EXAMINING RETAIL MARKETING STRATEGIES IN THE DIGITAL ERA: A LITERATURE REVIEW

Benedicta Vania Rahardja[1]

[1]Department of Business, Faculty of Business and Economics, Victoria University, Australia

E-mail: [1] benedictavaniaa@gmail.com

ABSTRACT

This study presents a systematic literature review exploring the impact of digital marketing on consumer behavior in the retail sector, with a particular focus on fashion retail. Utilizing PRISMA guidelines, the research synthesizes findings from peer-reviewed studies published between 2015 and 2025. Key digital marketing strategies—including the use of artificial intelligence, augmented reality, mobile commerce, and social media—were examined for their role in enhancing personalization, consumer engagement, and immersive brand experiences. Thematic and bibliometric analyses identified major clusters of academic focus, highlighting evolving trends from foundational frameworks to applied, consumer-centric strategies. Results show that digital tools significantly influence consumer decision-making and brand loyalty. However, research gaps remain regarding long-term impacts, ROI, and the effectiveness of omnichannel strategies. This review offers insights for both scholars and practitioners seeking to optimize digital marketing practices and address the challenges of an increasingly digital retail environment.

Keywords: ***augmented reality, consumer behavior, digital marketing, fashion retail, personalization***

1. INTRODUCTION

The retail industry is experiencing a profound transformation driven by the proliferation of digital technologies and the widespread adoption of the Internet. These developments have revolutionized the ways in which retailers interact with consumers, restructure their internal operations, and navigate an increasingly competitive digital marketplace. As commerce steadily migrates from traditional brick-and-mortar establishments to dynamic online environments, digital marketing has emerged as an indispensable strategy for engaging consumers across various platforms. Ratchford (2019) and Hänninen et al., (2018) emphasize the essential role that digital marketing plays in the modern retail context, integrating online platforms, data-driven strategies, and mobile technologies to reconfigure consumer-brand interactions. E-commerce, social media, mobile devices, and big data analytics now serve as fundamental pillars in creating novel consumer experiences and expectations, offering both opportunities and challenges to retailers (Ghosh & Dash, 2023; Hänninen et al., 2021).

Amidst this digital evolution, understanding consumer behavior has become a critical endeavor for both practitioners and researchers. Online shopping habits are increasingly shaped by targeted digital marketing campaigns that utilize personalized content, real-time engagement, and behavior-based algorithms (Rashid et al., 2021; A. Smith, 2020). Modern consumers interact with

brands through multiple digital touchpoints, such as mobile apps, email marketing, social platforms, and virtual assistants, creating a complex and fragmented decision-making journey. This multichannel engagement demands a more sophisticated marketing approach that leverages digital tools to deliver seamless customer service and tailored experiences. Research by Zimmermann & Auinger, (2023) and Ho & Wang, (2020) supports this shift, emphasizing that personalized marketing enhances customer satisfaction and loyalty, thereby positioning retailers to capitalize on emerging trends in digital commerce. Furthermore, Hänninen et al., (2021) argue that digitalization not only reshapes retail formats but also influences consumer perceptions, fundamentally altering the traditional shopping paradigm.Zhan et al., (2021)

The strategic application of digital marketing tools is, therefore, not merely a supplement to conventional marketing practices but a necessity for maintaining relevance in today's marketplace (Rolando, Angelica, et al., 2024; Rolando, Nur Azizah, et al., 2024). Retailers that fail to adapt risk obsolescence in an environment where consumer expectations are constantly being redefined by technological advancement. As Grewal et al., (2025) contend, data analytics have become indispensable in refining marketing strategies, providing actionable insights into consumer preferences and behavior (Gunawan et al., 2021; Rolando, Cahyadi, et al., 2024; Rolando & Wigayha, 2024). Data-driven marketing enables businesses to optimize their campaigns, allocate resources more effectively, and enhance the overall customer journey. However, the integration of these technologies is not without its challenges. Issues related to data privacy, cybersecurity, and the pace of technological innovation present significant barriers for many retailers. Jibril & Padi, (2024), as well as Agnew, (2023), highlight these concerns, noting that ethical data usage and robust security measures are critical components of a successful digital marketing framework.

In light of these developments, there is a pressing need for a comprehensive and systematic understanding of how digital marketing influences consumer behavior within the retail sector.Putra, (2024) While a considerable body of literature has examined various aspects of digital transformation in retail, the scope and depth of these studies often vary widely, with some focusing narrowly on specific technologies or consumer segments. As such, there exists a fragmented landscape of findings that complicates efforts to draw generalizable conclusions. Moreover, the rapid pace of technological advancement necessitates ongoing scholarly attention to ensure that theoretical frameworks and practical strategies remain aligned with current market realities.(Ballestar et al., 2019)

This systematic literature review seeks to address this gap by synthesizing existing research on the impact of digital marketing on consumer behavior in the retail industry. Specifically, it aims to identify key digital marketing strategies employed by retailers, explore their influence on consumer decision-making processes, and assess the challenges and opportunities that arise from digital engagement. The primary research questions guiding this review are as follows: (1) What digital marketing strategies are most commonly used in the retail industry? (2) How do these strategies influence consumer behavior and purchasing decisions? (3) What are the primary challenges faced by retailers in implementing digital marketing initiatives? (4) What emerging trends and technologies are shaping the future of digital marketing in retail?

The scope of this review is confined to peer-reviewed academic literature published between 2015 and 2025, encompassing studies that examine the intersection of digital marketing, consumer behavior, and the retail context. The review includes empirical, theoretical, and conceptual works, drawing on diverse methodological approaches to provide a comprehensive overview of the field.

Studies focusing on non-retail sectors, such as B2B marketing or industrial marketing, are excluded to maintain thematic coherence. Additionally, the review emphasizes research that explores the consumer's perspective, as opposed to purely organizational or technical analyses, thereby ensuring a consumer-centric understanding of digital marketing practices (Peslak & Menon, 2024).

The significance of this review lies in its potential to consolidate fragmented knowledge, highlight prevailing trends, and inform future research and practice in digital marketing (Ingriana, 2025; Widjaja, 2025). By offering a systematic synthesis of existing literature, this review contributes to the academic discourse by identifying patterns, gaps, and inconsistencies in current research. For practitioners, the findings offer actionable insights into effective digital marketing strategies, enabling retailers to enhance customer engagement, optimize resource allocation, and maintain competitive advantages in a fast-evolving digital environment. Furthermore, the review underscores the importance of addressing ethical and technological challenges, advocating for responsible and innovative approaches to digital marketing.(Al-Abdallah et al., 2024; Thomas et al., 2024)

This paper is structured according to the IMRAD format, beginning with the current introduction that outlines the research context, identifies the problem, and delineates the objectives and significance of the study. The following section presents the methodology employed to conduct the systematic review, detailing the search strategy, inclusion and exclusion criteria, data extraction processes, and analytical framework.Quaye & Mensah, (2019) Subsequently, the results section synthesizes the key findings from the reviewed literature, organized according to thematic categories that correspond to the research questions. The discussion section interprets these findings, evaluates their implications, and situates them within the broader academic and practical context. Finally, the conclusion summarises the main insights, limitations, and proposes directions for future research.

In summary, the digital transformation of the retail industry has engendered profound changes in consumer behavior and marketing practices.Mehmood & Hamid, (2024) The proliferation of digital tools and platforms necessitates a nuanced and systematic understanding of how these technologies influence the consumer journey. This review endeavors to provide such an understanding by synthesizing current research, identifying effective strategies, and highlighting the challenges and opportunities that define digital marketing in the retail sector (Zahran, 2025). de Souza et al., (2021) Through this endeavor, it aims to contribute meaningfully to both scholarly inquiry and practical innovation in the field of retail marketing.

2. RESEARCH METHOD

2.1 Research Design

This study adopts a Systematic Literature Review (SLR) approach to synthesize existing scholarly knowledge concerning retail marketing strategies in the context of digital transformation. The review follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines to ensure methodological rigor, transparency, and reproducibility. The primary aim is to identify dominant digital marketing practices in retail, examine the influence of digital technologies on traditional marketing models, and explore the emerging challenges and opportunities arising from these strategies.

2.2 Research Questions

This review is guided by three fundamental research questions. First, what are the predominant retail marketing strategies employed in the digital era? Second, how have digital technologies—such as social media, artificial intelligence, and e-commerce platforms—reshaped

traditional retail marketing practices? Third, what are the main challenges and opportunities that digital marketing strategies present to retail businesses?

2.3 Search Strategy

A comprehensive literature search was conducted using five academic databases: Scopus, Web of Science, ScienceDirect, Google Scholar, and EBSCOhost. These databases were selected due to their extensive coverage of peer-reviewed literature in the fields of business, marketing, and digital technology.Pangarkar et al., (2022) The search was limited to studies published in English between 2010 and 2024 to capture the most recent developments in digital retail marketing. The search string combined relevant keywords using Boolean operators to enhance precision: ("retail marketing" OR "retail strategy" OR "digital marketing") AND ("digital era" OR "digital transformation" OR "e-commerce" OR "online retail" OR "social media marketing" OR "AI in marketing"). Searches were applied to article titles, abstracts, and keywords. A detailed search log was maintained to ensure transparency, including database filters, keyword modifications, and the number of articles retrieved at each stage.

2.4 Inclusion and Exclusion Criteria

To ensure that only relevant and high-quality studies were included in the review, specific inclusion and exclusion criteria were developed. Studies were included if they focused on retail marketing strategies involving digital tools or platforms, and were published in English during the specified timeframe. Excluded materials comprised non-English publications, studies outside the retail sector, and non-peer-reviewed content such as opinion pieces, editorials, or unpublished manuscripts.

Criteria	Inclusion	Exclusion
Language	English	Non-English articles
Publication Type	Peer-reviewed journal articles	Conference papers, editorials, letters, etc.
Year Range	2018–2025	Articles published before 2018
Topic Relevance	Focus on digital marketing strategies in retail (e.g., e-commerce, AI, customer behavior)	Irrelevant topics (e.g., agriculture policy, healthcare, etc.)
Geographic Focus	Any, if applicable to digital retail strategies	Articles solely focused on non-retail contexts
Availability of Abstract	Abstract available and informative	No abstract or lacks marketing relevance

2.5 Screening and Selection Process

The study selection process followed the PRISMA model, progressing through four phases: identification, screening, eligibility assessment, and final inclusion. After duplicate records were removed, article titles and abstracts were screened for relevance. Full-text documents were then reviewed based on the inclusion and exclusion criteria. The process resulted in a refined dataset of studies suitable for analysis. **Figure 1** illustrates the PRISMA flow diagram, detailing the number of records at each stage.
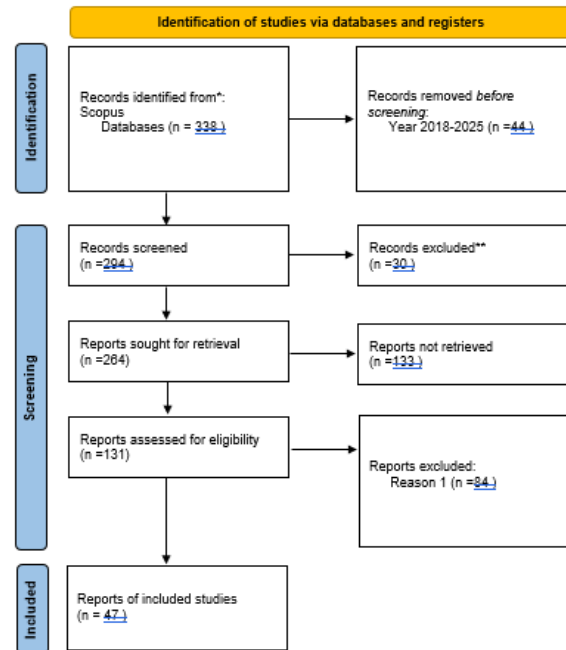
Figure 1. PRISMA Flow Diagram

2.6 Data Extraction

Data from the final set of included studies were systematically extracted using a structured form developed in Microsoft Excel. The form captured key variables including author(s), year of publication, country of focus, the type of digital strategy discussed, research design and methodology, and major findings and implications. Two reviewers conducted independent data extraction to ensure accuracy and consistency. Discrepancies were resolved through consensus discussion.(Han, 2023; Li & Zhou, 2022)

2.7 Quality Assessment

To maintain methodological integrity, each study underwent quality evaluation based on adapted criteria from the Mixed Methods Appraisal Tool (MMAT). Articles were assessed on research design appropriateness, sampling clarity, analytical rigor, and result credibility. Only those studies meeting a minimum quality threshold were retained for further synthesis.(Kumoji et al., 2022; Zhou et al., 2025)

2.8 Bibliometric Analysis

A bibliometric analysis was conducted using VOSviewer software to map the structure and evolution of research in digital retail marketing. This analysis provided visualizations of keyword co-occurrence, author collaboration networks, and thematic clusters, offering insights into the intellectual landscape of the field. Thresholds were set for term frequency and citation to ensure meaningful representations.(Ferdous et al., 2024; Sumarlam et al., 2024)

2.9 Thematic Synthesis

Alongside the bibliometric mapping, a thematic analysis was performed to interpret the extracted data. This involved coding the key findings into conceptual themes such as omnichannel marketing, personalization, AI and automation, mobile commerce, and data-driven marketing

strategies. These themes helped categorize the literature and provided a coherent framework for answering the research questions.(Kao & Chueh, 2022; Tiahunova et al., 2024)

3. RESULTS AND DISCUSSION

3.1 Bibliometric Analysis Results

3.1.1 Keyword Mapping and Thematic Clusters

The bibliometric analysis using VOSviewer software provided insight into the thematic structure of research on digital marketing in fashion retail. The network visualization revealed the existence of four main clusters that reflect current scholarly attention and emerging priorities. The first cluster, prominently displayed in red, centers on keywords such as *sales*, *customer engagement*, and *influence*. These terms indicate a strong research interest in consumer behavior and purchasing motivation in the context of digital retail environments. The second cluster, in green, includes keywords like *brand*, *company*, and *digital marketing*, signifying research on branding strategies and business performance in a digitally transforming marketplace.(Pérez del Castillo et al., 2020; RATTANAMANEE & CHARPAVANG, 2024; Tan & Alexia, 2025)

Another significant area of focus, represented by the yellow cluster, involves keywords such as *application*, *use*, and *knowledge*, highlighting the practical deployment of technology in retail marketing strategies. Lastly, the blue cluster features terms such as *framework*, *design methodology*, and *platform*, suggesting more theoretical and structural contributions in the literature related to marketing system design and digital infrastructure (Putri & Setiawan, 2025; Rolando et al., 2025; Wigayha et al., 2025; Winata & Arma, 2025). Garg et al., (2020) These interlinked keyword clusters collectively reflect the multidimensional nature of digital transformation in retail, connecting consumer experience, technological application, and strategic management Kim, (2025).
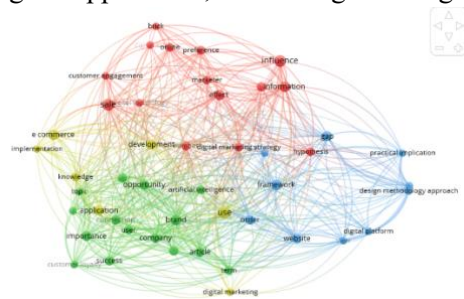

Figure 2. Network Visualization

3.1.2 Temporal Evolution of Research Themes

The overlay visualization produced by VOSviewer further illustrates how research in this area has evolved over time. Earlier studies, generally published between 2021 and 2022, focus on foundational topics such as *framework*, *gap*, and *design*, which laid the groundwork for understanding digital transition in retail.Wu & Ma, (2022) More recent studies, marked in yellow on the overlay, highlight keywords such as *application*, *e-commerce*, and *influence*, reflecting a shift toward more applied and consumer-centered research themes. The temporal pattern observed suggests an increasing interest in implementing practical solutions that directly enhance the consumer shopping experience using digital tools.(Singh, 2019; Yim & Yoon, 2025)

This progression aligns with broader market developments, particularly the acceleration of digital transformation driven by the COVID-19 pandemic, which forced retailers to adopt online and immersive solutions more aggressively.Nanni & Ordanini, (2024) As consumer preferences evolved

in favor of safety, convenience, and personalization, academic research followed suit by exploring the efficacy and impact of digital technologies such as artificial intelligence, mobile commerce, and interactive platforms.A. D. Smith et al., (2019)
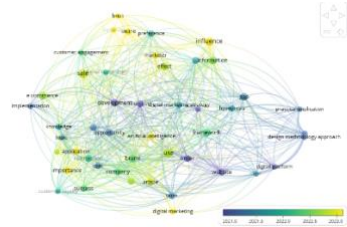

Figure 3. Overlay Visualization

3.1.3 Keyword Density and Research Focus

The density visualization provides further clarity regarding dominant and emerging research areas. High-frequency terms such as *sales*, *influence*, and *customer engagement* appear in densely populated zones, indicating sustained scholarly interest and frequent citation. These areas represent mature themes that have gained wide acceptance in both academic and practical contexts. In contrast, moderately dense regions—highlighting terms like *platform*, *application*, and *design methodology*—reflect developing research frontiers that are beginning to receive more focused attention.Chu, (2024)

This visualization underscores the dynamic nature of digital marketing discourse in retail. While much of the literature has established the importance of consumer engagement and digital presence, newer studies are increasingly concerned with the infrastructure and system-level design of marketing strategies.Xie & Wei, (2024) The evolving density of keywords indicates an ongoing shift from descriptive to prescriptive research, aimed at informing practice and policy within retail innovation ecosystems.
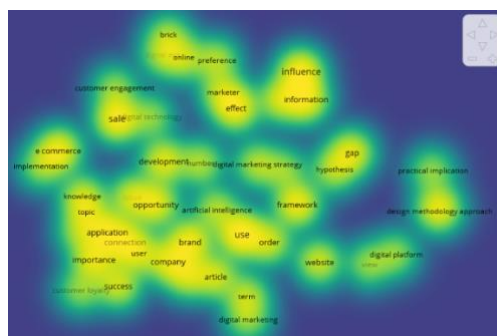
Figure 4. Density Visualization

3.2 Integration of Digital Technologies in Fashion Retail
3.2.1 Artificial Intelligence and Personalized Engagement

One of the most transformative trends in digital fashion marketing is the integration of artificial intelligence (AI).Rashiti & Sopi, (2022) AI applications are increasingly used to facilitate personalized shopping experiences by offering real-time product recommendations, automating customer service through chatbots, and enabling predictive analytics based on consumer behavior data.Zhu et al., (2023) These tools empower fashion retailers to engage customers more meaningfully by anticipating preferences and tailoring marketing strategies accordingly. Personalized experiences not only increase consumer satisfaction but also contribute to higher conversion rates and brand loyalty (Rolando, 2024).

3.2.2 Augmented Reality and Immersive Retail Environments

Alongside AI, augmented reality (AR) technologies are reshaping the way fashion products are marketed and experienced online. AR allows consumers to virtually try on clothing, accessories, or cosmetics, which enhances confidence and reduces purchase hesitation. This is particularly appealing to Generation Z consumers, who prioritize interactivity and digital convenience in their shopping habits. Research by Kovács & Keresztes, (2024) supports this trend, noting that AR applications resonate with younger, digitally native shoppers who expect engaging and immersive brand experiences. Although virtual reality (VR) is often mentioned as a promising avenue, certain sources—such as Zimmermann & Auinger, (2023)—do not offer specific analysis on its use in fashion, and such references should be used with caution or excluded from domain-specific discussions.

3.2.3 Social Media and Mobile Commerce Acceleration

The role of social media platforms such as Instagram, TikTok, and YouTube has also become increasingly central in digital marketing strategies (Ingriana, Chondro, et al., 2024; Maha et al., 2024; Mulyono, Ingriana, et al., 2024; Rahardja et al., 2024; Wigayha et al., 2024). These platforms not only serve as marketing channels but also function as spaces for community building and brand storytelling. Retailers use influencer collaborations, real-time engagement tools, and user-generated content to strengthen emotional bonds with consumers (Ingriana, Gianina Prajitno, et al., 2024; Mulyono, Hartanti, et al., 2024; Rolando & Ingriana, 2024). In tandem, mobile commerce has gained prominence as consumers seek convenience and flexibility in how they browse, engage, and purchase. The COVID-19 pandemic acted as a catalyst for these shifts, as observed by Rashid et al., (2021), with retailers adapting to mobile-first approaches to ensure continuity in consumer engagement during lockdowns and physical store closures.

3.3 Strategic Implications for Fashion Marketing

3.3.1 Enhancing Consumer Co-Creation and Emotional Engagement

As digital marketing matures, retailers are increasingly emphasizing co-creation strategies, inviting consumers to participate in product design, feedback cycles, and content creation. This co-creative approach enhances emotional engagement and deepens brand attachment. However, while widely discussed, the effectiveness of these strategies in driving long-term loyalty or actual purchase behavior remains under-explored. There is a need for more empirical studies that quantify the impact of emotional engagement on business outcomes, particularly in fashion where brand identity and aesthetic value are central to consumer decisionsKarageyim & Durmusoglu, (2025).

3.3.2 Digital Immersion as a Competitive Differentiator

The competitive landscape in fashion retail is being reshaped by technological differentiation. Retailers that effectively integrate immersive technologies such as AI-driven personalization and AR-based product visualization are not only able to attract new consumers but also retain existing ones by providing consistent and engaging experiences. These strategies also support omnichannel efforts, allowing for seamless transitions between physical and digital touchpoints. As Park & Lim, (2023) note, digital marketing now plays a decisive role in determining brand visibility and relevance in saturated markets.

3.3.3 Research Gaps and Future Directions

Despite the advances highlighted in the literature, significant research gaps persist. There is limited understanding of the long-term return on investment for immersive technologies, and more

studies are needed to establish causal relationships between digital engagement and consumer loyalty. Furthermore, cross-platform integration strategies, are often discussed theoretically but lack comprehensive empirical validation. Future research should adopt longitudinal and experimental designs to assess the sustained effectiveness of digital marketing innovations and explore regional or generational differences in consumer responsiveness Ngo et al., (2025).

4. CONCLUSION

This systematic literature review explored how digital marketing strategies are reshaping consumer behavior within the retail industry, particularly in the fashion sector. Through bibliometric and thematic analyses, it identified four dominant clusters of research focus: consumer engagement, branding and business performance, technological application, and marketing framework development. The temporal and density visualizations revealed a clear shift from foundational research toward more practical and consumer-centered themes, including artificial intelligence, augmented reality, and mobile commerce.

The findings demonstrate that digital technologies—when strategically integrated—enhance personalization, improve customer engagement, and create immersive shopping experiences that influence consumer decision-making. Platforms like social media and mobile apps have become central tools for brand communication, while AI and AR technologies are redefining how consumers interact with products and brands. However, while the benefits of these innovations are well-documented, significant gaps remain regarding their long-term impact, return on investment, and effectiveness across different consumer segments. The review highlights the need for future research that employs longitudinal and experimental designs to better assess the sustained influence of digital marketing tools. Additionally, a deeper understanding of cross-platform integration and generational or regional differences in responsiveness will support more effective and inclusive marketing strategies.

In closing, digital marketing is no longer optional but a core competency for retail success. Retailers must not only adopt new technologies but also develop strategic frameworks that align with evolving consumer expectations, ethical data use, and the complexities of omnichannel retail. This review provides a foundation for both academic inquiry and practical innovation, offering insights that can guide future developments in digital retail marketing.

REFERENCES

Agnew, C. (2023). Unlocking sustainable e-commerce growth: The role of owned channels. *Journal of Digital and Social Media Marketing*, *11*(2), 115–127. https://doi.org/10.69554/fwbx1905

Al-Abdallah, G., Barzani, R., Omar Dandis, A., & Eid, M. A. H. (2024). Social media marketing strategy: The impact of firm generated content on customer based brand equity in retail industry. *Journal of Marketing Communications*. https://doi.org/10.1080/13527266.2023.2300076

Ballestar, M. T., Grau-Carles, P., & Sainz, J. (2019). Predicting customer quality in e-commerce social networks: a machine learning approach. *Review of Managerial Science*, *13*(3), 589–603. https://doi.org/10.1007/s11846-018-0316-x

Chu, H. (2024). Blending traditional sales techniques with livestream commerce: strategies for personal selling and streamer engagement: (The original title was 'From salesperson to streamer: the evolution of personal selling in live stream commerce'). *Cogent Business and Management*, *11*(1). https://doi.org/10.1080/23311975.2024.2417745

de Souza, M., Pereira, G. M., Lopes de Sousa Jabbour, A. B., Chiappetta Jabbour, C. J., Trento, L. R., Borchardt, M., & Zvirtes, L. (2021). A digitally enabled circular economy for mitigating food waste: Understanding innovative marketing strategies in the context of an emerging economy. *Technological Forecasting and Social Change*, *173*. https://doi.org/10.1016/j.techfore.2021.121062

Ferdous, A. S., Akareem, H. S., Viswanathan, M., Hollebeek, L. D., & Ringer, A. (2024). Boosting app-based mobile financial services engagement in B2B subsistence marketplaces: The roles of marketing strategy and app design. *Industrial Marketing Management*, *119*, 147–161. https://doi.org/10.1016/j.indmarman.2024.04.014

EXAMINING RETAIL MARKETING STRATEGIES IN THE DIGITAL ERA:
A LITERATURE REVIEW
Rahardja

Garg, P., Gupta, B., Dzever, S., Sivarajah, U., & Kumar, V. (2020). Examining the Relationship between Social Media Analytics Practices and Business Performance in the Indian Retail and IT Industries: The Mediation Role of Customer Engagement. *International Journal of Information Management*, *52*. https://doi.org/10.1016/j.ijinfomgt.2020.102069

Ghosh, D., & Dash, S. (2023). Barriers and facilitators of B2B degree of digital use and brand engagement: an integration of technology and behavioral perspectives. *Journal of Business and Industrial Marketing*, *38*(12), 2793–2810. https://doi.org/10.1108/JBIM-09-2022-0406

Grewal, D., Roggeveen, A. L., Benoit, S., Lucila Osorio Andrade, M., Wetzels, R., & Wetzels, M. (2025). A new era of technology-infused retailing. *Journal of Business Research*, *188*. https://doi.org/10.1016/j.jbusres.2024.115095

Gunawan, G., Utomo, A. S. A., & Benediktus, H. S. (2021). Optimization of shipyard layout with material handling cost as the main parameter using genetic algorithm. *AIP Conference Proceedings*, *2376*(1).

Han, S. (2023). A Retail Strategy for the Prosperity of the Art Market within Online Distribution Channel. *Journal of Distribution Science*, *21*(3), 113–121. https://doi.org/10.15722/jds.21.03.202303.113

Hänninen, M., Kwan, S. K., & Mitronen, L. (2021). From the store to omnichannel retail: looking back over three decades of research. *International Review of Retail, Distribution and Consumer Research*, *31*(1), 1–35. https://doi.org/10.1080/09593969.2020.1833961

Hänninen, M., Smedlund, A., & Mitronen, L. (2018). Digitalization in retailing: multi-sided platforms as drivers of industry transformation. *Baltic Journal of Management*, *13*(2), 152–168. https://doi.org/10.1108/BJM-04-2017-0109

Ho, C.-W., & Wang, Y.-B. (2020). Does social media marketing and brand community play the role in building a sustainable digital business strategy? *Sustainability (Switzerland)*, *12*(16). https://doi.org/10.3390/SU12166417

Ingriana, A. (2025). *THE INFLUENCE OF E-TRUST ON CONSUMER PURCHASING BEHAVIOR IN E-COMMERCE.* *1*(3). https://journal.dinamikapublika.id/index.php/Jumder

Ingriana, A., Chondro, J., & Rolando, B. (2024). *TRANSFORMASI DIGITAL MODEL BISNIS KREATIF: PERAN SENTRAL E-COMMERCE DAN INOVASI TEKNOLOGI DI INDONESIA* (Vol. 1, Issue 1). https://journal.dinamikapublika.id/index.php/JUMDER

Ingriana, A., Gianina Prajitno, G., & Rolando, B. (2024). *THE UTILIZATION OF AI AND BIG DATA TECHNOLOGY FOR OPTIMIZING DIGITAL MARKETING STRATEGIES* (Vol. 1, Issue 1). https://journal.dinamikapublika.id/index.php/IJEBS

Jibril, A. B., & Padi, A. (2024). Digital influence: a multi-group analysis of purchasing pattern among women in the context of working and non-working lifestyles. *Cogent Business and Management*, *11*(1). https://doi.org/10.1080/23311975.2024.2413389

Kao, C.-Y., & Chueh, H.-E. (2022). A Real-Time Bidding Gamification Service of Retailer Digital Transformation. *SAGE Open*, *12*(2). https://doi.org/10.1177/21582440221091246

Karageyim, M. A., & Durmusoglu, S. S. (2025). Relationship marketing challenges in the Turkish banking industry: an exploratory study. *International Journal of Bank Marketing*, *43*(5), 1022–1046. https://doi.org/10.1108/IJBM-04-2024-0214

Kim, S. H. (2025). Revolutionizing Health & Beauty Retail with CJ Olive Young's Digital Transformation. *Journal of Distribution Science*, *23*(3), 91–100. https://doi.org/10.15722/jds.23.03.202503.91

Kovács, I., & Keresztes, É. R. (2024). Digital Innovations in E-Commerce: Augmented Reality Applications in Online Fashion Retail—A Qualitative Study among Gen Z Consumers. *Informatics*, *11*(3). https://doi.org/10.3390/informatics11030056

Kumoji, E., Oyenubi, O., Rhoades, A., Cassaniti, J., Rariewa, F., & Ohkubo, S. (2022). Understanding the Audience for a Digital Capacity-Building Platform for Micro-Retailers in Nairobi, Kenya: A Latent Class Segmentation Analysis. *Social Marketing Quarterly*, *28*(2), 147–168. https://doi.org/10.1177/15245004221097715

Li, F., & Zhou, M. (2022). Innovation of Chinese Traditional Culture from the Perspective of Digital Cultural Industries. *Theoretical Studies in Literature and Art*, *42*(6), 12–19. https://www.scopus.com/inward/record.uri?eid=2-s2.0-85166185317&partnerID=40&md5=3578ad0d6198a326f085f562416b230a

Maha, V. A., Derian Hartono, S., Prajitno, G. G., & Hartanti, R. (2024). *E-COMMERCE LOKAL VS GLOBAL: ANALISIS MODEL BISNIS DAN PREFERENSI KONSUMEN* (Vol. 1, Issue 1). https://journal.dinamikapublika.id/index.php/Jumder

Mehmood, S., & Hamid, M. (2024). Online Brand Attachment, Experience, and Sales Promotion Leads to Purchase Intention: Moderating Role of Online Brand Trust. *Journal of Management Practices, Humanities and Social Sciences (JMPHSS)*, *8*(1), 57–72. https://doi.org/10.33152/jmphss-8.1.5

Mulyono, H., Hartanti, R., & Rolando, B. (2024). *SUARA KONSUMEN DI ERA DIGITAL: BAGAIMANA REVIEW ONLINE MEMBENTUK PERILAKU KONSUMEN DIGITAL* (Vol. 1, Issue 1). https://journal.dinamikapublika.id/index.php/JUMDER

Mulyono, H., Ingriana, A., & Hartanti, R. (2024). *PERSUASIVE COMMUNICATION IN CONTEMPORARY MARKETING: EFFECTIVE APPROACHES AND BUSINESS RESULTS* (Vol. 1, Issue 1). https://journal.dinamikapublika.id/index.php/IJEBS

Nanni, A., & Ordanini, A. (2024). Digital signage for promoting price discounts: First insights into customer spending on distant and nearby discounted products. *Journal of Retailing*, *100*(2), 186–198. https://doi.org/10.1016/j.jretai.2024.05.004

Ngo, T. K. T., Van, T. N., Ngo, B. T., & Schellhase, R. (2025). Enhancing Brand Relationships and User Willingness to Pay Through Enrolment Consulting Live Streaming: Insights From Media Richness Theory. *International Social Science Journal*. https://doi.org/10.1111/issj.12566

Pangarkar, A., Arora, V., & Shukla, Y. (2022). Exploring phygital omnichannel luxury retailing for immersive customer experience: The role of rapport and social engagement. *Journal of Retailing and Consumer Services*, *68*. https://doi.org/10.1016/j.jretconser.2022.103001

Park, H., & Lim, R. E. (2023). Fashion and the metaverse: Clarifying the domain and establishing a research agenda. *Journal of Retailing and Consumer Services*, *74*. https://doi.org/10.1016/j.jretconser.2023.103413

Pérez del Castillo, T., Díaz Soloaga, P., & McColl, J. (2020). Lifestyle branding as a brand-oriented positioning strategy: Insights from Spanish fashion consultants. *Journal of Global Fashion Marketing*, *11*(4), 361–379. https://doi.org/10.1080/20932685.2020.1791727

Peslak, A., & Menon, P. (2024). Leveraging market basket analysis for enhanced understanding of social media platform usage. *Issues in Information Systems*, *25*(2), 363–378. https://doi.org/10.48009/2_iis_2024_129

Putra, A. H. P. K. (2024). Learning from the Past Bridging Digital and Physical Markets: A Guidelines for Future Research Agenda of Online-to-Offline (O2O) Marketing Strategy. *International Review of Management and Marketing*, *14*(3), 82–96. https://doi.org/10.32479/irmm.16145

Putri, L. W. B., & Setiawan, B. L. T. (2025). *ANALYZING THE STRATEGIC CONTRIBUTION OF SOCIAL MEDIA INFLUENCERS TO E-COMMERCE MARKETING EFFECTIVENESS*. *1*(2). https://journal.dinamikapublika.id/index.php/Jumder

Quaye, D., & Mensah, I. (2019). Marketing innovation and sustainable competitive advantage of manufacturing SMEs in Ghana. *Management Decision*, *57*(7), 1535–1553. https://doi.org/10.1108/MD-08-2017-0784

Rahardja, B. V., Rolando, B., Chondro, J., & Laurensia, M. (2024). *MENDORONG PERTUMBUHAN E-COMMERCE: PENGARUH PEMASARAN MEDIA SOSIAL TERHADAP KINERJA PENJUALAN* (Vol. 1, Issue 1). https://journal.dinamikapublika.id/index.php/JUMDER

Rashid, S. M. R. A., Hassan, F., Sharif, N. M., Rahman, A. A., & Mahamud, M. A. (2021). The role of digital marketing in assisting small rural entrepreneurs amidst Covid-19 movement control order (MCO): A case study in Peninsular Malaysia. *Academic Journal of Interdisciplinary Studies*, *10*(4), 70–80. https://doi.org/10.36941/AJIS-2021-0099

Rashiti, L., & Sopi, X. (2022). Digital Marketing in Retail Banking – Client Attitudes Analysis. *Economic Alternatives*, *28*(3), 454–472. https://doi.org/10.37075/EA.2022.3.06

Ratchford, B. T. (2019). THE IMPACT OF DIGITAL INNOVATIONS ON MARKETING AND CONSUMERS. *Review of Marketing Research*, *16*, 35–61. https://doi.org/10.1108/S1548-643520190000016005

RATTANAMANEE, K., & CHARPAVANG, C. (2024). Antecedents of Integrated Marketing Communication Digital on Brand Equity: An Empirical Research of E-Commerce Businesses in Bangkok. *Journal of Distribution Science*, *22*(12), 11–21. https://doi.org/10.15722/jds.22.12.202412.11

Rolando, B. (2024). *CULTURAL ADAPTATION AND AUTOMATED SYSTEMS IN E-COMMERCE COPYWRITING: OPTIMIZING CONVERSION RATES IN THE INDONESIAN MARKET* (Vol. 1, Issue 1). https://journal.dinamikapublika.id/index.php/IJEBS

Rolando, B., Angelica, N., Bangsa, D., Jl Jendral Sudirman, J., Jambi Selatan, K., & Jambi, K. (2024). *Pengaruh Live Streaming Selling dan Discount Pada Tiktok Shop*. https://doi.org/10.47065/arbitrase.v5i2.2092

Rolando, B., Cahyadi, R., & Ekasari, S. (2024). INNOVATION AND ENTREPRENEURSHIP AS PILLARS OF ECONOMIC DEVELOPMENT: A REVIEW OF THE LITERATURE AND ITS IMPLICATIONS FOR SOCIETY. *JOURNAL OF COMMUNITY DEDICATION*, *4*(3), 545–559.

Rolando, B., Chandra, C. K., & Widjaja, A. F. (2025). *TECHNOLOGICAL ADVANCEMENTS AS KEY DRIVERS IN THE TRANSFORMATION OF MODERN E-COMMERCE ECOSYSTEMS*. *1*(2). https://journal.dinamikapublika.id/index.php/Jumder

Rolando, B., & Ingriana, A. (2024). *SUSTAINABLE BUSINESS MODELS IN THE GREEN ENERGY SECTOR: CREATING GREEN JOBS THROUGH RENEWABLE ENERGY TECHNOLOGY INNOVATION* (Vol. 1, Issue 1). https://journal.dinamikapublika.id/index.php/IJEBS

Rolando, B., Nur Azizah, F., Karaniya Wigayha, C., Bangsa, D., Jl Jendral Sudirman, J., Jambi Selatan, K., & Jambi, K. (2024). *Pengaruh Viral Marketing Shopee Affiliate, Kualitas Produk, dan Harga Terhadap Minat Beli Konsumen Shopee*. https://doi.org/10.47065/arbitrase.v5i2.2167

Rolando, B., & Wigayha, C. K. (2024). Pengaruh E-Wom Terhadap Keputusan Pembelian Online: Studi Kasus Pada Pelanggan Aplikasi Kopi Kenangan. *Jurnal Manajemen Dan Kewirausahaan (JUMAWA)*, *1*(4), 193–210.

Singh, A. K. (2019). The impact of digital disruption technologies on customer preferences: The case of retail commerce. *International Journal of Recent Technology and Engineering*, *8*(3), 1255–1261. https://doi.org/10.35940/ijrte.C4404.098319

EXAMINING RETAIL MARKETING STRATEGIES IN THE DIGITAL ERA:
A LITERATURE REVIEW
Rahardja

Smith, A. (2020). Increasing in-store sales through creative omni-channel digital and social media marketing strategies: Case study of hobbytown. *Journal of Digital and Social Media Marketing*, *8*(3), 202–212. https://doi.org/10.69554/tclr5074

Smith, A. D., Shock, J. R., & Beaves, R. G. (2019). Customer relationship management and the impact of e-coupons on B2C retail markets. *International Journal of Business Information Systems*, *30*(2), 203–231. https://doi.org/10.1504/IJBIS.2019.097535

Sumarlam, S., Djatmika, D., Widiana, Y., & Budiyono, S. (2024). Persuasive Speech Act Strategies of Online Fashion Sellers in Live E-Commerce: A Cyberpragmatics Approach. *Theory and Practice in Language Studies*, *14*(11), 3385–3393. https://doi.org/10.17507/tpls.1411.07

Tan, D. M., & Alexia, K. R. (2025). *THE INFLUENCE OF TIKTOK AFFILIATE CONTENT QUALITY AND CREDIBILITY ON PURCHASE DECISIONS VIA THE YELLOW BASKET FEATURE*. *1*(2). https://journal.dinamikapublika.id/index.php/Jumder

Thomas, A. E., Lewis, E. C., Poirier, L., Williamson, S., Xie, Y., Lightner, A., & Gittelsohn, J. (2024). Exploring barriers and facilitators to direct-to-retail sales channels: Farmers' perspectives on wholesaling produce to small food retailers in Charles County, Maryland. *Journal of Agriculture, Food Systems, and Community Development*, *14*(1), 1–22. https://doi.org/10.5304/jafscd.2024.141.003

Tiahunova, Z., Tiahunova, N., Yarovenko, T., Holik, O., Melnikov, A., & Samardak, O. (2024). DIGITAL MARKETING COMMUNICATION STRATEGIES OF COMPANIES TRADING ON SOCIAL MEDIA PLATFORMS. *Financial and Credit Activity: Problems of Theory and Practice*, *3*(56), 506–517. https://doi.org/10.55643/fcaptp.3.56.2024.4383

Widjaja, A. F. (2025). *FACTORS INFLUENCING PURCHASE INTENTION IN E-COMMERCE: AN ANALYSIS OF BRAND IMAGE, PRODUCT QUALITY, AND PRICE*. *1*(3). https://journal.dinamikapublika.id/index.php/Jumder

Wigayha, C. K., Rolando, B., & Wijaya, A. J. (2024). *PELUANG BISNIS DALAM INDUSTRI HIJAU DAN ENERGI TERBARUKAN* (Vol. 1, Issue 1). https://journal.dinamikapublika.id/index.php/Jumder

Wigayha, C. K., Rolando, B., & Wijaya, A. J. (2025). *A DEMOGRAPHIC ANALYSIS OF CONSUMER BEHAVIORAL PATTERNS ON DIGITAL E-COMMERCE PLATFORMS*. *1*(2). https://journal.dinamikapublika.id/index.php/Jumder

Winata, V., & Arma, O. (2025). *ANALYZING THE EFFECT OF E-WALLET USABILITY ON CUSTOMER RETENTION IN MOBILE PAYMENT APPS*. *1*(2). https://journal.dinamikapublika.id/index.php/Jumder

Wu, C.-L., & Ma, N. K. (2022). The impact of customised mobile marketing on passenger shopping behaviour in the airport terminal. *Journal of Retailing and Consumer Services*, *66*. https://doi.org/10.1016/j.jretconser.2022.102941

Xie, S., & Wei, H. (2024). Handwritten or machine-written? How typeface affects consumer forgiveness for brand failures. *Journal of Retailing and Consumer Services*, *81*. https://doi.org/10.1016/j.jretconser.2024.103938

Yim, M. Y.-C., & Yoon, S. (2025). Enhancing consumer trust in displayed information through digital price tags in retail marketing. *Journal of Retailing and Consumer Services*, *86*. https://doi.org/10.1016/j.jretconser.2025.104340

Zahran, A. M. (2025). *THE IMPACT OF MARKETING STRATEGIES ON THE SUCCESS OF THE FAST FASHION INDUSTRY: A SYSTEMATIC REVIEW*. *1*(3). https://journal.dinamikapublika.id/index.php/Jumder

Zhan, Y., Han, R., Tse, M., Ali, M. H., & Hu, J. (2021). A social media analytic framework for improving operations and service management: A study of the retail pharmacy industry. *Technological Forecasting and Social Change*, *163*. https://doi.org/10.1016/j.techfore.2020.120504

Zhou, M., Abhishek, V., Kennedy, E. H., Srinivasan, K., & Sinha, R. (2025). Linking Clicks to Bricks: Understanding the Effects of Email Advertising on Multichannel Sales. *Information Systems Research*, *36*(1), 225–238. https://doi.org/10.1287/isre.2020.0557

Zhu, X., Tian, B., & Qu, H. (2023). The influence of channel integration quality on customers' willingness to use channels in the context of omni-channel in apparel companies. *Journal of Silk*, *60*(8), 38–46. https://doi.org/10.3969/j.issn.1001-7003.2023.08.005

Zimmermann, R., & Auinger, A. (2023). Developing a conversion rate optimization framework for digital retailers—case study. *Journal of Marketing Analytics*, *11*(2), 233–243. https://doi.org/10.1057/s41270-022-00161-y