

UNIVERSITI TEKNOLOGI MARA

THE PREFERENCE TOWARDS TRADITIONAL MARKETING OR
DIGITAL MARKETING AS A COMMUNICATION MARKETING
TOOLS AMONGST BROADCASTING DEGREE STUDENTS IN UITM
REMBAU.

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ABSTRACT

This research aims to see the preference towards the marketing dichotomy between traditional and non-traditional marketing as a communication marketing tool. Marketing has traditionally been promoted through advertisements and campaigns, it is evident that the dawn of the social media age is changing the way that companies interact with their customers and market their products. Digital advertising methods are relatively new compared to more established traditional advertising methods, the introduction and proliferation of the Internet and digital devices have steadily increased digital advertising use by marketers. This study uses quantitative methods which the respondents are among Broadcasting Degree Students in UiTM Rembau. This study is to know the student's preferences towards traditional and digital marketing as a communication marketing tool. Other than that, there is also advantages and disadvantages of both traditional and digital marketing. The result of the study shows, majority of the respondents are preferred digital marketing compared to traditional marketing but they still believe that even though the digital marketing is higher used in business world, the traditional promotion also should focus by marketers.

Keywords:

(E-marketing, traditional marketing, internet marketing, digital marketing, communication marketing tools)

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