



CERTIFICATE

This is to certify the project work entitled

**“A STUDY ON COMPARISON
ON
ONLINE MARKETING
VS
TRADITIONAL MARKETING”**

Is done by

NAME: AKULA SUPRIYA

ROLL NO: 110420405008

IDEAL DEGREE COLLEGE FOR WOMENS

HYDERABAD—500007

This work has been carried out under my guidance

B. Madhusudhan

PRINCIPAL: B. MADHUSUDHAN



[Signature]

External EXAMINER

[Signature]

MENTOR: S. BHAGYA LAXMI

ANNEXURE -1

DECLARATION

I hereby declare that the project entitled “A STUDY ON COMPARISON ON ONLINE MARKETING VS TRADITIONAL MARKETING” is an original work done by me and has been submitted to the Department of Management Osmania University, Hyderabad in partial fulfillment for the award of the Degree of Bachelor of Commerce (Computer Applications).

This report has not been submitted anywhere else for award of any other degree or diploma or certificate.

Name and address of the student

AKULA SUPRIYA

A. Supriya

Signature of the student

TABLE OF CONTENTS

CHAPTER NO.	CONTENTS	PAGE NO.
CHAPTER 1	INTRODUCTION	1-5
CHAPTER 2	REVIEW OF LITERATURE	6-7
CHAPTER 3	THEORETICAL FRAMEWORK	8-12
CHAPTER 4	DATA ANALYSIS & INTERPRETATION	13-37
CHAPTER 5	FINDINGS, SUGGESTIONS & CONCLUSION	38-41
	BIBLIOGRAPHY	

1.4 Significance of the study

Marketing is the social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and vales with others. There are 2 types of marketing. Today's scenario consumers are shifted to online marketing from traditional. This study tries to find the type of marketing which influences the consumers to choose for purchasing products and their perception and satisfaction of traditional and online marketing.

1.5 Objective of the study

- To determine the demographic profile of the respondents.
- To compare the perception of respondents on traditional and online marketing.
- To identify the satisfaction level of customers about online and traditional marketing

1.6 Research design

Research methodology is way to systematically represent research on any problems. It helps researcher in studying the research problem along with the logic behind them. It defines the methodology for the solutions of the problems that has been undertaken for the purposes of the study.

1.6.1 Nature of the study

The study is descriptive cum analytical in nature.

1.6.2 Nature of data

The study is based on both primary and secondary data.

5.3 Conclusion

This study is conducted to comparatively analysis the traditional marketing and online marketing .For this purpose I have collected data from various resources especially through questionnaire. The study reveals that most of consumers are preferred traditional marketing.

The consumers have the opinion that traditional marketing is safest to use , more reliable and majority of people preferred traditional marketing .Even though ,some of them satisfied with online marketing because of reasonable price, and more informative.