COMPARATIVE STUDY OF SOCIAL MEDIA ADVERTISING VS. TRADITIONAL DIGITAL ADS IN ONLINE SHOPPING CUSTOMER RETENTION

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Abstract

Aim: The research seeks to compare social media marketing and conventional digital advertisements in retaining online shopping customers. It aims to determine which approach is more efficient in improving customer engagement and satisfaction. The study will assess the impact of tailored content and engaging advertisements. Moreover, it will evaluate the influence of both advertising methods on brand loyalty and enduring customer connections. **Materials and Methods:**This study utilized a quantitative method to evaluate the effect of social media promotions versus conventional digital advertisements on customer retention in e-commerce. The data was arranged in Microsoft Excel and examined with SPSS for descriptive statistics, reliability assessments (Cronbach's Alpha), correlation (Pearson's correlation), and multiple regression analysis. The results were depicted using charts and tables, offering insights into the impact of both advertising strategies on customer trust, satisfaction, and brand loyalty. **Results and Discussions:** The study shows that advertising on social media is more successful in retaining online shopping customers compared to conventional digital advertisements. Social media advertisements utilize tailored content, engaging interactions, and focused promotions, enhancing customer relationships. Conversely, conventional digital advertisements such as banner ads or email campaigns exhibit reduced engagement because of restricted interactivity and generic messaging. **Conclusion:**The research finds that social media advertising is more effective for customer retention compared to traditional digital ads because of its engaging and tailored characteristics. Nonetheless, both approaches offer distinct advantages when utilized together efficiently..

Introduction

Social media advertising and conventional digital ads are two key marketing methods utilized to promote products and services in the online environment.(*Social Media Advertising vs. Traditional Digital Ads in Online Shopping Customer Retention*, n.d.) Advertising on social media entails promoting content via platforms such as Facebook, Instagram, Twitter, and LinkedIn, where brands utilize user information to target

particular audiences based on demographics, interests, and behaviors.(Gutierrez Pineda et al. 2025) It enables direct communication, tailored content, and immediate interaction with customers..(Żyminkowska 2019)

Both social media advertising and conventional digital ads are crucial in influencing customer retention within the online retail sector. (Żyminkowska 2019; Sandhu and Kamaljeet 2020)These promotional techniques are crucial for fostering brand recognition, appealing to potential clients, and sustaining long-lasting customer connections. (Kaufman et al. 2025)Social media advertising holds significant importance because of its interactive qualities, enabling brands to directly connect with customers, gather feedback, and deliver customized content, thereby improving customer satisfaction and loyalty. (Perkins 2015)It assists companies in establishing a robust online presence and creating a sense of community among consumers.

Utilizing social media advertising alongside traditional digital ads in online shopping is essential for improving brand visibility and sustaining lasting customer relationships(Musa 2025). Social media marketing utilizes platforms such as Facebook, Instagram, and Twitter to develop targeted campaigns featuring customized promotions, interactive posts, and captivating content. It enables companies to engage with clients via comments, messages, and feedback, promoting a feeling of community and reliability.(Rana et al. 2019) Influencer marketing and paid advertisements are also typical uses of social media ads for promoting products and services.(Kaufman et al. 2025)

Keywords: Social Media Advertising,Traditional Digital Ads, Online Shopping, Customer Retention, Comparative Analysis, Consumer Behavior, Customer Engagement, Brand Awareness, Target Audience, Advertisement Effectiveness.

Materials And Methods

This research utilized a quantitative methodology to investigate the relative effects of social media advertising versus traditional digital advertisements on customer retention in online shopping. A structured survey was utilized to gather primary data from 156 participants, comprising online consumers from various demographics. The survey comprised closed-ended questions and Likert scale items to assess customer views on the two advertising techniques and their impact on retention aspects like trust, satisfaction, and brand loyalty. The information was gathered online via Google Forms and structured using Microsoft Excel for preliminary data cleaning and coding. Statistical analysis was conducted with SPSS (Statistical Package for the Social Sciences) to execute descriptive analysis, reliability assessments, correlation, and regression examination. Descriptive statistics, including frequency distribution, percentages, and mean, were utilized to summarize the demographic traits and

customer views. The consistency of the questionnaire was assessed with Cronbach's Alpha to verify internal reliability.

Statistical Analysis

IBM SPSS software was employed to conduct statistical analysis to explore the correlation between customer retention and their inclination towards social media advertising instead of conventional digital ads in online shopping. The evaluation utilized Independent Sample T-Test, Correlation Analysis, and One Way ANOVA to examine different facets of customer behavior. The One Sample T-Test was employed to analyze the average and perception scores of customers concerning both advertising techniques. Correlation analysis explored the connection between customer demographics like age, gender, and income level and their preference for social media versus traditional digital ads.

Results And Discussion

   Table 1:The independent samples t-test, detailed in the "INDEPENDENT ANALYSIS" section, shows no significant statistical difference between the two groups under comparison. Whether equal variances are assumed or not, the significance levels (Sig) are both above the typical alpha threshold of 0.05 (0.583 and 0.608 respectively). Moreover, the t-values (0.550 and 0.516) are rather modest, suggesting there is not a significant difference between the means of the groups.

Table 2:The one-way ANOVA, as detailed in the "ONE WAY ANOVA" section, shows a statistically significant difference among the groups being analyzed. The significance value (Sig.) is 0.009, which is lower than the frequently utilized alpha level of 0.05. This signifies that there is a statistically meaningful difference in the averages   of   at   least   two   groups.
Fig 1:The chart shows that people who share food delivery ads tend to be slightly older, but age doesn't seem to be a major factor in this behavior. While those who "strongly agree" to share are the oldest, the difference in age between groups is small and may not be statistically significant.

Fig 2:The graph shows that older people are slightly more likely to try new food delivery services advertised on social media, but age isn't a strong predictor. While those who "agree" or "strongly agree" are generally older, the age difference between groups is small and may not be statistically significant.

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Discussion

The comparative analysis of Social Media Advertising versus Traditional Digital Ads in Online Shopping Customer Retention emphasizes the increasing importance of social media platforms in boosting customer loyalty and retention. The research shows that social media advertising has become a more efficient tactic than conventional digital ads because of its tailored approach, interactive elements, and capacity to involve customers in immediate discussions. Social media sites like Facebook, Instagram, and Twitter provide companies the chance to tailor ads according to user interests, online activity, and buying habits.

Limitation Of Study

The constraints of this research involve the range of data gathering, which is restricted to chosen social media outlets and conventional digital marketing avenues, possibly hindering the applicability of the results to all online retail categories. Moreover, the research mainly depends on quantitative data, which might not completely reflect the detailed behavioral and emotional dimensions of customer retention. The fast-changing landscape of digital advertising technologies and consumer tastes presents a challenge, as results can lose significance over time. Additionally, outside influences like economic circumstances, brand image, and product quality that may affect customer loyalty are not thoroughly taken into account. Ultimately, the research is constrained by the sample size and the demographic variety of participants, which could influence the generalization of the findings.

Scope Of Future Research

Future research may delve into a more extensive analysis by including a broader variety of social media platforms and conventional digital advertising techniques across various sectors. Upcoming research might utilize a mixed-method strategy, integrating both quantitative and qualitative data to achieve a more profound understanding of customer feelings, attitudes, and sustained loyalty. Moreover, exploring the impact of new technologies like artificial intelligence, augmented reality, and tailored advertising on customer retention might yield significant insights. Comparative studies across cultures and longitudinal research could deepen the insight into how customer retention trends develop over time. Additionally, upcoming studies might explore how digital advertising approaches interact with external elements such as economic conditions, consumer confidence, and environmental sustainability in influencing customer retention results.

TABLES AND FIGURES:
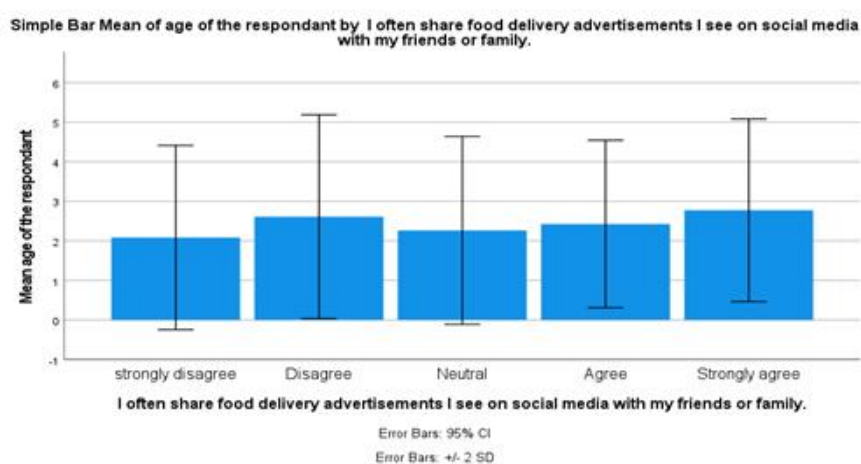
Table 1: Independent T-Test

The independent samples t-test, detailed in the "INDEPENDENT ANALYSIS" section, shows no significant statistical difference between the two groups under comparison. Whether equal variances are assumed or not, the significance levels (Sig) are both above the typical alpha threshold of 0.05 (0.583 and 0.608 respectively).

	Equal variance assumed	Equal variance not assumed
Sig	.541	
t	1.383	1.383
Sig (2 tailed)	.169	.169
Mean difference	.302	.302
Std error difference	.218	.218

Fig 1:

 The chart shows that people who share food delivery ads tend to be slightly older, but age doesn't seem to be a major factor in this behavior. While those who "strongly agree" to share are the oldest, the difference in age between groups is small and may not be statistically significant
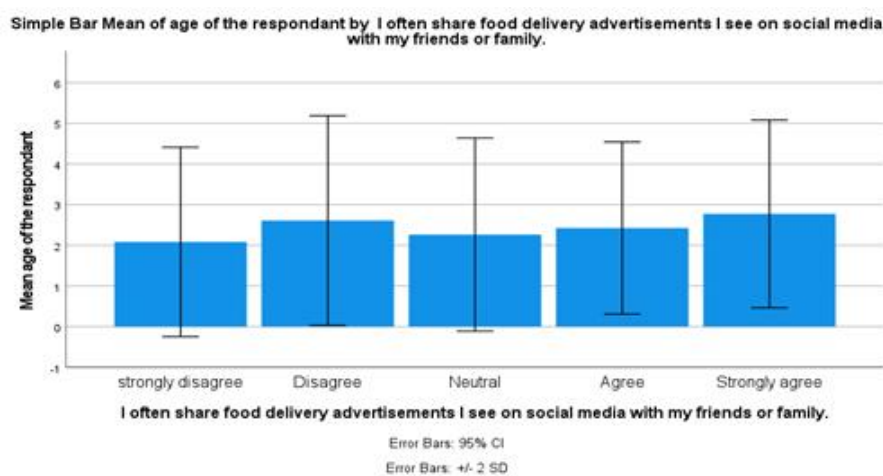

Simple Bar Mean of age of the respondant by I often share food delivery advertisements I see on social media with my friends or family.

Error Bars: 95% CI
Error Bars: +/- 2 SD

Table 2: **Oneway Anova**

	BETWEEN GROUPS	WITHIN GROUPS
MEAN SQUARE	4.408	1.267

F	3.478	
Sig.	.009	

The one-way ANOVA, as detailed in the "ONE WAY ANOVA" section, shows a statistically significant difference among the groups being analyzed. The significance value (Sig.) is 0.009, which is lower than the frequently utilized alpha level of 0.05. This signifies that there is a statistically meaningful difference in the averages of at least two groups.

Simple Bar Mean of age of the respondant by I often share food delivery advertisements I see on social media with my friends or family.

Error Bars: 95% CI
Error Bars: +/- 2 SD

The graph shows that older people are slightly more likely to try new food delivery services advertised on social media, but age isn't a strong predictor. While those who "agree" or "strongly agree" are generally older, the age difference between groups is small and may not be statistically significant.

Conclusion

To conclude, the comparative analysis of social media advertising versus traditional digital ads in retaining online shopping customers underscores the important impact of digital marketing strategies on consumer behavior. The results indicate that social media advertising, due to its engaging and customized nature, significantly influences customer interaction and lasting loyalty more than conventional digital advertisements. Nonetheless, each advertising approach adds distinctively to customer retention when combined properly. The research highlights the necessity of implementing creative, customer-focused approaches to foster brand loyalty in the competitive realm of online shopping. Companies are urged to utilize data-driven insights and new technologies to improve their digital advertising strategies, thereby boosting customer retention and overall business effectiveness.

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