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The Evolution of Marketing: Assessing the Impact of Traditional and Digital Media on Consumer Behavior

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Abstract: *In order to ease the trade of products and services, two parties gather in a marketplace. These parties, referred to as buyers and sellers, may come together in person or virtually via websites or applications. In the market, marketing is essential for speeding up the purchasing and selling process. Its main goal is to guarantee that consumers may access products and services in accordance with their requirements and preferences. Conventional marketing techniques have been used for a long time. But as information technology advances and high-speed internet becomes more widely accessible, marketing is shifting from traditional to unconventional strategies. Businesses that use these new marketing technologies may offer products and services to their consumers and engage with them in an efficient manner.*

The current research will compare and contrast digital and traditional marketing. The variables influencing consumers' purchasing decisions in relation to conventional and digital marketing will also be the main focus of this research.

Keywords: Traditional, Non-Traditional, Digital, and Conventional Marketing Strategies.