



International Journal of Humanities & Social Science Studies (IJHSSS)

A Peer-Reviewed Bi-monthly Bi-lingual Research Journal

ISSN: 2349-6959 (Online), ISSN: 2349-6711 (Print)

Impact Factor: 6.8

Volume-XII, Issue-III, May 2026, Page No. 88-102

Published by Scholar Publications, Sribhumi, Assam, India, 788711

Website: <http://www.ijhsss.com>

DOI: [10.29032/ijhsss.vol.12.issue.03W.325](https://doi.org/10.29032/ijhsss.vol.12.issue.03W.325)



An analysis of The Impact of social media And Web 2.0 Technologies on Digital Marketing: Prospects for the Future of Web 3.0 Technologies

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Received: 23.05.2026; Accepted: 29.05.2026; Available online: 31.05.2026

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Abstract

The swift transition of internet technologies – from the static Web 1.0 era to the participatory Web 2.0 phase, and currently the nascent-but-exciting Web 3.0 landscape – has radically altered the landscape of digital marketing. This study explores the influence of social media and Web 2.0 on digital marketing, with a forward glance at Web 3.0. With Web 2.0, we have experienced an explosion in interactivity, user-generated content and participatory communication via sites like Facebook, Instagram, YouTube, X (formerly Twitter), LinkedIn and TikTok. These platforms provide companies with the ability to engage directly with their customers, increase brand awareness and develop trust. Social media marketing is an essential means to entice customers, keep them coming back and to build up your brand, with the added bonus of being affordable and having a huge global reach. This paper utilizes a qualitative literature-based methodology to investigate the transformative impact of Web 2.0 on marketing communication and consumer behaviour, specifically in the context of engagement, influencer marketing, and data-driven strategies. It also explores how Web 3.0 fuelled by blockchain, AI, the semantic web, and decentralization is set to transform digital marketing through increased personalization, data ownership, immersive experiences, and automated smart contracts. The results imply that although Web 2.0 focuses on connectivity and engagement, Web 3.0 is pushing us in the direction of decentralization, transparency, and smart systems. The study concludes by stressing that businesses must evolve with the ever-changing digital world by adopting cutting-edge technologies, responsible data practices and immersive marketing to remain competitive in the new digital economy.

Keywords: Social media, Web 1.0, Web 2.0, Web 3.0, Internet, Technologies, Marketing, Customers, Digital Economy, Communications, Brand, Digital Marketing.

Introduction:

Online connections changed how people everywhere talk plus sell things. Back then websites just showed stuff you read, nothing more happened there. Suddenly folks started adding posts, videos- others saw them instantly too. Sharing took off fast once tools let anyone join conversations easily. Sites such as Facebook, YouTube appeared, giving companies paths to meet buyers straight on. Brands found new ways to grow visibility using these spots where crowds gather daily now. Nowadays, companies find social media too powerful to ignore when sharing their message. Talking directly with customers happens

more naturally through these platforms. Instead of just broadcasting ads, brands now listen-gathering thoughts people share about products. Watching what rivals do online has become part of regular check-ins for many teams.

Figure.1 The Impact of social media, Web 2.0, Web 3.0 on Digital Marketing



Research shows tools from the Web 2.0 era made conversations smoother between buyers and sellers. Trust builds easier when real voices shape how things are seen online. Unlike old-school messaging that only went one way, today's exchanges feel like chats among peers. Opinions posted by users carry weight, often guiding others' choices subtly.

This shift toward constant connection changed how plans are built in marketing. Focus moved slowly away from pushing items, landing instead on shaping moments around people. Online fame, fast-spreading content, yet quiet tracking now shapes how people connect across today's web. Still, even with growth, concerns pop up - private details exposed, false stories spread, power held by just a few tech giants. On the flip side, a new version is forming - built differently, using smart systems, shared ledgers, decentralized networks, alongside blended realities through AR and VR. Ownership shifts toward users, trust becomes clearer, experiences adapt individually, middlemen fade into background noise. The core inquiry digs deeper: What role did current online tools plus social spaces play in reshaping promotion strategies? Then again, where might tomorrow's architecture steers the way messages travel, reach, stick?

Methodology:

Looking into how social media shapes digital marketing means diving through existing writings rather than gathering new data. From journals and books to conferences and trade publications, sources pile up where online promotion is discussed seriously. Web 2.0 tools show up repeatedly- think blogs, networks like Facebook, people who sway opinions online, plus platforms shaped by users themselves. Sorting through these pieces required a structured scan, making sure nothing key slips past unnoticed. Later layers appear when blockchain enters the picture, along with AI, smart tagging of information, and systems built without central control. Future possibilities start forming once those elements link back to what marketing might become. The work builds entirely from what others have already studied and shared. Looking closely at the gathered writings, patterns began to show through careful sorting. Customer involvement showed up strongly, along with shifts in online messaging, ways to build confidence, tailored experiences, spread-out systems, and concerns about information control - each grouped by recurring ideas. Instead of just listing features, differences between Web 2.0 and Web 3.0 took shape by lining them up side by

side. Over time, changes in digital promotion started making more sense once earlier results were woven together. Insights came only from published research and professional reports, never from new surveys or firsthand gathering. What emerged rested entirely on what had already been written.

Review of Literature:

Morgan, R. F. (1996) asserts that the World Wide Web will significantly influence marketing practices. Srirojanant, S et al (1998) indicate that emerging Internet technologies facilitate customer interaction. Coyle, J. R et al (2001) investigates the aspects of interactivity and vividness present in commercial websites. Gilbert, D (2001) discusses new applications of Web technology that are enhancing the promotion of hotel products. Kucuk, S. U et al (2001) explores attitudes towards the acceptance of Web Marketing Facilities. Rajiv M. Dewan et al (2022) studied website advertising. Priluck, R. (2004) examines student reactions to two distinct teaching methods that utilize technology. Tsang PM (2005) evaluates the effectiveness of web interfaces in advertising promotions.

Kim, Y. H et al (2009) identifies website marketing strategies as a vital component of marketing tools. Albaum G et al (2010) note that web surveys are extensively utilized in marketing research. Lau, K.-N et al (2001) focus on website marketing strategies tailored in service industry. Siegel, C. F. (2000) emphasizes the Internet's World Wide Web can underscore the significance of intelligence in marketing decision-making. French J et al (2012), Tan GW et al (2023) discuss all stakeholders involved in web tools. Ramadan, Z (2023) analyses the evolution of the metaverse platform within the marketing landscape. Momen MA et al (2020) discussed online display and brand image.

Boegershausen, J et al (2022) explored the use of web data to capture and articulate the evolving realities of the marketplace. Kaplan, A. M. (2011) initiated their own viral marketing campaign. Jacobson et al (2000) explain the trust in marketers' digital practices. Mitic M et al (2012) explored role social media in banking sector. Duffett RG (2017) examined marketing communications on the cognitive processes of teenagers in social media. Harb AA et al (2019) explained social media have impact on events marketing. Cheung ML et al (2021) analysed impacts of social media marketing tools.

Sura R et al (2017) emphasized significant role in the formulation of digital marketing strategies. Choi, Y et al (2014) investigated role of web marketing. Bernovskis, A et al (2026) discuss web 3.0 tools and ecommerce. Alalwan, A. A et al (2017) indicate that people worldwide are deeply engaged with and connected to social media and web 2.0.

Appel G et al (2022) assert that social media connect customers easily, E. (2014) emphasizes this new dimension of the marketing landscape. Li, F et al (2023). discuss medium for promotion marketing use social media. Jin SV et al (2019) concentrate marketing and branding employed by Instagram influencers. Alves, H et al (2016) investigate how social media impacts on decisions and perceptions of consumers. Di Domenico, G et al (2021) examine circulation of misinformation on social media. Joshi, Y et al (2025) evaluate impacts social media influences in commerce and trade.

Shawky S et al (2019) support their target audiences by way of using social media. Ahmad, N. S et al (2016) observe that the social media bring new business strategies. Luo L et al (2013) discuss marketing through cutting-edge technologies. Stephen, A. T. (2016) notes that research on digital consumer behaviour is expanding due to the rise in technology

usage. Armstrong, C. G. et al. (2016) engaged with consumers within the social media landscape. Keegan, B. J. et al. (2017) are increasing their investments in social media marketing. Pick, M. (2021) focuses on social media, particularly influencer marketing based on social media.

Brocato, E. D et al (2015) address role social media in business promotion. Fisher, E. (2015) explores the role of social media in brand promotion. Claudio Baccarani et al (2014) investigate importance of social media in business marketing. Tafesse, W et al (2018) found that the marketing performance and social marketing. Saima et al (2021) introduced a new social media tool in marketing. Piehler, R et al (2022) noted impact on social media particularly customer purchase decision.

Achen, R. M. (2017) focused on understanding the measurement of marketing effectiveness on social media. Rohde P, Mau G (2021) assessed the impacts of social media in influencer marketing. Chai N et al (2021) identified social media impacts in adoption marketing. Thackeray R et al (2012) discuss how social marketing influencing by social media. Bal, A. S et al (2015) highlight growing significance of social media in marketing. Thackeray R et al (2008) emphasize the enhancement of web 2.0 applications in marketing. Crittenden, V et al (2015) describe rapidly evolving social tools in marketing. Chen, Y et al (2011) assert that social media offers an unmatched platform for consumers. Gupta A et al (2013) note that social media serves as cost-effective marketing tools that facilitate network building. Mason, A. N et al (2021) examine consumers decision process in marketing by way of using social media. Drummond C et al (2020) underscore the significance of online marketing forms, including social media marketing, for entrepreneurial firms. Chan, N. L., et al (2011) identify the efforts involved in social media marketing. He A et al (2021) explore attitude of consumers social media in marketing and brands.

Patino A et al (2012) explore marketing research and role of social media. Buratti N et al (2018) examine how firms in two conservative B2B service sectors adopt social media tools. Akar, E et al (2011) discuss web promotional tools and its applications that foster consumer communities. Hamid RS et al (2022) find social media direct impact in reputation and trust. Zahay, D. (2021) highlights value creation as a method to integrate digital marketing. AlAwadhi S et al (2019) investigate applying of various social media tools in marketing. Tsimonis G et al (2014) identify motivations behind the growing acceptance of social media. Habibi F et al (2015) address various challenges in implementation of social media tools in marketing. Arora AS et al (2019) present the recent trends in social media and marketing. Ashley, C et al (2015) discuss strategies related to consumer engagement and social media.

Hays S et al (2013) note that importance of social media in service sectors. Tuten, T et al (2018) define social media marketing as the use of social media technologies. Pappasolomou, I et al (2012) discuss that effective application of information technologies. Abate, Y. A et al (2026) highlight social media have impacts on promoting destinations. Mehmet M et al (2020) assess the effectiveness of digital social media campaigns that can assist consumers. Lepkowska-White E et al (2019) indicate social media and consumers creation. Leung XY et al (2017) focus on effectiveness measures and the evolving technology and social media.

One study by Ramanathan U and colleagues from 2017 explores the way feedback shared online shapes what people feel about services they receive. In a similar year, Assimakopoulos C's work shows businesses taking up platforms like these quite naturally within their outreach plans. Earlier than that, back in 2012, Ribeiro Soriano D's team

examined how newer web tools along with evolving network styles affect decision-making in commerce. Scovotti C, working years before, found signs that digital ads built with interactive features pull more attention from buyers. Meanwhile, Granitz N's suggestions around 2011 pointed toward using open-sharing strategies for reaching specific audiences effectively. Starting off, Barassi V and team in 2012 examine how app creators shape Web 3.0's direction. Moving on, Cooke M with colleagues in 2008 explore links between Web 2.0, online communities, and what lies ahead for studying markets.

Then there's Caravella M and others in 2009 who consider both upsides and hurdles Web 2.0 brings to those teaching marketing. Meanwhile, Cronin J.J., also in 2009, describes a hands-on effort to move toward Web 2.0 using a shared marketing knowledge space. Ending here, Rudman R plus collaborators in 2016 point out some downsides that might come with adopting Web 3.0 tools. Web 3.0 tools shape user behaviour in ways Balaji BP and team looked at closely back in 2018. Marketing shifts sparked by Web 2.0 caught Jones B's attention during his work published in 2010. Social platforms began reflecting commercial strategies - this overlap became a point of focus for Allyson Dooley J around 2012. Platforms like LinkedIn, Facebook, Twitter found their way into outreach efforts observed by Leask A in 2011. Market awareness links to digital uptake stood out in research led by Palacios Marques D three years later. Evidence on engagement patterns emerged through multiple studies including one by Dooley, J. Besides traditional methods, some researchers explore fresh ways to engage online audiences through updated tools. Following shifts in user behaviour, newer studies examine how modern platforms can shape future strategies - without relying on outdated assumptions.

Looking back at past research shows a clear shift in marketing once Web 2.0 arrived. Instead of one-way communication, things began circling around people using the tools. Early signs appeared when shoppers first started going online, noted long ago by Morgan in 1996 and later seen again in work by Srirojanant's team. Interaction grew stronger thanks to findings from Coyle and colleagues along with Tsang years afterward. Since then, fresh layers have built up - users now post their own material, form ties with companies, follow influencers, respond instantly. Platforms like YouTube, Instagram, and Facebook made these actions part of daily motion. Studies from Alalwan and others plus Tafesse's group confirm how deep this runs.

Some signs point to social media strategies boosting how much people trust brands, interact with them, or decide to buy. Yet researchers note problems - like false info floating around, weak safety online, messages slipping out of a company's hands (Di Domenico et al, 2021). Lately, efforts lean into using numbers pulled from behaviour, teaming up with certain public figures, trying new formats that pull users deep inside the experience. What comes next might shift power away from central platforms, leaning on Web 3.0 tools where artificial intelligence shapes personalized paths, giving users more say over their own details while making actions clearer (Balaji et al, 2018 and Bernovskis et al, 2026), possibly changing how automated systems run promotions or manage buying roles. Overall, things move slowly but surely toward smarter connections, built on facts, focused on individuals, reliable setups, tighter links across channels.

Results and Discussion:

Right now, digital marketing feels different mostly because Web 3.0 stepped in where old Web 2.0 tools once ruled.

Table 1: Evolution of Web Technologies in Digital Marketing

Feature	Web 1.0	Web 2.0	Web 3.0
Interaction	Static	Interactive	Immersive & Intelligent
User Role	Passive reader	Content creator	Data owner & participant
Data Control	Centralized	Platform-controlled	Decentralized
Marketing Type	Informational	Social & influencer-based	AI-driven & personalized
Technology	HTML pages	Social media platforms	Blockchain, AI, AR/VR

One thing became clear: real-time reactions started speeding up when interactive platforms arrived, word flew quicker without help, yet influence shifted toward voices followers actually listen to. Brands now stick close on social sites, keeping talks going day after day, which quietly lifts revenue while expanding reach each time. Efforts here demand less cash up front, stretch far beyond borders, touch global crowds free of added charges. Surprise findings? People trust handmade posts more than polished ads, especially when discussions unfold between folks who know one another. Facebook and Instagram shape opinions now because ads follow what people do online. Instead of companies deciding everything, Web 3.0 gives users more say through systems that aren't controlled by one group. Because machines learn faster, guesses about behaviour get better, tailoring experiences in ways older methods never could. Out of nowhere, virtual spaces let shoppers walk around digital stores or try products without touching them. While old models once ruled, the jump to Web 2.0 changed who holds sway - audiences speak louder than brands ever did. Back-and-forth chats on the internet tend to deepen connections, boost trust in companies, make users stay engaged longer. Since influencers share opinions, ideas travel quickly, followers start posting their own takes - together, they change how products reach people. Misinformation spreads easily, personal data slips out, secret algorithms nudge decisions in quiet ways - these issues show up every day now. Yet ahead, the coming wave of online life offers chances even as tricky questions appear.

Figure.2 The impacts of social media and Web 2.0 and Web 3.0 Technologies



Control moves into individual hands once no single group holds all the keys. When blockchain joins, sharing data feels safer. Choices grow clearer as artificial intelligence works behind the scenes. Trust builds slowly this way. Messages hit their mark more often now. Setup expenses keep growth in check. Understanding lags since many struggles with what's new. Tools remain tricky to use well. Tougher privacy laws limit what marketers see. Reaching people online takes more thought today. Still, virtual shops rise up through lifelike visuals. Shoppers explore items closely from their living rooms. Research suggests companies must bend instead of break. Learning faster helps. So does treating personal info with respect while stepping forward.

Conclusion:

It is concluded that the rise of social media and Web 2.0 have made great change in digital marketing. Interactivity, immediacy and the user-generated content generation are created through the emergence of social media. These popular Web 2.0 social media like Facebook, Instagram, YouTube and LinkedIn are effective tools to promote corporate visibility, stimulate sales and increase brand awareness through effective customer interaction. The Web 2.0 has reshaped marketing from being an individual-centered toward network-centred one-way-communication, however. Yet, it is now followed by Web 3.0 which provides new platform with intelligence of decentralized characteristics, AI, blockchain technology and the im- merged environment of metaverse. These characteristics have had potential to bring huge transformation for the whole digital marketing sector by providing the user personalized service, transparency and auto-nomy for the data owned. Comparing to Web 2.0, Web 3.0 are based on ownership of data, trust and automated intelligence of processes. However, further investigation needs to study empirically consumer behaviours, efficiency of AI marketing and the execution of advertising in meta-verse-based environment. Companies need to stay ahead with adapting innovation and ethical practice concerning user data while providing an immersive user engagement.

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