
2	19 to 30 Years age group of brand Loyalty factor of Traditional Marketing	03	10.1191	-7.1191	50.6816	5.0085
3	31 to 40 years age group of brand loyalty factor of Traditional Marketing	05	6.9445	-1.9445	3.7811	0.5445
4	41 years and above age group of brand loyalty factor.	02	4.7619	-2.7619	7.6281	1.6019
5	Upto 81 years age group o brand motivation to purchase factor of Traditional Marketing	02	2.7937	-0.7937	0.6300	0.2255
6	19 to 30 years age group of brand motivation to purchase factor of Traditional Marketing	10	8.9048	1.0952	1.1995	0.1347
7	31 to 40 years and above age group of brand motivation to purchase factor of Digital Marketing	08	6.1111	1.8889	3.5679	0.5838
8	41 years and above age group of brand motivation to purchase factor of Traditional Marketing	11	4.1905	6.8095	46.3693	11.0654
9	Upto 18years age group of brand identity factor of Traditional Marketing	18	3.6825	14.3174	204.9908	55.6662
10	19 to 30 years age group of brand identity factor of Traditional Marketing	04	11.7381	-7.7381	59.8782	5.1012
11	31 to 40 years age group of brand identity factor of Traditional Marketing	08	8.0556	-0.0556	0.0031	0.0004
12	41 years age group of brand identity factor of Traditional Marketing	06	5.5238	0.4762	0.2268	0.0411
13	Upto18 years age group of brand awareness factors of Traditional Marketing	07	4.8254	2.1746	0.2268	0.0411
14	19 to 30 years age group of brand awareness factor of Traditional Marketing	10	15.3810	-5.3810	28.9552	1.8826

15	31 to 40 years age group of brand awareness factor of Traditional Marketing	04	10.5556	-6.5556	42.9959	4.0714
16	41 years age group of brand awareness factor of Traditional Marketing	03	7.2381	-4.2381	2.4816	2.4815
17	Upto 18 years age group of brand association factor Traditional Marketing	05	1.5238	3.4762	12.0840	7.9302
18	19 to 30 years age group of brand awareness factor of Traditional Marketing	03	4.8572	1.1428	1.3060	0.2689
19	31 to 40 years age group of brand awareness factor of Traditional Marketing	01	3.3333	4.6667	21.7781	6.5334
20	41 years age group of brand awareness factor of Traditional Marketing	03	2.2858	-0.2858	0.0817	0.0358
	Total	$\sum f_o$	$\sum f_e$	$\sum (f_o - f_e)$		$\chi^2=104.36945$
		=126	=126	=0		

Source: Primary Data

Degrees of freedom d.f = (c-1)(r-1) ; (4-1)(5-1) = 3×4 =12 tabular value of χ^2 at for 12 d.f at 5% significant level is 21.026. Since the calculated value of χ^2 calculated value = 104.3694 is greater than the χ^2 tabular value, therefore the null Hypothesis is rejected. There is significant difference between age and brand equity factors of T.M in Srirangam Taluk, Tiruchirappalli ($\mu_1 \neq \mu_2$)

Summary of findings:

- ❖ 40% respondents are age group between 19 to 30 years(n=51)
- ❖ 30% of respondents are monthly income between Rs.50,001 to Rs.75,000/-(n=38)
- ❖ 38% of respondents are private occupation (n=47)
- ❖ 40.48% of the respondents are age group between 18 to 30 age group towards attitude and brand performance of women readymade garments.
- ❖ 20.75% of the mean score of Traditional marketing attitude towards brand preference.
- ❖ 10.75% of the mean score of women readymade garments marketing respondent's attitude towards brand preference of women readymade garments.

- ❖ T.M mean score value is greater than the D.M marketing mean score in pricing attitude of women readymade garments.(T.M-mean score 18 Digital marketing mean score 13.5)
- ❖ 36% of the respondents [N = 45] have qualified in graduate level.
- ❖ 29 % of the respondent's preference is given to the brand loyalty of the BEF in digital marketing in Srirangam taluk.
- ❖ 30 % of the respondents [N=38] are brand awareness of the BEF in Traditional Marketing.
- ❖ Brand loyalty preference maximum mean value is '9' in digital marketing of brand equity factor.
- ❖ Computed value of χ^2 is 150.8419. The degree of freedom at 5 % level of significance for the age group and brand equity factors are d.f = (c-1) (r-1) = (4-1)(5-1)= 12; ndf =12. The table value χ^2 for 12 d.f at 5% level = 21.026. Since the calculated value of χ^2 is greater than the table value, therefore H_0 is rejected.

Suggestions:

- Government should take more steps to prevent the fraudulent activities in the online marketing in women readymade garments.
- Traditional marketing has to be required more promotional activities. Such as publicity,

window display, media and effective and women suitable journal is in semi urban area in women readymade garments.

- Traditional marketing shops to improve the brand awareness in women readymade garments.
- Traditional and marketing shops to give more Brand identity of women readymade garments.
- Traditional marketing shops additionally has to be provided motivational purchase in women readymade garments.
- To improve the brand loyalty of women readymade garments in Traditional marketing(site)
- To maintain in continuously ensure the quality of products in Digital Marketing(shops)
- To implement the effective ways to influence the consumer to buy women readymade garments in Traditional marketing (shops)
- To update the selling and buying strategies of traditional marketing (shops).

CONCLUSION:

The study is conducted to comparative analysis of the traditional marketing and Digital marketing. I have collected data from Srirangam Taluk in Tiruchirappalli District, Tamil Nadu, especially through questionnaire. The study reveals that most of customers are preferred

traditional marketing. Because Traditional marketing is safest to use, direct method selling cash payment, Demonstration, expired period of product on enquiry and packaging, etc, Even though some of respondents are satisfied with Digital Marketing because time saving, instant response of questionnaire and more type of promotional activities

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