

A Comparative Study of Traditional and Modern Marketing with a Special Focus on Social Media Marketing and Fraud Prevention

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Abstract: This study explores the evolution of marketing strategies from traditional media—such as print, radio, and television—to modern digital and social media platforms. Focusing on social media marketing, it examines how two-way communication between businesses and consumers has transformed brand engagement. Through analysis of secondary data from scholarly articles, industry reports, and case studies, the research investigates consumer behavior, platform trustworthiness, and the risks posed by digital fraud. Findings reveal that platforms like Instagram and Facebook are highly trusted due to features like verified business accounts and interactive tools, enabling personalized and measurable marketing. However, challenges such as fake profiles, misleading ads, and non-delivery of products persist. The study underscores the need for transparency, authentic content, and strong consumer protection to maintain trust in digital environments. These insights serve as a valuable guide for marketers building credible online brands and for consumers navigating the increasingly complex digital marketing landscape.

Keywords: Traditional Marketing, Modern Marketing, Social Media, Two-Way Communication, Digital Fraud, Consumer Trust, Online Marketing

1. Introduction

Marketing, as a fundamental business function, has always been central to shaping consumer awareness, driving demand, and building brand loyalty. Traditionally, marketing revolved around unidirectional communication channels such as newspapers, radio, television, flyers, and billboards. These methods were designed to broadcast a brand's message to a wide audience, with limited interaction or feedback from consumers. While effective in reaching mass audiences, traditional marketing lacked the agility, interactivity, and personalized engagement that today's consumers increasingly expect. The emergence and rapid growth of digital technologies have completely transformed this landscape, giving rise to what is now referred to as **modern marketing**—a multifaceted approach that emphasizes real-time interaction, personalization, and data-driven strategies. Among the various components of modern marketing, **social media marketing** has emerged as one of the most influential tools. Social media platforms such as Facebook, Instagram, Twitter (now X), YouTube, and LinkedIn have become powerful spaces for brand communication, customer engagement, and content dissemination. These platforms offer businesses the ability to reach targeted audiences, engage in two-way communication, and receive instant feedback, all of which are essential in building lasting relationships with consumers. Unlike traditional marketing, which ends once the message is delivered, social media allows for continuous dialogue, making the consumer feel heard, valued, and empowered. The shift from passive consumption of promotional content to active participation in brand conversations has marked a significant evolution in marketing practices. This study investigates this transformation by exploring **secondary data** from existing literature, market reports, and case studies to analyze the shift from traditional to modern marketing, with a particular focus on social media platforms. The aim is to understand not only how social media marketing has reshaped the marketing paradigm but also to assess its effectiveness, trustworthiness, and associated risks—

especially in the context of online fraud. With the growing integration of digital platforms into consumers' daily lives, it has become increasingly important to assess the challenges and opportunities that businesses and consumers face in the digital marketing space.

One of the most significant features of social media marketing is its ability to enable **two-way communication**. This interactivity is a defining characteristic of the digital age. Through likes, comments, shares, direct messaging, and user-generated content, consumers can now directly engage with brands. This engagement not only fosters brand loyalty but also provides companies with real-time insights into customer needs, preferences, and pain points. Two-way communication builds transparency and trust—values that are increasingly important in a world where consumers are more informed and critical than ever before.

Despite these advantages, the transition to digital and social media marketing is not without its challenges. Among the most pressing issues identified in the literature is the **prevalence of online fraud** and deceptive marketing practices. While social media platforms are designed to connect individuals and businesses, they also serve as fertile ground for scammers who exploit the anonymity and reach of these networks. Fake profiles, counterfeit products, phishing schemes, clickbait advertising, and misleading influencer endorsements are common tactics used to deceive unsuspecting consumers. These fraudulent activities have not only led to financial losses but have also contributed to a growing sense of mistrust among users. Drawing on secondary data, several best practices have been identified, including:

- Encouraging platforms to implement stronger verification systems for businesses.

- Promoting digital literacy among consumers to help them recognize potential scams.
- Ensuring transparency in influencer collaborations and sponsorship disclosures.
- Implementing secure and reliable payment systems within platforms.
- Providing clear return and refund policies to reduce post-purchase disputes.

This research is particularly relevant in the context of the **rapid digitalization of commerce**, accelerated by events such as the COVID-19 pandemic, which pushed many businesses and consumers online. The urgency to adopt digital marketing strategies has never been greater, and so is the need to understand how to do so responsibly. By relying on **secondary data**, this study offers a well-rounded, evidence-based understanding of the current digital marketing ecosystem. It

2. Literature Review

2.1 Evolution from Traditional to Digital & Social Media Marketing

Traditional marketing, relying on one-way communication such as print, radio, and television, was long viewed as essential for mass brand promotion (Kotler & Keller, 2016). However, as Tugnait (2025) notes, the rise of digital technologies—especially between 2005 and 2025—ushered in a significant shift.

2.2 Rise & Role of Social Media Marketing

A defining feature of modern marketing is the integration of **social media**—platforms such as Facebook, Instagram, LinkedIn, Twitter, and TikTok—into strategic promotional activities (Kaplan & Haenlein, 2010). Mangold and Faulds (2009) first emphasized social media's hybrid role combining promotion with customer interaction. Recent research underscores this. Kartomo (2024) found that consumer-generated reviews, testimonials, and visual content substantially influence purchase decisions and help establish brand transparency and trust.

2.3 Two-Way Communication in Marketing

Two-way communication—enabled through comments, direct messaging, polls, and live streams—is foundational to social media marketing. Grönroos (2004) emphasized its centrality to relationship building and value

2.4 Trust in Social Media Platforms

Trust is a linchpin in contemporary digital marketing. Hajli's (2014) work posits that credibility stems from transparency, accountability, and responsive platforms. Kartomo (2024) highlighted the impact of user reviews and open communication in shaping trust and reducing perceived purchase risk. Studies examining platform trust, like that by Djafarova and Trofimenko (2019), underscore how verified account badges and peer reviews contribute to consumer confidence. Moreover,

draws from established academic work, real-world business cases, industry analyses, and government or regulatory reports to build a comprehensive picture of both the potential and the pitfalls of marketing in the digital age.

In conclusion, the evolution from traditional to modern marketing is not just a technological shift—it represents a transformation in how businesses relate to consumers, how consumers perceive value, and how trust is built and maintained in an increasingly virtual environment. Social media, with its interactive capabilities and massive reach, offers unprecedented opportunities for engagement and growth. However, these opportunities must be navigated with caution, transparency, and accountability. This study aims to provide valuable insights that can help businesses adopt smarter, safer, and more effective marketing strategies, while also empowering consumers to make informed choices in the digital marketplace.

Shafiq et al. (2023) found social media marketing strengthens trust via electronic word-of-mouth and authentic brand interaction.

2.5 Online Fraud & Deceptive Practices

Despite its benefits, social media has become fertile ground for fraud. Fraud takes many forms: fake profiles, phishing scams, deceptive influencer endorsements, and counterfeit product listings. Tugnait (2025) cautions against unchecked digital hype, whereas recent academic work, like the influencer-fraud paper by Saranya (2024), documents widespread use of bots and fake engagement, which can severely damage consumer trust and brand reputation. Social media phishing has also emerged as a critical threat. A study examining Instagram users revealed significant vulnerability due to phishing scams and limited user awareness.

3. Objectives of the Study:

- To compare traditional and modern marketing techniques.
- To assess the significance of two-way communication in marketing.
- To identify the most trusted social media platforms for online purchases.
- To uncover common types of fraud on social media and suggest preventive measures

4. Research Methodology:

4.1 Research Approach

This study adopts a qualitative and descriptive research approach, based entirely on secondary data. The focus is to explore the shift from traditional to modern marketing methods, the role of two-way communication, consumer trust in social media platforms, and the rising trend of online fraud—all using existing literature, reports, and published statistics. Secondary data is especially effective when studying broad industry shifts and consumer trends over time, allowing

for a comprehensive understanding of the topic from multiple perspectives (Johnston, 2017).

4.2 Data Sources

The data for this research was collected from a wide range of reliable and scholarly secondary sources, including:

- Academic journals (e.g., *Journal of Interactive Marketing*, *International Journal of Business and Social Science*)
- Industry reports (e.g., from Deloitte, Statista, HubSpot, McKinsey)
- Government and regulatory databases (e.g., FTC fraud reports)
- Books and e-books on marketing evolution and consumer psychology
- Reputable news platforms (e.g., Forbes, Harvard Business Review)

The literature selected spanned from 2010 to 2024, offering both historical context and contemporary relevance to current social media dynamics.

4.3 Data Collection Method

Data was gathered through a systematic literature review. Keywords used in academic and industry databases included:

- “Traditional vs. modern marketing techniques”
- “Two-way communication in marketing”
- “Consumer trust in social media”
- “Social media platforms and online shopping”
- “Fraud and scams in social media marketing”

Searches were conducted via Google Scholar, ScienceDirect, JSTOR, and databases like Statista and eMarketer.

4.4 Data Analysis Technique

A thematic analysis technique was used to organize data under the following core themes:

1. Traditional vs. Modern Marketing – Comparing reach, cost-efficiency, interactivity, and impact (Kotler & Keller, 2016)
2. Two-Way Communication – Role of engagement and feedback in trust-building (Mangold & Faulds, 2009)
3. Trusted Social Media Platforms – Analysis of platforms like Facebook and Instagram in consumer perception (Statista, 2023)
4. Online Fraud Trends and Prevention – Identification of fraud types and safety recommendations (Federal Trade Commission, 2023)

Content was manually categorized and synthesized to extract key patterns, insights, and contradictions across sources.

5. Data Analysis

Objective 1: To compare traditional and modern marketing techniques

The shift from traditional marketing (print, TV, radio) to modern digital methods (social media, email, influencer marketing) is well-documented. Traditional marketing is typically one-way, costly, and slower to execute (Kotler & Keller, 2016). In contrast, modern marketing is two-way, data-driven, and offers real-time engagement (Chaffey & Ellis-Chadwick, 2019).

Objective 2: To assess the significance of two-way communication in marketing

Two-way communication is now central to effective marketing, especially on platforms like Instagram, Twitter, and Facebook. It facilitates trust-building and customer loyalty by allowing brands to respond in real time and personalize interactions (Mangold & Faulds, 2009).

Objective 3: To identify the most trusted social media platforms for online purchases

Secondary data from Statista (2023) and Sprout Social (2022) shows that Instagram and Facebook are the most trusted platforms for online shopping. These platforms have implemented features like verified business accounts, review systems, and integrated customer support, increasing user trust.

Objective 4: To uncover common types of fraud on social media and suggest preventive measures

Social media marketing is vulnerable to various fraud types, including:

- Phishing links
- Fake e-commerce profiles
- Non-delivery of goods
- Counterfeit product promotions

According to the Federal Trade Commission (FTC, 2023), social media fraud accounted for over \$1.2 billion in reported losses, with Facebook and Instagram being the most targeted platforms. A major issue is impersonation scams, where fake profiles mimic legitimate brands.

Preventive measures from secondary data include:

- Encouraging users to verify seller credibility
- Educating consumers about red flags (e.g., too-good-to-be-true offers)
- Using secure payment gateways and avoiding direct bank transfers

- Platforms increasing investment in AI-driven content moderation and fraud alerts (Meta, 2023)

6. Findings:

6.1 Objective 1 :Comparison Between Traditional and Modern Marketing Techniques

The study found that while traditional marketing methods (such as print, TV, and radio advertisements) still hold value for brand awareness among older demographics, modern marketing techniques—especially those leveraging digital and social media platforms—are more effective in engaging today's consumers. Modern marketing offers real-time interaction, personalized content, and data-driven targeting, which traditional methods lack. Users overwhelmingly prefer digital formats due to their interactivity, accessibility, and faster response times from businesses.

6.2 Objective 2: Significance of Two-Way Communication in Marketing

One of the standout advantages of modern marketing identified in this study is its ability to facilitate two-way communication. Consumers value the opportunity to ask questions, give feedback, and interact directly with brands through comments, direct messages, and live sessions. This open communication loop enhances consumer trust, satisfaction, and loyalty. Brands that actively engage in such communication are perceived as more transparent and customer-centric.

6.3 Objective 3 Most Trusted Social Media Platforms for Online Purchases

The research highlights Instagram and Facebook as the most trusted social media platforms for online shopping. This trust is largely due to features like verified business accounts, user reviews, visual content showcasing products, and integrated customer service tools. Consumers feel more confident making purchases on these platforms, especially when businesses provide consistent engagement and transparent policies.

6.4 Objective 4 Common Types of Fraud on Social Media and Preventive Measures

A significant number of users reported encountering fraudulent activities on social media. The most common forms include:

- Fake profiles impersonating real businesses
- Phishing links disguised as ads or offers
- Non-delivery of products after payment
- Misleading advertisements with false product claims

These fraudulent practices not only lead to financial loss but also damage consumer confidence. To address these concerns, users recommended:

- Verifying seller accounts before making purchases
- Using secure payment gateways
- Avoiding links from unknown sources
- Checking reviews and ratings
- Reporting suspicious activities to platform authorities

Moreover, businesses are encouraged to adopt transparent communication, responsive customer service, and clearly defined return/refund policies to build credibility and reduce fraud risk.

7. Conclusion:

Modern marketing, especially through social media, significantly bridges the gap in customer engagement by enabling two-way communication. However, the digital nature of transactions introduces new risks like fraud. This study emphasizes the need for companies to establish transparency and security protocols to foster trust. At the same time, consumers must be educated to identify and avoid potential scams.

The rise of modern marketing, particularly through digital and social media channels, has transformed the traditional marketing landscape, ushering in a new era of real-time interaction, personalized communication, and data-driven decision-making. This shift is not merely technological but deeply behavioral, reflecting changes in consumer expectations and habits in the digital age. The findings of this study clearly illustrate how consumers are increasingly gravitating toward marketing that is immediate, interactive, and accessible—traits most effectively delivered through platforms such as Instagram and Facebook.

In conclusion, modern marketing, driven by social media and digital technologies, offers immense opportunities for brands to connect with consumers in meaningful ways. However, the success of these efforts hinges on the establishment of trust, the assurance of safety, and the promotion of digital literacy. Businesses must recognize their responsibility not only to market their products but also to protect their customers. By prioritizing transparency, security, and ethical engagement, they can build sustainable relationships with their audience and navigate the complexities of the digital marketplace with confidence. At the same time, consumers must stay informed, cautious, and proactive to safeguard their interests in an ever-evolving digital world. The future of modern marketing lies in this balanced partnership—where innovation is matched by integrity, and convenience is supported by care.

8. Recommendations:

- Companies should actively manage their online reputation and address customer queries promptly.
- Use of verified business accounts and secure payment gateways is essential.

- Educate customers about identifying suspicious links or profiles.
- Encourage customer feedback to improve services and build trust.

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