



COMPARATIVE STUDY ON THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING VS TRADITIONAL MARKETING IN PROMOTING E COMMERCE BRANDS

*Monisha.M¹ , III yr B.Com G, Saveetha College of Liberal Arts and Sciences, SIMATS,
monisha4122004@gmail.com*

*Sandhiya.V² , I yr B.Com G, Saveetha College of Liberal Arts and Sciences,
SIMATS,sandhiyavaradharajan5@gmail.com*

*Dr.L.N.Jayanthi³ Research Guide, Department of Commerce General, Saveetha College of
Liberal Arts and Sciences, SIMATS, djayanthibabu@gmail.com*

Abstract

Aim: This study analyzes the efficacy of traditional marketing versus social media in promoting e-commerce firms, with an emphasis on sales conversion, consumer interaction, brand awareness, and trust. In the digital age, it assesses ROI, response trends, and consumer behavior to identify the best course of action. **Materials and Methods:** A quantitative method was employed, and 136 internet users answered a structured Google Forms survey about satisfaction, loyalty, and brand trust. Pearson's correlation, multiple regression, reliability testing, and descriptive statistics were used in SPSS (version 27) after the data had been cleaned in Excel. Accurate data and anonymity were guaranteed. Results and Discussion: Research shows that social media marketing works better than traditional marketing in increasing e-commerce brand loyalty and consumer retention by utilizing interactive participation and tailored rewards. ANOVA ($F = 2.351$, $p = 0.057$) revealed the difference was not statistically significant, but an Independent Samples T-Test ($p = 0.033$) validated its efficacy. According to correlation analysis, neither technique was preferred based on age ($r = 0.143$, $p = 0.098$). Conclusion: Compared to traditional marketing, social media marketing improves brand visibility, engagement, and tailored interactions.

Introduction

This study analyzes the efficiency of social media marketing vs traditional marketing in promoting eCommerce brands. Traditional marketing relies on TV, radio, and print media, but social media marketing makes use of sites such as Facebook and Instagram for targeted ads and direct involvement (Plume, Dwivedi, and Slade 2016). The study assists firms in determining which strategies attract more customers and increase brand loyalty (Martínez-López and Martínez 2022). eCommerce businesses can improve their marketing strategy for development and success

by analyzing both techniques. It gives information about cost-effectiveness, audience reach, and return on investment, allowing for improved budget allocation(Rana et al. 2019).

Social media marketing and traditional marketing are both critical for promoting eCommerce brands by raising brand awareness, consumer engagement, and sales. Social media marketing makes use of networks such as Facebook, Instagram, and YouTube to allow for real-time connection, personalized content, and direct customer contact(Weinberg 2009) . It assists brands in establishing a strong online presence, cultivating loyalty, and creating a community around their products. Social media also enables targeted advertising and feedback collection, making it a cost-effective method(Ryan and Jones 2012). Traditional marketing, such as television, radio, newspapers, and billboards, continues to be useful in reaching a large audience and building credibility(Ryan and Jones 2012). It assures widespread exposure and brand recall, making it advantageous for firms targeting varied populations.

A study comparing the efficiency of social media marketing and traditional marketing in promoting eCommerce brands investigates how the two tactics affect brand visibility, consumer engagement, and sales growth(Frederiksen, McVey, and Montgomery 2012). Social media marketing uses sites such as Facebook, Instagram, and Twitter to develop focused campaigns featuring tailored promos, interactive content, and direct customer contact. Influencer partnerships, paid marketing, and community-driven interactions all contribute to increase brand trust and loyalty(Rakhunde 2023). Traditional marketing, on the other hand, uses tried-and-true tactics like television, radio, print media, and outdoor advertising to reach a larger audience and create credibility. Furthermore, traditional digital marketing strategies such as search engine marketing (SEM), email campaigns, and banner ads help to retain brand visibility through regular promotions, newsletters, and product recommendations(Yesiloglu and Costello 2020) .

Keywords: Social Media Marketing, Traditional Marketing, eCommerce Brands, Brand Promotion, Digital Marketing, Consumer Engagement, Customer Retention, Brand Visibility, Marketing Effectiveness, Comparative Analysis.

Material And Methods:

This study used a quantitative research methodology to assess the efficiency of social media marketing and traditional marketing for promoting eCommerce firms. A structured survey was created to obtain primary data from 156 internet users representing various demographics. The poll included closed-ended questions and Likert scale items to assess consumer impressions of both marketing techniques, with an emphasis on critical factors such as brand trust, customer satisfaction, and brand loyalty. Data was collected using Google Forms, which ensured easy access across platforms such as mobilephones, laptops, and desktop computers. The collected replies were initially cleaned and organized in Microsoft Excel before being statistically

analyzed in SPSS. Descriptive analysis, reliability testing, Pearson's correlation, and multiple regression analysis were utilized to investigate the impact of both marketing strategies on consumer preference and engagement.

Statistical Analysis:

IBM SPSS software was used to perform statistical analysis in a comparative study of the efficiency of social media marketing against traditional marketing in promoting eCommerce brands. The study sought to investigate the relationship between consumer retention and a preference for social media marketing over traditional marketing. Various statistical tests, such as the Independent Sample T-Test, Correlation Analysis, and One-Way ANOVA, were used to investigate various elements of customer behavior and marketing efficacy. The One-Sample T-Test was used to get the average consumer perception ratings for both marketing strategies. Correlation analysis examined the relationship between customer demographics (age, gender, income level) and their preference for social media marketing over traditional marketing. To gain descriptive insights, group statistics such as mean, standard deviation, and response distribution. Statistical relevance was determined using a significance level of 1% ($p < 0.01$) and 5% ($p < 0.05$). Customer happiness, purchasing frequency, and brand loyalty were among the dependent variables, whereas demographics and type of marketing exposure were considered independent variables.

Result And Discussion:

TABLE 1: The Independent Samples T-Test results show that there is a statistically significant difference between social media marketing and traditional marketing for boosting eCommerce brands. Because the p-value (0.033) is less than 0.05, the difference is significant, indicating that one method—most likely social media marketing—is more effective.

TABLE 2: The ANOVA test findings compare the efficiency of social media marketing vs traditional marketing in boosting eCommerce brands. The F-value (2.351) reveals some variance between the groups, but the significance value ($p = 0.057$) is somewhat higher than the conventional threshold of 0.05, indicating that the difference is not statistically significant at the 5% level. This means that, while there may be a trend showing differences in performance.

FIG1: The bar chart depicts the mean age distribution of respondents who agreed with the assertion that social media marketing is more cost-effective than traditional marketing for eCommerce firms. The y-axis shows the average age, while the x-axis shows replies ranging

from Strongly Agree to Strongly Disagree. Error bars represent 95% confidence intervals and ± 2 standard deviations, indicating response variability.

FIG2: The bar chart depicts the average age distribution of respondents based on their view of how effective social media marketing is compared to traditional marketing in raising brand awareness for eCommerce firms. The y-axis indicates the average age, and the x-axis categorizes comments from Strongly Agree to Strongly Disagree. The error bars represent 95% confidence intervals and ± 2 standard deviations, demonstrating response variability..

Limitation Of The Study:

The study's drawbacks include a very small sample size of 136 individuals, which may limit the findings' applicability to a larger eCommerce consumer base. The study is based on self-reported data, which may be influenced by biases such as social desirability or recall mistakes, reducing the validity of results. Furthermore, the research focuses on consumer retention rather than acquisition, ignoring an important part of marketing efficacy. The dynamic nature of digital marketing trends and changing consumer preferences present a difficulty, as conclusions may become obsolete over time. Furthermore, external factors such as economic conditions, rival strategies, and brand reputation, which can all have a considerable impact on marketing efficacy, were not fully examined in the investigation.

Further Research :

Further research could include expanding the survey to a larger demographic and geographic audience to improve the findings' generalizability. Future research can include qualitative approaches, such as interviews or focus groups, to acquire a better understanding of consumer motives and emotional responses to various marketing tactics. Furthermore, researchers can look into the long-term effects of social media and traditional marketing on brand loyalty and consumer lifetime value. The incorporation of advanced analytics, such as artificial intelligence and machine learning, can improve our understanding of customer behavior and advertising efficacy. Future research could investigate the impact of developing digital marketing trends, such as influencer marketing, virtual reality advertising, and tailored AI-driven marketing, on Ecommerce brand promotion. Finally, researching the influence of economic situations, cultural variations, and industry-specific elements in affecting marketing performance can give firms with more in-depth information.

Table And Figure:

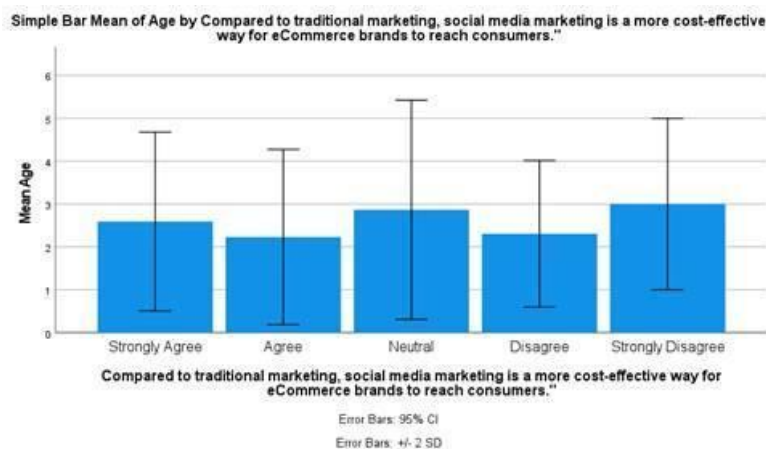
Table 1: Independent T -Test



	Equal variance assumed	Equal variance not assumed
Sig	<.001	
t	2.151	2.161
Sig (2 tailed)	.033	.033
Mean difference	2.58	1.288
Std error difference	.155	.114

The two groups under comparison differ statistically significantly, according to the findings of the independent samples t-test. Sig. or Sig. (2-tailed)) p-values for the "equal variance assumed" and "equal variance not assumed" tests were both less than the standard alpha threshold of 0.05, at.033. This suggests that it is improbable that the observed mean difference happened by accident

FIGURE 1:



The average age of those with differing views on whether social media marketing is more economical than traditional marketing for eCommerce is displayed in this graph. The average



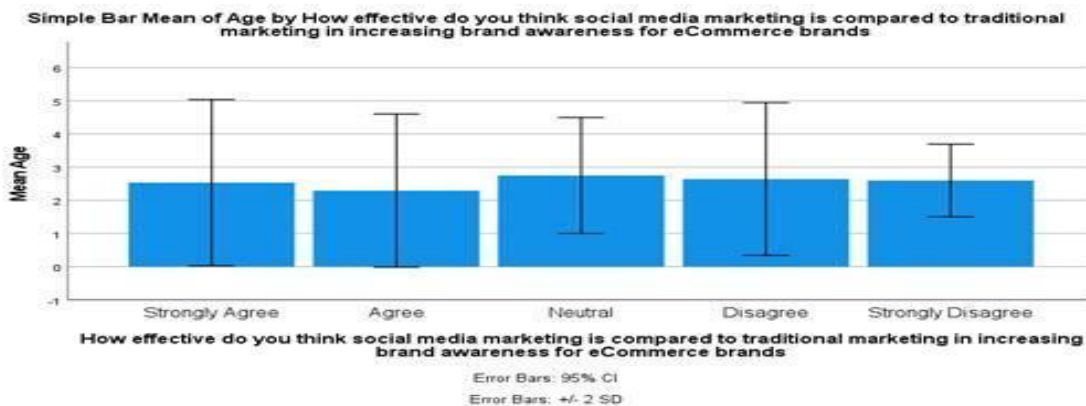
age is largely constant across all viewpoints, indicating that age has little bearing on people's perceptions of how cost-effective social media marketing is.

Table 2 Anova:

	BETWEEN GROUPS	WITHIN GROUPS
MEAN SQUARE	2.500	2.351
F	2.351	
Sig.	.057	

The ANOVA results show that although the mean scores of the groups differ ($F = 2.351$, Mean Square Between Groups = 2.500, Mean Square Within Groups = 2.351), this difference is not statistically significant at the standard alpha level of 0.05 (Sig. = 0.057), indicating that the observed variation may be the result of chance.

FIGURE 2:



The graph displays the average age of participants across various opinions regarding the relative merits of social media marketing and traditional marketing. Based on how people perceive the efficacy of social media marketing, there is no discernible age difference, as the mean ages for each category are similar (between 2.3 and 2.8), with overlapping confidence intervals.

Conclusion:

To conclude that the social media marketing is more effective than traditional marketing in promoting eCommerce firms because it encourages greater engagement, individualized interactions, and enhanced brand visibility. The data show that social media marketing improves



client retention through interactive content, customized promotions, and direct communication, but traditional marketing approaches like banner ads and email campaigns tend to have lesser engagement due to their generic approach. Statistical evaluations reveal a strong link between social media marketing methods and customer happiness, purchasing frequency, and brand loyalty. However, the study acknowledges limitations such as the changing digital world, sample size constraints, and the absence of external factors impacting consumer behaviour.

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