

## CERTIFICATE

This is to certify that the project report titled “**Measuring Effectiveness of Traditional and Digital media on Consumer Buying Behaviour**”, submitted in partial fulfilment of the requirements for the degree of Master of Business Administration; is based on my original research work carried under the guidance of Ms Meha Joshi. The report has not been submitted elsewhere for any other purpose. All references used have been duly acknowledged.

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## Abstract

The purpose of this study is to provide a roadmap to the business to develop and implement an effective media strategy. The goal is to find the best allocation of traditional and digital media, by exploring the digital media as a vehicle to listen, educate, support and market to consumers and potential customers. As time allocated to media has been the same, consumers can't be receptive equally to both. Due to the Internet based activities such as social media consumers are more active with the digital media as compared to traditional media. Indeed, both technologies are in competition and one causes decline of usage to the other. A social network user may spend time on social networks instead of watching television, listening to music or reading printed media. On the other hand the study also looks at the digital media from a marketing point of view, by analysing the effectiveness of the usage of the Internet as a medium for product advertisement.

The advance in the digital world has to some extent impacted the traditional modes of advertisement. Online marketing techniques have emerged out of it and many businesses are now planning to implement these into their media strategy. The digital media is a comparative replacement of traditional media; it has reduced the use of traditional media keeping consumers' media consumption constant. Obviously, using traditional media only is no longer enough to inform the consumers and reach to the whole target group. As a result of increasing internet population and the usage of digital media there has been a rapid decline in television audience. This study also sets out to analyse the extent up to which the new media can be integrated alongside the traditional media and also analyses the effectiveness of both these medium as a tool for marketing and advertising.