



## **CERTIFICATE**

This is to certify the project work entitled

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

Is done by

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**B. Madhusudhan**

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**[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.

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Signature of the student

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## **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.

## 5.1 Findings

- 62 percentage of the respondents are aged between 20-30.
- 70 percentage of respondents are female.
- Majority of the respondents doing their graduation.
- 40 percentage of the respondents have monthly income below 10,000.
- 68 percentage of respondents are sometimes use online shopping.
- Majority i.e.,50% of the respondents are attentive in online marketing.
- 34% of respondents are irritated by online marketing advertisements.
- Majority i.e.,54% of respondents think that the products have good quality in online marketing.
- 46 percentage of respondents are satisfied with online marketing.
- 38 percentage of respondent's prefer traditional marketing over online marketing because of its easiness of shopping.
- 46percentage of the respondents rated 'satisfied' in traditional marketing.
- 40% of the respondents says that online marketing has more scope for fraudulent activities.
- 64percentage of them preferring traditional marketing.
- In their opinion traditional marketing is safest compared to online marketing.
- Majority i.e.,40% of respondent's opinion is traditional marketing is better than online marketing.
- In their opinion online marketing provides products at reasonable price than traditional marketing.
- In the opinion of consumers traditional marketing provide more satisfaction than online marketing.
- 48percentage of respondents are more influenced by online marketing to buy a product.
- 42 percentage of respondents opinion is traditional marketing provides best quality product over than online marketing.