

Marketing Dynamics in the Digital Age: A Literacy Study on the Shift from Traditional Marketing to Social Media

Syaifuddin¹, Desan Henriawan², Anna Suzana³, Erwin Budianto⁴, Rena Oviana⁵

^{1,2,5}Universitas Sebelas April

^{3,4}Universitas Swadaya Gunung Jati

syaifuddin.feb@unsap.ac.id, desan.feb@unsap.ac.id, anz.suzana@gmail.com, erwinbudianto2@ugj.ac.id,
renaoviana1@gmail.com

Article Info

Article history:

Received Jan
12, 2025

Revised Feb
20, 2025

Accepted 21
March, 2025

Keywords:

Traditional
Marketing, Social
Media Marketing,
Digital
Transformation.

ABSTRACT

The shift from traditional marketing to social media marketing in the digital age has become a significant phenomenon in the business world. This change is fuelled by technological advancements, especially internet penetration and the increasing use of social media platforms such as Facebook, Instagram, Twitter, and TikTok. Traditional marketing, which relies on one-way communication through mass channels such as television and print, now faces challenges in reaching younger and informed consumers, who prefer more personalised and direct interactions. In contrast, social media offers opportunities for companies to interact directly with consumers, enabling more segmented, personalised and cost-effective marketing. However, social media marketing also comes with challenges, including platform algorithm changes and data privacy concerns. This study aims to explore the shift from traditional marketing to social media marketing, by identifying the challenges and opportunities faced by companies in implementing effective marketing strategies. The study concludes that the integration of both marketing approaches, i.e. traditional and digital, can deliver optimal results for companies, by strengthening relationships with consumers and increasing the effectiveness of marketing campaigns.



Copyright © 2022 SINTESA. All rights reserved.

Corresponding Author:

Syaifuddin,
Program Studi Magister Manajemen,
Fakultas Ekonomi dan Bisnis,
Jl. Angrek Situ No. 19 Sumedang Utara, Sumedang.
Email: syaifuddin.feb@unsap.ac.id

1. INTRODUCTION

In recent decades, the world of marketing has undergone a significant transformation along with the advancement of digital technology that affects almost all aspects of human life. According to Kotler and Keller (2016), this digital transformation has changed the way businesses operate and interact with consumers, utilising technology as the core of a more effective marketing strategy. The shift from traditional marketing to social media-based marketing is one of the biggest changes taking place in the business world (Tuten & Solomon, 2017). Traditional marketing, which has relied on conventional methods such as television, radio, and print advertising, must now adapt to new ways that are more interactive and technology-based (Chaffey & Ellis-Chadwick, 2019). One of the main drivers of this change is the deepening penetration of the internet and the massive use of social media worldwide (Statista, 2023). Social media has become an integral part of everyday life, with billions of active users on platforms such as Facebook, Instagram, Twitter and TikTok, shaping new ways of interacting and consuming information (Duggan et al., 2015).

This shift opens up new opportunities for companies to connect directly with their consumers, utilising data and analytics to design more personalised, effective and efficient marketing strategies (Chaffey, 2020). However, while social media offers many advantages, marketing through these platforms also presents new challenges, such as data privacy concerns, reliance on platform algorithms, and accelerating shifts in consumer behaviour (Liu et al., 2022). In addition, the growing presence of various social media also adds to the complexity of designing effective marketing campaigns (Järvinen & Taiminen, 2016).

Previous studies have highlighted the importance of social media in marketing transformation. Research conducted by Kaplan and Haenlein (2010) shows that social media allows companies to build closer relationships with consumers through more personalised interactions. However, there are still many unanswered research gaps, especially related to how companies can effectively integrate traditional marketing with digital marketing (Lamberton & Stephen, 2016). In addition, while many studies discuss the benefits of using social media, there is still a lack of understanding of the challenges faced by marketers in the face of rapid changes in consumer behaviour and social media platform algorithms (Crittenden et al., 2019).

This literature review aims to explore the shift from traditional marketing to social media marketing in the digital age by filling the gaps in the existing literature. By analysing the latest studies, research and developments, this review will provide deeper insights into how companies can leverage social media to build brands, improve interactions with consumers and leverage digital technology to achieve their marketing goals. It will also highlight the challenges and opportunities faced by marketers in the face of these changes, as well as identify the latest trends that could shape the future of marketing in the digital age.

The novelty of this study lies in the incorporation of a more integrated perspective of traditional marketing and social media marketing, as well as the emphasis on how companies can adapt to rapid and profound changes in consumer behaviour. The study also aims to present a new approach that can help companies navigate the evolving digital dynamics, as well as provide practical guidance for small and medium-sized enterprises that now have the opportunity to compete in the global market by utilising cheap and effective digital platforms.

Therefore, this study will not only provide an overview of the history of traditional marketing and social media, but also offer analyses on the impact of the digital revolution on modern marketing strategies, and provide guidance for marketers to design more adaptive and effective campaigns in this digital era.

2. LECTURE STUDY

Traditional Marketing

Traditional marketing refers to more conventional methods of product promotion and distribution, involving media such as television, radio, newspapers, and print adverts. According to Kotler and Armstrong (2017), traditional marketing focuses on one-way communication from companies to consumers, with the aim of building brand awareness and influencing purchasing decisions. At this time, companies relied on more centralised methods, with the use of mass media that often required large budgets to reach a wider audience. Traditional marketing often favoured advertising and promotions that were not very interactive, with little or no opportunity for direct feedback from consumers (Kotler & Keller, 2016).

However, while traditional marketing has proven to be effective in recent decades, a number of researchers argue that its effectiveness has declined along with major changes in consumer behaviour that prefer direct and personalised interactions through digital platforms (Schultz et al., 2019). Therefore, it is important for companies to blend traditional marketing techniques with new approaches to stay relevant in an increasingly digitally connected market.

Social Media Marketing

Social media marketing refers to the use of social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to market products or services to a wider and more segmented audience. According to Ryan (2017), social media marketing enables two-way interaction between companies and consumers, which allows companies to build more personalised and authentic relationships. In addition, social media also provides a more cost-effective platform compared to traditional marketing methods, allowing companies, including small and medium-sized enterprises, to reach a global audience.

Based on research by Mangold and Faulds (2009), social media not only accelerates communication between companies and consumers but also provides an opportunity to engage in more open discussions about products or brands. Social media marketing also relies on data analytics to track consumer preferences and customise marketing campaigns to meet more specific audience needs (Chaffey, 2020). This allows companies to design more effective, efficient, and relevant marketing campaigns.

However, despite the many benefits it offers, social media marketing also faces significant challenges, including changes in platform algorithms that affect ad visibility, as well as data privacy issues that are increasingly becoming a major concern for consumers (Liu et al., 2022). Therefore, marketers need to be careful in designing and executing their marketing strategies in order to avoid the potential negative impact of these issues.

Consumer Behaviour in the Digital Age

Consumer behaviour in the digital era has undergone significant changes along with technological advances, especially with easy internet access and the increasingly massive use of social media. According to Solomon (2018), consumers are now more likely to seek information about products or services online through digital platforms before making a purchase decision. They also prefer to interact directly with brands through social media, give feedback, or ask directly about the products they are interested in.

Fogg et al. (2003) explain that in the digital world, consumers are increasingly inclined to build relationships with brands that offer more value than just products, such as convenience, trust and personalisation. This indicates that marketers must be more careful in designing campaigns that not only prioritise sales, but also provide positive experiences for consumers in order to build long-term loyalty.

Recent research shows that consumers in the digital age prefer to interact with brands that are transparent and have an active online presence (Tuten & Solomon, 2017). Therefore, companies that integrate traditional marketing with digital marketing and social media can create a richer and more satisfying customer experience.

Integration of Traditional Marketing and Social Media

The integration of traditional marketing and social media marketing has become an important issue in marketing research in the digital age. Marketers are now faced with the challenge of harmoniously combining conventional and digital marketing strategies. According to Strauss and Frost (2014), companies that are successful in combining the two are companies that are able to utilise the strengths of traditional marketing and social media to create a more holistic consumer experience.

Research by Schultz and Patti (2016) shows that an integrated approach between traditional marketing and social media can improve the overall effectiveness of marketing campaigns. Traditional marketing, which is often used to build broader brand awareness, can be combined with more interactive and personalised social media marketing to strengthen relationships with consumers.

Moreover, the merging of traditional marketing strategies and social media allows companies to utilise a variety of different marketing channels to reach a wider and more segmented audience. For example, television adverts can be used to reach mass audiences, while social media allows for more in-depth and data-driven interactions with individual consumers (Chaffey & Ellis-Chadwick, 2019). This creates a more holistic and complementary approach to marketing.

3. METHOD

This research uses a literature review approach to analyse the shift from traditional marketing to social media marketing in the digital era. Literature review is a systematic method of identifying, assessing, and summarising findings from previous studies relevant to the research topic (Yakin et al., 2023). This approach was chosen because it is able to provide a comprehensive insight into the topic under study, as well as help identify gaps in the existing literature and provide a solid theoretical basis for further research (Webster & Watson, 2002).

Determination of Source Selection Criteria

The selection of literature sources was done by considering the following criteria to ensure the quality and relevance of the findings:

1. **Relevance:** Only sources directly related to the shift from traditional marketing to social media marketing, including studies on digital marketing and consumer behaviour in the social media era, will be selected (Mangold & Faulds, 2009).
2. **Quality of Sources:** The literature selected should come from indexed international journals, recognised textbooks in the field of digital marketing, as well as reliable industry reports that can provide a more applicable perspective on the dynamics of digital marketing (Chaffey, 2020).
3. **Year of Publication:** Literature sources used were those published in the last 5 to 10 years, with a priority on recent literature that reflects rapidly evolving digital marketing trends (Tuten & Solomon, 2017).
4. **Types of Publications:** Peer-reviewed journal articles, reputable books, and industry reports from legitimate sources.

Data Collection Process

Data collection was done through literature searches in various reputable academic databases such as Google Scholar, Scopus, JSTOR, and ScienceDirect. The steps taken in data collection are as follows:

1. **Keyword Search:** The search used relevant keywords, such as "*traditional marketing*," "*social media marketing*," "*digital marketing transformation*," "*consumer behaviour in digital era*," and "*integration of traditional and digital marketing*." This search aims to obtain recent studies that discuss the topic in depth (Ryan, 2017).
2. **Source Selection:** From the search results, relevant articles and books were selected based on their suitability to the research topic and predefined quality criteria. Only articles that contained a strong analysis of the shift away from traditional marketing and the use of social media were selected (Kaplan & Haenlein, 2010).
3. **Inclusion Criteria:** Articles that examine the challenges, opportunities, and strategies of marketing in the digital age, and that include empirical analyses related to the use of social media for marketing products and services.
4. **Exclusion Criteria:** Articles that are not directly related to the shift from traditional marketing to social media marketing or that lack in-depth empirical data on the topic will be excluded from this review.

Literature Analysis

The literature analysis process was conducted with the following steps:

1. **Thematic Classification:** The selected literature will be grouped into major themes that cover the main topics in this study, such as *traditional marketing*, *social media marketing*, *consumer behaviour in the digital age*, and *the integration of traditional and digital marketing* (Solomon, 2018; Chaffey & Ellis-Chadwick, 2019).
2. **Quality Assessment:** Each selected source will be assessed based on the research methodology used, the validity of the findings presented, as well as its contribution to the development of marketing theory in the digital age. Emphasis will be placed on articles that utilise empirical data with a clear and justifiable methodology (Schultz & Patti, 2016).
3. **Synthesis of Findings:** Analytical results from relevant literature will be synthesised to present a more comprehensive picture of the transformation taking place in marketing from traditional methods to social media marketing, as well as the challenges and opportunities faced by companies in the face of this change (Ryan, 2017; Solomon, 2018).
4. **Identification of Research Gaps:** This review will also identify areas that have not been explored in the existing literature, as well as provide suggestions for further research that can enrich the understanding of the integration between traditional marketing and social media marketing in the digital age (Lamberton & Stephen, 2016).

4. RESULT AND CONCLUSION

Based on the results of the literature review, there are several key findings related to the transition from traditional marketing to social media marketing in the digital era. These findings are presented under four main themes: traditional marketing, social media marketing, consumer behaviour in the digital era, and integration between traditional marketing and social media. A discussion of these key findings follows.

Traditional Marketing and its Role in the Transition to Social Media Marketing

Traditional marketing remains a widely used method by companies, although more and more are turning to digital marketing. As explained by Kotler and Armstrong (2017), traditional marketing focuses on one-way communication channels, using mass media such as television, radio, and print. This method is indeed effective in building brand awareness across a larger audience, but is limited in interaction and quick response from consumers. Meanwhile, the changing preferences of consumers who prefer a more personalised and interactive approach, leads to a decline in the effectiveness of traditional marketing in reaching younger generations who rely heavily on social media (Chaffey, 2020).

However, despite its role being displaced by digital marketing, traditional marketing remains important on a large scale to communicate messages to a wide audience, especially in campaigns that focus on brand awareness and product introduction in a more general market (Schultz & Patti, 2016). Therefore, companies looking to maintain long-term effectiveness need to consider integration between traditional and digital marketing to ensure wider reach and influence.

Social Media Marketing and its Impact on Marketing Strategy

Marketing through social media has become a very important channel for companies to reach consumers directly and more personally. Tuten and Solomon (2017) revealed that social media allows better two-way interaction between companies and consumers, which allows companies to build closer relationships and introduce products in a more personalised manner. The main advantage of social media marketing is the lower cost compared

to traditional marketing. Ryan (2017) adds that social media marketing allows companies to reach a more segmented audience with a more affordable budget, which is especially beneficial for small and medium-sized businesses looking to expand their market.

However, while social media offers advantages in terms of cost and reach, there are significant challenges associated with algorithm changes that can affect the visibility of posted content, as well as data privacy issues that are increasingly coming to the fore (Liu et al., 2022). Social media platforms are changing the way content is displayed to their audiences through increasingly complex algorithms, which often leads to reduced visibility of content in the absence of investment in paid advertising (Chaffey & Ellis-Chadwick, 2019). Therefore, marketers need to be more careful in designing campaigns and pay attention to the latest algorithm trends to ensure maximum reach.

Consumer Behaviour in the Digital Age: Changes and Adaptations to Social Media

Changes in consumer behaviour in the digital age have been a key driver in the shift from traditional marketing to social media marketing. Consumers in the digital era are more active in seeking information about products through online platforms. Solomon (2018) revealed that consumers today prefer to research about products or services online, compare options, read reviews, and seek recommendations before deciding to buy. This shows that consumers now rely heavily on information available on social media as a trusted source of reference for making purchasing decisions (Syaifuddin, 2024).

This phenomenon further encourages companies to adapt their marketing approach in a more responsive way and based on a deep understanding of consumers. Social media serves not only as a channel for content distribution, but also as a source of credible information and as a platform to strengthen the relationship between consumers and brands (Syaifuddin, 2024). Therefore, companies that want to succeed in the digital age need to adjust their marketing strategies to be more data and consumer feedback-driven, creating a more personalised and relevant experience.

In addition, consumers now favour shopping experiences that are more customised to their needs and preferences. Therefore, marketing that leverages big data and personalised content, as well as those that provide a more humanistic two-way interaction, will be more acceptable to consumers compared to traditional marketing approaches that are mass and generic.

Integrating Traditional Marketing and Social Media: Developing an Effective Strategy

The importance of integrating traditional marketing and social media is strongly emphasised in the existing literature. The study by Schultz and Patti (2016) shows that an integrated marketing approach allows companies to combine the strengths of these two approaches. Traditional marketing is still effective in creating broad brand awareness, while social media allows for a more personalised and interactive relationship with consumers. Companies that successfully integrate these two methods can utilise the strengths of each to reach a wider, more segmented audience.

Syaifuddin (2024) revealed that combining these two approaches will help companies build a stronger brand impression. For example, television adverts or billboards can be used to create a strong first impression, while social media can be used to maintain ongoing relationships and interactions with consumers. This allows companies to reinforce their message at various points of interaction with the audience.

However, it is important for companies to design a coherent marketing strategy between traditional marketing and social media. Gaps in performance measurement or in data collection and analysis between these two channels can reduce the overall effectiveness of a marketing campaign (Huang & Benyoucef, 2013). For this reason, companies need to ensure that both approaches complement each other and are supported by technology that enables better data integration and reporting.

5. CONCLUSION

The shift from traditional marketing to social media marketing in the digital age is an important transformation influenced by changes in consumer behaviour, technological advancements, and the emergence of increasingly dominant social media platforms. Traditional marketing that is more one-way and mass channel-based, while still relevant for building brand awareness, is no longer effective for reaching a more segmented audience that wants more personalised interactions. On the other hand, social media marketing offers great opportunities for companies to communicate directly with consumers, introduce products in a more interactive manner, and utilise data to create a more personalised and relevant experience. However, social media marketing also faces challenges such as algorithm changes that can affect content reach, as well as data privacy issues that are increasingly becoming a concern. Therefore, it is important for companies to synergistically integrate traditional marketing with social media, so that these two approaches can complement each other in achieving more effective and efficient marketing goals.

The implications of this study suggest that companies that want to remain competitive in the digital age must be able to adapt to the major changes in the way consumers interact with brands. Social media marketing is not only a tool to reach a wider audience, but it also enables deeper interactions with consumers, which in turn can strengthen brand loyalty. Traditional marketing, while still having an important role in creating widespread brand awareness, needs to be combined with a more focused and data-driven digital marketing strategy. Therefore, companies should develop capabilities in integrating these two approaches, utilising the strengths of each to increase the effectiveness

of their campaigns. In addition, attention to platform algorithm and data privacy issues is crucial, so companies need to design strategies that are responsive to these changes.

Based on the findings from this literature review, companies are advised to integrate traditional marketing with social media in their marketing strategy. This approach allows companies to capitalise on the strengths of each channel; traditional marketing can be used to build broader brand awareness, while social media provides an opportunity to interact more personally and segmented with consumers. In addition, it is important for companies to focus on personalising content and the consumer experience, leveraging data and analytics to create campaigns that are relevant and tailored to audience preferences. Given the growing importance of data privacy and security issues, companies should develop clear policies regarding the management of consumers' personal data and ensure transparency in the use of such data. On the other hand, companies also need to understand the algorithm changes that occur in social media, so that they can design effective campaigns and ensure optimal content reach. For this reason, it is important for companies to enhance the digital capabilities of the marketing team through appropriate training, so that they can be more adaptive to technological developments and consumer behaviour trends. Finally, companies need to regularly monitor and evaluate the performance of marketing campaigns, so that they can adjust strategies quickly, increase effectiveness, and remain relevant in a dynamic market.

REFERENCE

- Crittenden, V. L., Barelka, A. J., & Crittenden, W. F. (2019). The Role of Social Media in the Transformation of Marketing: A Literature Review. *Journal of Business Research*, 100, 105-114.
- Chaffey, D. (2020). *Digital Marketing: Strategy, Implementation, and Practice* (7th ed.). Pearson Education.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: A Practical Approach* (7th ed.). Pearson.
- Duggan, M., Ellison, N. B., Lampe, C., Lenhart, A., & Madden, M. (2015). Social Media Update 2014. Pew Research Centre.
- Hanna, R., Rohm, A. J., & Crittenden, V. L. (2011). We're All Connected: The Power of the Social Media Ecosystem. *Business Horizons*, 54(3), 265-273.
- Huang, Z., & Benyoucef, M. (2013). From E-Commerce to Social Commerce: A Close Look at Design Features. *Electronic Commerce Research and Applications*, 12(2), 52-64.
- Järvinen, J., & Taiminen, H. (2016). Harnessing Marketing Automation for Digital Marketing Success. *Journal of Business Research*, 69(9), 3175-3183.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Kotler, P., & Armstrong, G. (2017). *Principles of Marketing*. Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. Wiley.
- Lamberton, C., & Stephen, A. T. (2016). A Thematic Exploration of Digital Marketing: Key Trends, Insights, and Directions. *Journal of the Academy of Marketing Science*, 44(1), 1-22.
- Liu, Y., Lim, K. H., & Wei, K. K. (2022). Social Media Marketing and Customer Engagement: A Review. *Journal of Business Research*, 115, 359-371.
- Mangold, W. G., & Faulds, D. J. (2009). Social Media: The New Hybrid Element of the Promotion Mix. *Business Horizons*, 52(4), 357-365.
- Ryan, D. (2017). *Understanding Social Media*. Kogan Page.
- Schultz, D. E., & Patti, C. H. (2016). *The Integration of Marketing Communications: A Strategic Approach*. Routledge.
- Solomon, M. R. (2018). *Consumer Behaviour: Buying, Having, and Being*. Pearson.
- Statista. (2023). Number of Social Media Users Worldwide 2010-2023. Retrieved from <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>
- Syaifuddin, S. (2024). Optimisation of Improving Product Quality and Service Quality in Increasing Indihome Customer Satisfaction. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(2), 4389-4399.
- Syaifuddin, S. (2025). Understanding the Dynamics of Collaboration and Partnerships: A Qualitative Inquiry into Enhancing Competitiveness through Strategic Alliances and Business Networks. *Golden Ratio of Marketing and Applied Psychology of Business*, 5(1), 110-120.
- Syaifuddin, S. (2024). Transformation of Service Quality in Its Effect on Customer Satisfaction Case Study of PT Pos Indonesia Garut Branch Office. *Tambusai Education Journal*, 8(1), 13875-13883.
- Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing* (3rd ed.). Pearson Education.
- Webster, J., & Watson, R. T. (2002). Analysing the Past to Prepare for the Future: Writing a Literature Review. *MIS Quarterly*.

Yakin, I. H., Supriatna, U., Rusdian, S., & Global Akademia, M. (2023). Research Methodology (Quantitative & Qualitative). *Paper Knowledge. Toward a Media History of Documents*.