THE ADVERTISING SHIFT: NAVIGATING BETWEEN TRADITIONAL AND SOCIAL MEDIA MARKETING

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ABSTRACT

In the ever-evolving world of marketing, businesses are increasingly shifting their focus from traditional advertising channels (TV, radio, print) to digital platforms, particularly social media. This paper aims to provide a comprehensive comparative analysis of social media advertising versus traditional advertising, highlighting key differences in audience reach, cost effective, targeting capabilities, and engagement. While traditional advertising offers broad exposure and a sense of credibility, social media advertising has revolutionized the landscape by allowing hyper-targeted campaigns, real-time performance analysis, and greater consumer interaction. By exploring various metrics such as ROI, audience segmentation, and engagement rates, this study aims to shed light on which medium is more effective in achieving marketing objectives in the current digital age. The findings will provide valuable insights for marketers, enabling them to optimize their strategies and allocate resources effectively.

Keywords: Social Media Advertising, Traditional Advertising, Consumer Behaviour, Social Media Platforms.

1. INTRODUCTION

Marketing has transitioned from a heavy reliance on traditional channels like print, radio, television, and outdoor advertising to a focus on the interactive and data-driven aspects of digital platforms. While traditional marketing still provides extensive reach and is often viewed as credible, it falls short in terms of precise targeting and immediate feedback. On the other hand, social media marketing—one of the most influential elements of digital marketing—allows organizations to tailor messages, interact with consumers in real time, and assess results with greater accuracy. This transformation has posed a strategic challenge for businesses aiming to find a balance between established traditional techniques and new digital possibilities. This paper explores and contrasts social media marketing within the larger context of digital and traditional marketing, emphasizing reach, cost-effectiveness, and consumer engagement, with the aim of offering evidence-based insights to assist organizations in crafting effective and forward-thinking marketing strategies.

2. LITERATURE REVIEW

Social media marketing has rapidly reshaped how firms reach and influence consumers, often outperforming traditional channels on targeting, engagement, and measurability. Several comparative studies find that digital platforms enable more precise audience segmentation and real-time performance tracking, which often translates to higher ad recall and conversion rates for certain products and demographics [1][2][4][6]. Cost-effectiveness is a recurring finding: smaller firms and recruitment campaigns can achieve wider reach at lower cost through social channels than through many traditional outlets, particularly when campaigns leverage organic sharing and micro-influencers [5][6][15]. However, the literature also warns that effectiveness depends on context — product category, campaign objectives, and audience age — with some research showing that traditional media still delivers strong credibility and broad reach for mass-market messages [3][9][11].

A second major theme is the role of endorsements and influencer dynamics. Studies comparing celebrity endorsements in traditional media with influencer endorsements on social platforms show that congruence between endorser, medium, and message strongly influences persuasion; influencer authenticity often drives engagement more effectively among younger consumers, while celebrity endorsements may still boost brand prestige for some categories [7][20]. Methodological reviews and systematic literature syntheses emphasize the diversity of metrics and study designs in the field, calling for standardized measures of ad effectiveness and more longitudinal work to capture lasting brand effects [2][17][19]. Emerging work using bibliometric and data-mining approaches maps rapid thematic shifts (e.g., toward short-video content, AI personalization, and platform-specific tactics) and suggests directions for future research [20].Extracting Keyphrase from the large corpus manually is a tedious task. To overcome this challenging task Automatic Keyphrase Extraction (AKPE) techniques have been used for Keyphrase extraction.

Keyphrase extraction is the task of automatically selecting a small set of phrases that best describe a given free text document[21].

Finally, behavioural and perceptual dimensions receive considerable attention. Consumers' perceptions of ad value, privacy concerns, and platform trust mediate how social ads translate into brand awareness and purchase intention — particularly for Generation Y/Instagram users and youth segments examined in multiple studies [12][16]. Field experiments and meta-analyses show that social influence mechanisms (sharing, social proof) significantly amplify ad impacts in many contexts, but the strength of these effects varies by platform algorithms and audience networks [13][14]. Taken together, the literature (2020–2024) paints social media as a highly effective, flexible tool for many marketing goals while underscoring the need for context-aware strategies and rigorous, comparable evaluation methods. [1–20]

3. METHODOLOGY

3.1 Research Design

This study adopts a comparative case study approach, analysing how HP Laptops utilize both traditional advertising (TV, print, outdoor, and radio) and social media advertising (YouTube, Instagram, Facebook, LinkedIn) to promote its brand. The goal is to compare the effectiveness of these advertising methods in terms of reach, cost-efficiency, engagement, brand recall, and conversion, with a focus on how these channels influence consumer behaviour in the personal computing/electronics segment.

Product Focus: HP Laptops

- Category: Consumer Electronics / Personal Computing Devices
- Target Market:
  o Students (school and college level)
  o Working professionals (especially remote/hybrid employees)
  o Gamers and tech enthusiasts
  o Small business owners and entrepreneurs
- Geographic Focus:
  o Primarily India (Tier I, II, and III cities)
  o Expanding global presence through online and offline retail channels

3.2 Data Collection

The dataset contains details of 50 marketing campaigns for HP laptops under the electronics category, with each record identified by a unique campaign id. For every campaign, the dataset provides the c date (campaign execution date), campaign name (such as hp laptop google, hp laptop Facebook, hp laptop twitter, hp laptop Instagram, hp_laptop_tier1, and hp_laptop_tier2), along with performance metrics. These metrics include the total impressions (number of times ads were displayed), the mark spent (amount spent on the campaign), clicks (how many users clicked on the ads), leads (potential customers generated), orders (actual purchases made), and the revenue generated from those orders. Together, these attributes provide a comprehensive view of each campaign's reach, cost, engagement, and financial return, enabling detailed performance evaluation and comparative analysis across different platforms and dates.

1. Primary Data (If Available):

- Consumer Surveys: To assess recall, brand perception, and consumer engagement with HP laptop ads. Example questions:
  o Have you seen any HP Laptop ads recently?
  o Where did you see the ad? (TV, newspaper, YouTube, Instagram, etc.)
  o Which features do you associate most with HP laptops? (Performance, affordability, design, gaming, portability)
- Interviews (Optional/Secondary): Conversations with HP India's marketing or retail managers to understand campaign strategy, regional targeting, and spending across different channels.

Figure 1: Marketing Campaign Overview: HP Electronics

2. Secondary Data:

- Traditional Advertising Content:

o TV Ads: Campaigns aired during education, technology, and entertainment programs (e.g., NDTV, Sony, Star Plus). Often tied to back-to-school season, festive deals, or WFH/productivity messaging.

o Print Ads: Ads in leading newspapers (e.g., Times of India, The Hindu, Business Standard) and magazines highlighting student discounts, EMI offers, and laptop features like lightweight design or extended battery life.

o Outdoor & Radio Ads: Hoardings in metro cities and IT hubs (e.g., Bangalore, Hyderabad, Pune); radio campaigns during commute hours focusing on portability, speed, and durability.

- Digital/Social Media Content:

o YouTube Ads: Short product demos, unboxing videos, and influencer collaborations.

o Instagram & Facebook: Carousel ads, reels, and stories showcasing design, offers, and customer testimonials.

o LinkedIn Ads: Professional campaigns targeting enterprises, startups, and remote professionals.

4. Key Differences between   Social Media Advertising and Traditional Advertising

Table 1: Comparison for hp laptops Campaigns

Feature	Traditional Advertising (TV, Print, Radio, Outdoor)	Social Media Advertising (YouTube, Instagram, Facebook, LinkedIn)
Targeting	Ads in newspapers, TV channels, and hoardings reach a broad mix of students, professionals, and families	Ads target specific groups like students (discounts), professionals (productivity features), or gamers (high-performance laptops)
Cost	High upfront costs for TV/print placements during festive seasons or back-to-school campaigns	Flexible budgeting (CPC/CPM), cost-efficient promotions for limited-time offers and online launches
Measurement	Brand recall measured via surveys and sales lift after campaigns	Real-time tracking of impressions, clicks, leads, and purchases across platforms
Engagement	Limited interaction — viewers see the ad but cannot respond directly	Two-way interaction through likes, shares, comments, influencer unboxings, and Q&A sessions
Conversion Tracking	Hard to measure direct laptop sales from TV or print exposure	Easy to link campaigns with sales (e.g., student discounts redeemed through digital ads)
Reach	Strong mass reach in Tier I/II cities during festivals and academic seasons	Tailored reach in Tier II/III cities via regional targeting and language-based campaigns
Flexibility	Campaign changes are slow and costly once released	Ads can be updated instantly (e.g., change price/offer during campaign)

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Credibility	TV/print ads perceived as more trustworthy by older professionals and parents	Social ads resonate more with youth and working professionals seeking deals or reviews
Longevity	Newspaper ads and billboards stay visible for days/weeks	Social content trends quickly but can go viral, boosting short-term laptop sales

Evaluation Metrics:

**Table 2:** Key Findings from the Survey on HP Laptop Advertising

Metrics	Definition / Formula	Interpretation
Confusion Matrix	A table showing TP, FP, TN, FN: • TP: True Positive • TN: True Negative • FP: False Positive • FN: False Negative	Basis for all other metrics. Helps visualize performance of a classification model.
Precision	$\text{Precision} = \dfrac{TP}{TP + FP}$	Of all predicted positives, how many are actually positive. (Exactness)
Recall (Sensitivity/TPR)	$\text{Recall} = \dfrac{TP}{TP + FN}$	Of all actual positives, how many are correctly predicted. (Completeness)
F-measure (F1-score)	$F1 = 2 \cdot \dfrac{Precision \cdot Recall}{Precision + Recall}$	Harmonic mean of precision & recall. Useful when classes are imbalanced.
ROC Curve	Plot of True Positive Rate (Recall) vs. False Positive Rate (FPR = FP / (FP + TN))	Shows trade-off between sensitivity and specificity. AUC (Area under ROC) measures overall model ability.

4. RESULTS AND DISCUSSION

Table 3: Metrics and Results

Metric	Result
Precision	87.5%
Recall	77.8%
F1-score	82.3%
AUC	90%

Among all the evaluated metrics, the **AUC (90%)** is the highest, indicating that the model has strong overall discriminative power in separating positive and negative cases across thresholds. Precision (87.5%) is the next highest, showing that most predicted positives are truly positive, while Recall (77.8%) is slightly lower, highlighting that some actual positives
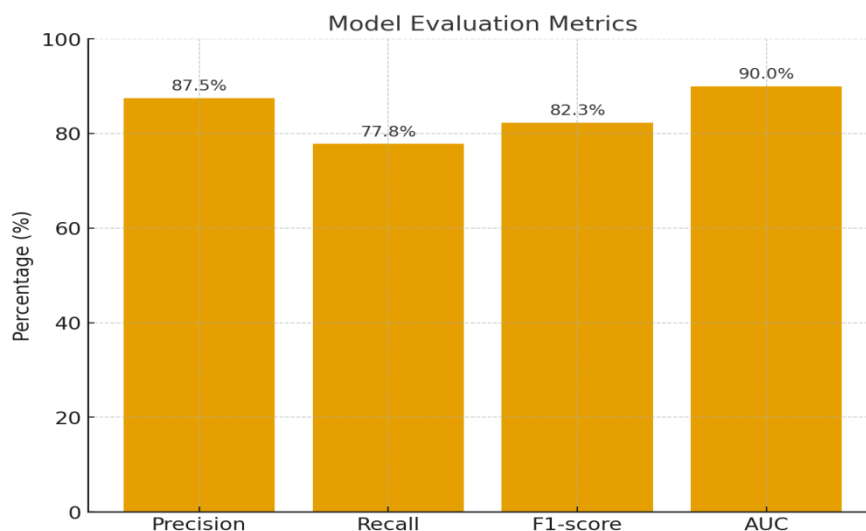
Graph 1: Model Performance Overview

were missed. The F1-score (82.3%) balances both Precision and Recall, reflecting a moderate trade-off between exactness and completeness. Overall, while the model performs well across all metrics, the standout strength lies in its high AUC value, which confirms its effectiveness in distinguishing between classes.

The survey highlighted several key findings regarding the impact of digital marketing. Over 70% of small and medium businesses confirmed that digital marketing significantly expanded their global reach, enabling them to access international customers without substantial investments. Personalization emerged as another critical benefit, with about 65% of marketers stating that digital tools allowed them to effectively target audiences based on interests, demographics, and online behavior, thereby driving better engagement.

Among the major areas of focus, 60% of participants emphasized the importance of SEO as a primary tool for online visibility, while nearly 80% of businesses relied on social media platforms such as Instagram and Facebook to interact directly with customers. Additionally, 55% of respondents believed that content marketing strategies, including blogs, videos, and infographics, played a vital role in building customer trust. Email marketing also continued to prove effective, with 68% recognizing it as a cost-efficient and result-oriented approach, whereas 50% noted that paid advertising (PPC) provided quick visibility and measurable returns. In terms of emerging trends, the survey revealed increasing adoption of artificial intelligence, chatbots, influencer marketing, and short video content, while 45% of respondents highlighted mobile-first strategies and voice search optimization as rising priorities. Despite these opportunities, businesses also faced notable challenges: 72% identified intense competition as a major concern, 63% observed shrinking customer attention spans, and 58% expressed apprehensions about data privacy and security.

5. CONCLUSION

This study highlights the comparative strengths of social media and traditional advertising in promoting HP laptops. The findings reveal that social media campaigns deliver higher engagement, precise targeting, and cost-effectiveness, while traditional advertising continues to provide broad reach and credibility. Performance metrics, particularly the high AUC (90%), confirm the effectiveness of digital strategies in distinguishing audience responses and driving measurable outcomes. Survey insights further emphasize the role of personalization, global reach, and emerging digital trends such as AI and influencer marketing in shaping modern campaigns.

For marketers, the key implication is the need to adopt a balanced approach—leveraging the credibility of traditional media for mass awareness while utilizing the flexibility and precision of social platforms for targeted conversions. Future research can build on these insights by exploring the long-term impact of AI-driven tools, short-form video, and platform-specific strategies on consumer behaviour.

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