

REVIEW PAPER

Digitalization and its Impact on the Development of Contemporary Marketing Strategies

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Received: 14-03-2024

Revised: 02-05-2025

Accepted: 25-05-2024

ABSTRACT

The marketing landscape is always changing in this day and age due to technological breakthroughs, so it is important to comprehend these changes for theoretical and practical applications. Examining the development of digital marketing is the goal of this study, which will concentrate on the crucial shift to analytics-driven decision-making, omnichannel consumer experiences, the influence of social media dynamics, and the incorporation of blockchain and artificial intelligence (AI) technology. The methodology, which makes use of an extensive analysis of recent literature and case studies, is based on a study of how these technologies may be used to improve marketing tactics and solve issues that they raise, like the digital divide and data protection. The findings reveal a significant shift towards more personalized, efficient, and ethically aware marketing practices. Notably, the adoption of AI and blockchain technologies demonstrates the potential for enhancing customer interaction and security, underscoring a move towards more targeted and meaningful consumer engagement. This transition not only highlights the importance of adapting to digital innovations but also stresses the need for ongoing research and ethical considerations in their application. The study contributes to the discourse by offering insights into navigating the digital marketing ecosystem, advocating for strategic innovation, and emphasizing ethical practices in leveraging digital tools. This synthesis serves to enlighten both academic and industry practitioners about the ongoing digital marketing revolution, underlining the importance of agility and ethical integrity in achieving marketing success in the digital age.

HIGHLIGHTS

- ❶ The study contributes to the discourse by offering insights into navigating the digital marketing ecosystem, advocating for strategic innovation, and emphasizing ethical practices in leveraging digital tools.
- ❷ The findings reveal a significant shift towards more personalized, efficient, and ethically aware marketing practices.

Keywords: Digital Marketing, Omnichannel, Social Media, Artificial Intelligence, Blockchain, Data Privacy, Marketing Innovation, Ethical Marketing

In the rapid era of technological advancements that have characterized the last few decades, few phenomena have transformed the business landscape as profoundly as digitalization. This seismic shift has upended traditional marketing

How to cite this article: Kobets, D., Terentieva, N., Shkvyria, N., Lysytsia, N. and Siemak, I. (2024). Digitalization and its Impact on the Development of Contemporary Marketing Strategies. *Econ. Aff.*, 69(02): 1021-1040.

Source of Support: None; **Conflict of Interest:** None



paradigms, ushering in an era where digital channels dominate consumer interaction and brand engagement. The shift from traditional marketing methods based on print, billboard, and television commercials to sophisticated digital strategies that use the internet, social media, and mobile platforms to reach and interact with customers in previously unheard-of ways is at the core of this change (Quesenberry, 2020).

There are numerous factors acting as catalysts for this change. Digital marketing is made easier by the platforms and tools made possible by technological breakthroughs, such as social media networks and analytics software that analyzes large amounts of data to reveal consumer trends. Simultaneously, there has been a marked change in consumer behavior. Today's consumers are digitally savvy; they rely on the internet to research products, seek recommendations on social media, and make purchases through e-commerce platforms (Pomponio, 2020). Moreover, the increasing digitization of society has further propelled the shift towards digital marketing. The digital landscape is now an intrinsic part of everyday life, from smart devices and IoT-connected homes to the pervasive influence of social media (Komninos, 2019). The widespread use of digital technology has given marketers new ways to interact with customers, gather information, and adjust their tactics based on unique tastes and habits.

This article investigates the multifaceted impact of digitalization on marketing. It aims to dissect the methodologies that businesses have adopted to navigate digital transformation, examining how these strategies have reshaped market dynamics and consumer interactions. Thus, the article will examine several aspects related to digital marketing, such as the use of data analytics to comprehend consumer behavior, the significance of an omnichannel strategy for delivering seamless customer experiences, and the influencer and social media landscapes in fostering engagement and brand loyalty. While recognizing the transformative impact of digital technologies on marketing strategies, this article critically examines the ethical dimensions of such advancements, emphasizing the need for a harmonious balance between leveraging technological innovations and safeguarding consumer privacy and data integrity.

Furthermore, this exploration will consider the challenges and opportunities presented by digitalization. While digital marketing offers unprecedented opportunities for targeted engagement and personalization, it also raises questions about privacy, data security, and the digital divide. The article will navigate these complexities, offering insights into how businesses can leverage digitalization to foster growth and innovation in their marketing strategies while navigating the ethical and logistical challenges inherent in the digital age.

METHODOLOGY

Data Collection

This review paper is based on a large body of academic research publications, and industry reports, case studies, and empirical research findings. These sources have been carefully chosen to guarantee a thorough comprehension of the complex effects of digitalization on modern marketing tactics. Numerous subjects are covered in the literature, including digital marketing strategies, social media and mobile marketing, consumer data analytics, and the quickly emerging field of artificial intelligence (AI) in marketing. The publications in this collection provide a solid foundation for analyzing the state of digital marketing both now and in the future. It is supplemented by a specialized sentiment analysis survey conducted by the author. The study these surveys explores consumer sentiment across pivotal dimensions of digital marketing, including Personalized Marketing, the Impact of Omnichannel Strategies on Customer Engagement, and Consumer Sentiment on Influencer Marketing. Alongside these, the primary data from the sentiment analysis surveys present a view of current marketing strategies' reception among a sample social media user. Such integration of secondary and primary sources ensures a rich, multifaceted comprehension of digital marketing's current state and its trajectory in the era of digitalization.

Selection Criteria

A number of criteria were used during the material selection process to guarantee rigor and relevancy. Preference was given to sources published within the last five years to capture the most current trends

and innovations in the field of digital marketing. Each source was evaluated for its direct relevance to the core topics of digitalization's impact on marketing strategies. Sources were selected from reputable journals, leading industry reports, and authoritative research institutions to ensure high-quality and reliable information. To encompass a wide range of perspectives, materials were chosen to represent various sectors, geographical regions, and market sizes.

The methodological approach for this review article involves a systematic analysis of the collected literature. This process includes a detailed examination of the content within each source to extract key themes, findings, and discussions related to digital marketing strategies and their outcomes. Cross-comparing the findings from different sources to identify commonalities, discrepancies, and emerging patterns in digital marketing practices and their effectiveness. Identifying trends over time within the digital marketing domain, particularly focusing on the evolution of strategies, technologies, and consumer behaviors. In addition to traditional analytical methods, this review incorporates sentiment analysis of consumer responses to digital marketing strategies. This involves leveraging natural language processing (NLP) tools to analyze consumer feedback, reviews, and social media interactions related to specific marketing campaigns. The goal is to discern overall consumer sentiment—positive, negative, or neutral—towards various digital marketing tactics and their perceived value. This sentiment analysis provides an empirical layer to understand consumer reception and the emotional impact of digital marketing strategies.

Synthesis and Interpretation

The culmination of this review article will be a synthesis of the insights gathered from the systematic and sentiment analyses. This synthesis aims to distill the vast array of information into coherent themes and actionable insights, providing a holistic view of digital marketing's current landscape and its trajectory. The interpretation of findings will focus on the implications for marketers, highlighting effective strategies, potential challenges, and future opportunities within the digital marketing sphere. By integrating diverse literature, this review aims to offer a nuanced understanding of digitalization's

impact on marketing strategies. This methodological approach is designed to provide readers with a comprehensive and insightful examination of the dynamic interplay between digital technologies and contemporary marketing practices.

RESULTS AND DISCUSSION

The shift towards leveraging consumer data for optimizing marketing efforts signifies a fundamental transformation in marketing strategies, with a clear consensus on the critical role of big data analytics in improving marketing efficiency and personalization (Perera and Iqbal, 2020; Anshari *et al.* 2019). This strategic pivot towards data-driven marketing is not merely a technological leap forward but represents a deeper, strategic realignment towards customer-centric practices. The insights from Ufondu *et al.* (2023) highlight the increasing necessity of digital competencies within the educational system, underscoring the intertwined relationship between digital literacy and the evolving demands of the business environment, particularly in marketing. Similarly, Kolinets (2023) sheds light on the transformative impact of technology on global financial markets, suggesting parallel shifts towards hyper-personalization and data-driven tactics in marketing that resonate with the broader trends of technological adoption and innovation.

However, this enthusiasm for data-driven strategies and the technological advancement it embodies necessitates a critical examination of the broader implications. While these advancements promise enhanced marketing precision and efficiency, they also pose significant ethical challenges, particularly concerning consumer privacy and data security. The literature, while rich in its exploration of the benefits of such strategies, appears less vocal about these ethical considerations. Moreover, the emphasis on digital competencies and technological innovation risks exacerbating the digital divide, potentially sidelining segments of the population who lack access to digital resources or skills. Therefore, the celebration of these advancements must be balanced with a critical awareness of the ethical responsibilities they entail, encouraging a discourse that not only heralds technological innovation but also champions ethical marketing practices and inclusivity in the digital age.

The Significance of Big Data Analysis

The embrace of big data analytics as the cornerstone of data-driven marketing strategies is convincingly argued in the literature, with Johnson *et al.* (2019), Mach-Król and Hadasik (2021), and McAfee and Brynjolfsson (2012) all highlighting its transformative potential to unearth patterns and insights beyond the reach of traditional analytics. This technological advancement undeniably propels firms toward a competitive advantage, driving the personalization of marketing efforts that directly respond to the nuanced demands of consumers (Kumar *et al.* 2013; Camilleri, 2020).

While these insights present a compelling case for the adoption of big data in refining marketing strategies and enhancing customer satisfaction, it is critical to consider the broader implications of such data-centric approaches. While these insights present a compelling case for the adoption of big data in refining marketing strategies and enhancing customer satisfaction, it is critical to consider the broader implications of such data-centric approaches (Olsen and Pracejus, 2020).

Firstly, the reliance on vast datasets raises substantial privacy concerns, calling into question the ethical boundaries of data collection and use. The literature, while extolling the virtues of big data, often glosses over the potential for misuse of sensitive information, underscoring a need for more rigorous debate on privacy protections in the era of data-driven marketing. Additionally, the assumption that bigger data leads to better marketing outcomes overlooks the nuances of data quality and the risk of information overload, where the sheer volume of data can obscure rather than illuminate consumer insights. As such, while big data analytics offers a path toward more personalized and efficient marketing practices, it also necessitates a balanced consideration of privacy concerns and the quality of data being leveraged, ensuring that the pursuit of data-driven insights does not come at the expense of consumer trust or ethical standards.

The acknowledgment of personalized marketing's effectiveness in strengthening conversion rates and customer loyalty, as Behera *et al.* (2020) articulate, emphasizes the tangible benefits of data-driven strategies in cultivating deeper consumer relationships. The positive reception to personalized

ads, illuminated through sentiment analysis, further validates the consumer's preference for personalized interactions, reflecting a shift towards more individualized marketing approaches. However, while these findings highlight the merits of personalization, Nikolenko's (2022) exploration into the societal implications of AI introduces a necessary layer of complexity to the discussion.

Critically, the enthusiastic adoption of AI and big data in personalizing marketing strategies raises relevant questions regarding the balance between personalization benefits and potential intrusions into privacy. Although consumers show a preference for personalized content, the mechanisms by which data is collected, analyzed, and applied in marketing campaigns bear scrutiny for their implications on privacy and data security. Moreover, Nikolenko's (2022) emphasis on the comprehensive evaluation of AI across various dimensions reveals a gap in the literature where the pursuit of efficiency and effectiveness often overshadows the ethical considerations of employing such technologies in marketing. This oversight suggests a need for future research to not only celebrate the advancements in data-driven marketing but also critically assess the ethical boundaries and societal impacts of leveraging consumer data and AI in crafting personalized marketing efforts. Thus, while the shift towards personalized marketing heralds a new era of consumer engagement, it simultaneously mandates a cautious approach to ensure that advancements in technology harmonize with ethical marketing practices and respect for consumer privacy.

Table 1 presents a detailed analysis focusing on the Scimago Journal & Country Rank (SJR), quartile classifications, and the H-index for publications related to Marketing (Rosário and Dias, 2023). It is noteworthy that 24 publications, representing 33% of the total, did not have available data. This distribution underscores the concentration of high-impact research in Data-Driven Marketing, primarily within Q1 journals, indicating the field's significant academic contribution and the quality of research being published.

The 62 scientific publications that were evaluated cover a wide range of subjects, including more specialized sectors like energy, medicine, and even the arts and humanities. The multidisciplinary character of Data-Driven Marketing research is

Table 1: Impact Factor and Academic Influence of Key Sources in Data-Driven Marketing

Title	SJR	Best Quartile	H index
International Journal of Research in Marketing	3900	Q1	115
Journal of Travel Research	3250	Q1	159
Transportation Research Part E Logistics and Transportation Review	3010	Q1	134
Journal of Business Research	2900	Q1	236
Journal of Service Management	2880	Q1	77
Journal of Research in Interactive Marketing	2830	Q1	50
Industrial Marketing Management	2660	Q1	161
International Journal of Advertising	2080	Q1	74
Psychology and Marketing	2080	Q1	133
Marketing Theory	1690	Q1	77
International Journal of Electronic Commerce	1470	Q1	91
Industrial Management and Data Systems	1220	Q1	117
Benchmarking	1190	Q1	74
Neural Computing and Application	1170	Q1	111
Journal of Advertising Research	1040	Q1	94

Source: Rosário and Dias, 2023.

demonstrated by this diversity (Liu *et al.* 2020). Martynenko *et al.* (2023) explain the evolving landscape of digital marketing amidst the fourth industrial revolution, analyzing 500 publications from 2018 to 2023 and surveying 50 marketing companies in Ukraine. It uncovers a shift towards internet and social media-focused tools in current marketing practices, with future trends emphasizing emotional intelligence and consumer behavior analysis. The research highlights the limited integration of scientific findings into marketing activities but underscores the importance of embracing emerging technologies for enhanced competitiveness.

However, while the study highlights the potential of emerging technologies for enhancing competitiveness, it also points out a significant gap between scientific findings and their practical integration into marketing activities, suggesting a need for better alignment between research and industry implementation. This gap highlights an opportunity for increased collaboration between academia and marketing professionals to ensure that scientific insights translate effectively into actionable strategies, driving innovation and effectiveness in the dynamic realm of digital marketing.

Kucher's (2014) in-depth analysis of "potential" and "financial potential" offers a crucial lens through which to view the evolving dynamics of market

strategies in the digital era, laying the groundwork for understanding the financial implications of marketing innovations. This conceptual exploration serves as a vital precursor to the broader discussion on how digital technologies have revolutionized marketing practices (Pencarelli, 2020; Shah and Shah, 2023; Shah and Asghar, 2023), rendering traditional approaches increasingly obsolete (Valente, 2021). As companies strive to harness new technologies for enhanced customer targeting (Rosid *et al.* 2023), Grandhi *et al.* (2021) characterization of data-driven marketing as a method that influences consumer data for campaign optimization emerges as a pivotal development in this landscape.

Though the transition to data-driven marketing heralds a new era of precision and personalization in consumer engagement, it also introduces complex challenges. Notably, Kucher (2014) focus on financial potential reminds us of the need to evaluate the economic sustainability of these marketing innovations. The enthusiasm for technology's role in refining marketing strategies must be tempered with an understanding of its financial implications and the quest for a balance between investment in technology and tangible returns. Furthermore, the reliance on consumer data, as distinguished by Grandhi *et al.* (2021), highlights an emerging tension between marketing efficiency and consumer privacy concerns. This suggestion

invites a critical reevaluation of how data-driven strategies can be implemented ethically and sustainably, ensuring that the pursuit of marketing innovation does not compromise financial integrity or consumer trust. Thus, while the digital revolution offers unprecedented opportunities for marketing advancements, it necessitates careful consideration of financial viability and ethical data usage to realize its potential truly.

Data-driven marketing aims to provide targeted content that resonates strongly with the target demographic. This guarantees that promotional communications are disseminated at the most favorable moment and location to optimize client involvement, conversion rates, and, ultimately, income production (Karim *et al.* 2023). Marketers must adopt a new mindset centered on data-driven decision-making in order to thrive in this data-centric environment (Jubi, 2024). Marketers may get important insights to guide strategic choices by utilizing a variety of data sources, including as transaction histories, online traffic analytics, consumer demographics, and social media interactions (Inge, 2022; Shah *et al.* 2023). The abundance of information makes it possible to spot trends and patterns, such as favored marketing forms, product preferences, and efficient methods for reaching particular client groups (Kawada *et al.* 2019). With this data at their command, advertisers may produce highly targeted advertisements that cater to the unique needs and desires of every single consumer, hence boosting interaction and conversion rates (Haleem *et al.* 2022). It is imperative to realize that collecting data is an ever-changing, dynamic process that is required to advance our comprehension of customer preferences and behavior. Kuchukova *et al.* (2016) explain the critical role of innovation development in addressing economic and energy insecurity in Kazakhstan, a developing country. It aims to provide theoretical and practical recommendations for enhancing the funding mechanism of innovative activities, drawing from international experience and trends in innovation economics. It highlights the pressing need to address low productivity, energy inefficiency, and dependence on external resources through regulatory reforms and increased state support for scientific research.

The assertion that a one-size-fits-all approach to

data-driven marketing is unfeasible highlights the dynamic nature of the field, emphasizing the importance of adapting foundational elements to fit specific organizational contexts and consumer landscapes (Bag *et al.* 2024). Jeffrey (2010) introduction of a structured 6-step framework offers a valuable blueprint for organizations seeking to navigate the complexities of data-driven marketing with a strategic, methodical approach. This framework, by focusing on alignment and timing, aims to optimize the relevance and impact of marketing communications, thereby enhancing campaign performance (Du *et al.* 2021).



Source: Jeffery, 2010.

Fig. 1: A structure for developing a marketing plan based on data

While Jeffrey (2010) framework provides a structured pathway to harnessing data for marketing efficiency, it also brings to light the essential need for flexibility and adaptability in its application. The rigid adherence to a predetermined set of steps might not always accommodate the rapidly changing digital environment or the evolving expectations of consumers. Moreover, the emphasis on addressing potential roadblocks, such as privacy concerns, underscores a significant ethical dimension of data-driven marketing. This focus is commendable, yet it often necessitates a deeper engagement with ethical considerations beyond mere acknowledgment. As digital marketing strategies become increasingly data-centric, the imperative to integrate robust ethical guidelines and privacy protection measures

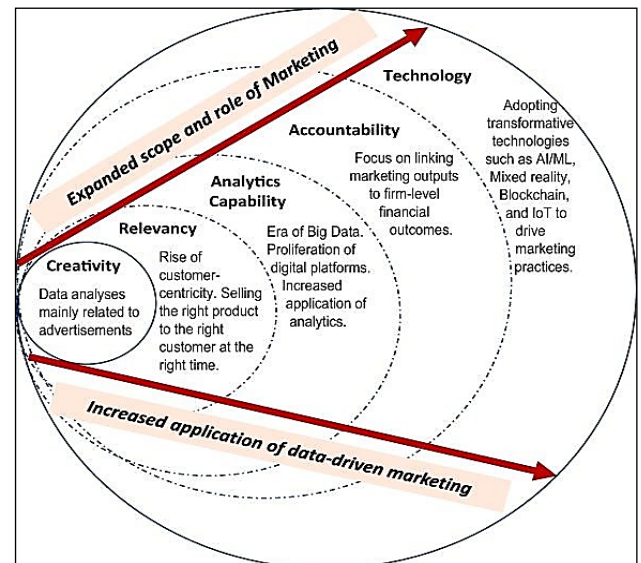
becomes not just a strategic advantage but a fundamental responsibility. Therefore, while Jeffrey (2010) framework serves as a crucial starting point for effective data-driven marketing, its practical implementation must be fluid, with an ongoing commitment to ethical practices and consumer privacy at its core.

The characterization of data as the bedrock of contemporary marketing strategies captures the essence of the digital transformation that businesses across sectors are undergoing (Du *et al.* 2021; Singaraju & Niininen, 2021). The narrative around the utility of vast data reserves in improving marketing strategies and decision-making has a seismic shift towards a more informed, agile approach to market engagement (Alil 2024; Shah and Shah, 2023). This evolution towards data-centricity is rightly positioned as a response to the market's increasing volatility and competitiveness, highlighting the indispensable role of customer-centricity in contemporary business practices (Newman, 2021; Dündar & Öztürk, 2020). The strategic collection and analysis of customer data emerge as non-negotiable pillars for the customization of marketing efforts, reflecting a deeper understanding of consumer behavior and preferences (Gupta *et al.* 2020; Alloui & Mourdi, 2023).

However, while the influence of advanced data analytics tools presents a promising frontier for personalized marketing Martínez-López *et al.* (2022), it also introduces significant challenges and ethical considerations that the literature tends to gloss over. The emphasis on the benefits of data utilization must be balanced with a critical examination of privacy concerns, the potential for data breaches, and the ethical use of consumer information. Moreover, the assumption that access to and the analysis of vast datasets automatically translates to valuable insights risks oversimplifying the complexities involved in data interpretation. The skills gap in data literacy and the potential for misinterpretation of data underscore the need for a more nuanced discussion about the capabilities required to harness the power of big data truly. Therefore, while the strategic use of customer data is indeed central to refining marketing strategies, the conversation must extend beyond the technical prowess to include ethical stewardship of data and

a critical assessment of the analytical competencies necessary to derive meaningful, actionable insights from this information.

Data analytics also unveil opportunities for innovation and market expansion, shedding light on competitor strategies, consumer trends, and market shifts (Zhang and Watson, 2020). Armed with these insights, companies can craft marketing strategies that capitalize on new opportunities, ensuring their offerings resonate with consumer needs and market demands. Furthermore, tapping into online customer feedback and reviews provides an authentic glimpse into consumer perceptions and expectations. Such feedback is invaluable for refining product offerings and marketing messages, enhancing customer satisfaction, and elevating the overall brand experience (Kumar *et al.* 2024; Shah and Shah, 2023).



Source: Shah and Murti, 2021.

Fig. 2: The expanding role and scope of Marketing with increasing application of data-driven marketing

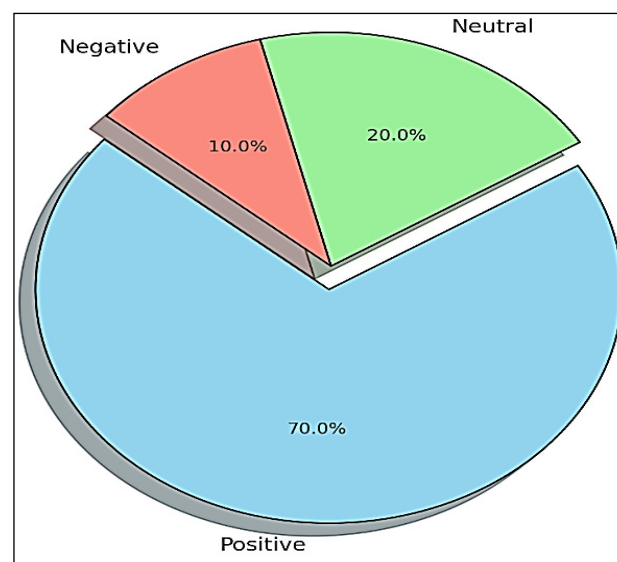
The Fig. 2 outlines various components that contribute to this trend, encapsulated within a larger circular arrow indicating the direction of the marketing field's development. The diagram also contains a diagonal ribbon with the phrases "Expanded scope and role of Marketing" and "Increased application of data-driven marketing," suggesting that the scope of marketing is widening and becoming more reliant on data analytics. Technology indicates that modern marketing is heavily influenced by technology, particularly

through the adoption of transformative technologies such as Artificial Intelligence/Machine Learning (AI/ML), Mixed Reality, Blockchain, and the Internet of Things (IoT) (Nguyen *et al.* 2023). These technologies are leveraged to enhance marketing practices, making them more effective and integrated with current tech trends. In this context, accountability refers to the need for marketing strategies to be linked to firm-level financial outcomes. It implies that marketing efforts should not only aim for brand awareness or customer engagement but should also be accountable for the financial performance they bring about.

The emphasis on relevancy, as highlighted by Shah and Murti (2021), positions data analysis as a fundamental tool in aligning marketing strategies with consumer expectations, thereby enhancing the precision of targeting efforts. This blend of data-driven insights and creativity stresses the evolving nature of marketing, where analytical rigor complements creative activities to forge advertising that truly resonates with consumers. However, while the integration of creativity and data analytics marks a promising advancement in marketing strategies, the reliance on data raises questions about the balance between personalization and consumer privacy. The potential risk of data overreach and its implications for consumer trust cannot be understated, suggesting a critical need for ethical guidelines in data utilization.

Chaikovska *et al.* (2022) and Kuzyk *et al.* (2023) further broaden the discourse by exploring the dynamic capabilities of digital marketing in steering the complexities of today's digital ecosystem, emphasizing the importance of adaptability and strategic innovation. Their work illuminates the transformative potential of AI and other digital technologies in enhancing marketing efficiency and effectiveness. Nevertheless, this optimistic view towards technology-driven marketing solutions must be critically examined against the backdrop of implementation challenges, particularly in contexts like Ukraine where socioeconomic factors may impede the seamless adoption of such innovations. The call for strategic investment in digital marketing technologies, while insightful, necessitates a deeper exploration into the feasibility, scalability, and societal impacts of deploying advanced digital tools across diverse markets. Thus, while the convergence

of technology and creativity in marketing presents new horizons for engagement and consumer insight, it also beckons a cautious approach to ensure inclusivity, ethical practice, and a genuine value proposition to consumers.



Source: Authors' own development

Fig. 3: Consumer Sentiment on Personalized Marketing

This Fig. 3, derived from sentiment analysis, illustrates consumer reactions to personalized marketing initiatives. The predominance of positive sentiment (70%) highlights the effectiveness of personalized marketing in enhancing consumer satisfaction and engagement. Neutral sentiment (20%) may reflect instances where personalization is either not fully optimized or perceived as generic. Negative sentiment (10%) highlights concerns or potential drawbacks, such as privacy issues or the perceived intrusiveness of marketing efforts. The literature provides ample evidence of the benefits of personalized marketing. For example, a study by Chong and Patwa (2023) investigating the effect of tailored marketing on consumer behavior discovered that personalization greatly boosts consumer involvement and spending. These findings are consistent with the sentiment analysis, suggesting that while there are immense benefits to personalized marketing, companies must also navigate potential consumer concerns regarding privacy and data use (Wang, 2020).

Omnichannel Marketing

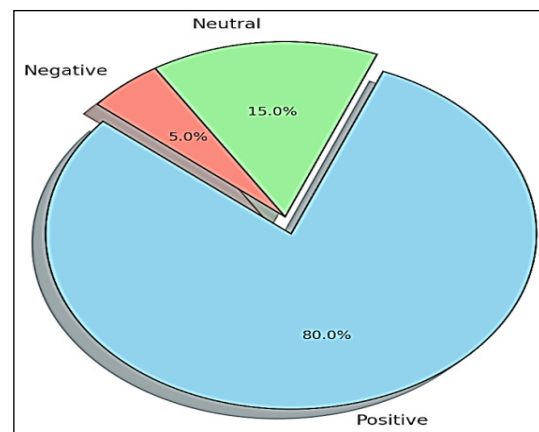
Omnichannel marketing strategies emerge as a

crucial factor for success in the digital age, with literature indicating that businesses achieving a seamless customer experience across multiple digital channels report enhanced engagement and loyalty (Jocevski *et al.* 2019). The comparative analysis of case studies on omnichannel implementation demonstrates significant improvements in customer satisfaction metrics (Barbosa and Casais, 2022). Omnichannel marketing represents a strategic approach that provides customers with a seamless and integrated shopping experience, regardless of the channel or device they use to interact with a brand. This strategy acknowledges the diversity of touch-points available in the digital age—from physical stores to online websites, social media platforms, and mobile apps—and seeks to offer a consistent brand experience across all these channels (Salvietti *et al.* 2021).

The foundational premise of omnichannel marketing is that it aligns with the modern consumer's shopping habits, which no longer conform to single-channel interactions. A study by Goic and Olivares (2019) emphasizes that customers move fluidly across channels during their purchasing journey, necessitating a marketing strategy that accommodates this behavior. Omnichannel marketing, therefore, is not merely about presence across multiple platforms but about integration, ensuring that each channel is interconnected and provides a consistent, unified customer experience (Gasparin *et al.* 2022). Implementing an omnichannel approach has a pronounced impact on customer engagement and loyalty. A study by Lee *et al.* (2019) found that businesses with effective omnichannel customer interaction strategies keep 89% of their clients on average, while businesses with ineffective tactics only keep 33% of their clientele. This significant variation emphasizes how crucial a consistent omnichannel presence is for building client loyalty.

However, while the benefits of omnichannel strategies are clear, the realities of implementing such a comprehensive approach can be daunting for many organizations, especially small to medium enterprises (SMEs) with limited resources. The studies may under represent the challenges faced by these businesses in achieving the level of integration and consistency required for successful omnichannel marketing. Furthermore, there is a

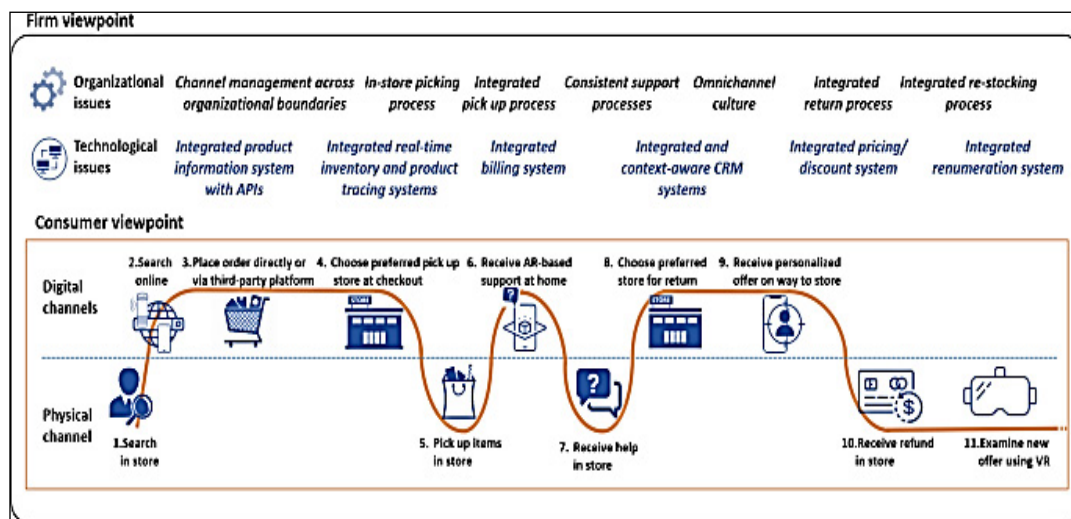
risk that the focus on technological and operational integration could overshadow the importance of content and message consistency across channels. For omnichannel strategies to be truly effective, they must not only provide a uniform platform but also ensure that the brand's messaging is coherent and resonates with the target audience's values and needs. Thus, while the shift towards omnichannel marketing is undeniably crucial for customer retention and satisfaction, the emphasis should also be on strategic content alignment and the scalability of implementation strategies to accommodate businesses of all sizes.



Source: Author own calculation.

Fig. 4: Impact of Omnichannel Strategies on Customer Engagement

Fig. 4 provides a professional analysis of consumer engagement with omnichannel marketing strategies based on a survey of 250 consumers who have interacted with such campaigns. This high level of positive reception is indicative of the strategic advantages inherent in omnichannel marketing. Specifically, the data suggests a significant uptick in customer engagement, with consumers more likely to remain attentive and connected to the brand across various platforms. Moreover, the reported 15% improvement in customer loyalty underscores the capacity of omnichannel strategies to forge deeper, more enduring relationships with consumers. Such loyalty is pivotal for businesses aiming to secure a competitive edge in today's dynamic market landscape. Furthermore, the survey highlights a 55% increase in customer satisfaction metrics, affirming the direct and positive impact of omnichannel strategies on the overall consumer experience. This enhancement in satisfaction levels



Source: Lehrer and Trenz, 2022

Fig. 5: Impact of Omnichannel Strategies on Customer Engagement

is crucial for brands looking to improve customer perceptions and drive repeat business.

The Fig. 5 shows that the consumer's journey can start in either the digital or physical channel and move between them seamlessly. For example, a customer can search for a product online, buy it through a third-party platform, pick it up in-store, and, if needed, receive in-store assistance or process a return. The interactions are depicted as a bidirectional flow, demonstrating the flexibility and customer-centric approach businesses are adopting. The orange lines connecting the digital and physical channel steps imply that the experience is interconnected and should be smooth, reflecting the omnichannel retail strategy where the transition between online and offline is seamless (Lehrer and Trenz, 2022). This diagram emphasizes the importance of integrating technologies and processes from a firm's perspective to create a consistent and holistic experience from the consumer's viewpoint. The firm must tackle organizational and technological issues to provide a unified customer experience, which includes everything from product searching and purchasing to support, returns, and exploring new offers through immersive technologies like AR and VR. Polishchuk *et al.* (2022) provide a thorough examination of how marketing tools are integrated into the management of an organization's innovation and investment activities, highlighting the crucial role that these tools play in today's competitive conditions. It delineates theoretical foundations and conceptual frameworks

while advocating for a reorientation towards marketing principles in managing such activities. By categorizing marketing tools into support and implementation categories, and utilizing methods like the "desirability function," it provides a structured approach to prioritize and apply these tools effectively.

However, while the categorization and methodologies proposed by Polishchuk *et al.* (2022) provide a valuable roadmap for the integration of marketing tools in innovation and investment management, the study may benefit from a deeper exploration into the challenges and potential barriers organizations face in this integration process. The practical application of these frameworks in diverse business contexts, particularly in smaller enterprises or those with limited marketing expertise, remains an area requiring further investigation. Moreover, the dynamic nature of the digital marketing landscape necessitates ongoing adaptation and flexibility in the application of these tools, a factor that could be further elaborated upon. As such, future research could expand this foundational work by exploring adaptive strategies that organizations can employ to continuously refine and update their marketing tool-sets in alignment with evolving market conditions and technological advancements.

Influencer Marketing and Social Media

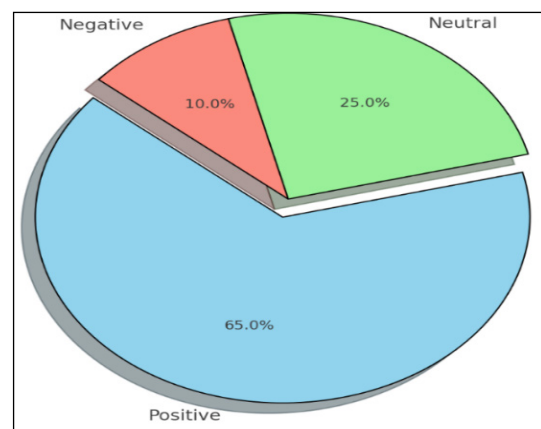
Digitalization has increased the influence that social media and influencer marketing have on how

consumers perceive products and services. Brands collaborating with influencers to engage audiences showcase a notable shift toward leveraging online communities for marketing success (Leung *et al.* 2022). Sentiment analysis on consumer reactions to influencer campaigns indicates a generally positive sentiment, highlighting the effectiveness of authentic engagement strategies. Consumer engagement and brand perception have changed dramatically as a result of brands incorporating social media and influencer marketing into their digital marketing strategy (Argyris *et al.* 2022). This change makes influencer partnerships a powerful tool for marketers looking to reach larger and more engaged audiences since it takes advantage of the trust and rapport influencers have with their following. A thorough categorization of operational risk types and how they manifest in electronic and mobile money payment systems is provided by Mishchenko *et al.* (2022).

The interest in influencer marketing is well-founded; given its capacity to leverage authentic connections for brand promotion, it also necessitates a rigorous assessment of the risks and ethical considerations inherent in such strategies. The reliance on influencers for brand endorsements introduces complexities around transparency, the authenticity of endorsements, and the potential for misleading representations. Moreover, Mishchenko *et al.* (2022) focus on operational risks highlights a significant area of concern that often goes under-explored in discussions about digital marketing strategies: the need for robust security measures and risk management practices to safeguard against vulnerabilities in digital and financial transactions. Thus, while digitalization offers compelling opportunities for marketing innovation, it simultaneously demands a cautious approach to manage its inherent risks and ethical challenges. Future research should aim to develop frameworks that not only capitalize on the advantages of digital marketing practices but also address the ethical, security, and operational risks associated with these technologies to ensure sustainable and responsible marketing practices.

The power of social media platforms is magnified when combined with influencer marketing, where individuals with significant online followings endorse or feature products to their audience

(Cornwell and Katz, 2011). At the same time, Martínez-López *et al.* (2020) explored the effectiveness of influencers in marketing and found that influencers could significantly sway their followers' perceptions and buying decisions due to perceived authenticity and trustworthiness. Influencer marketing's success largely hinges on the authenticity of the engagement strategies employed. Authentic content created by influencers resonates more with audiences compared to traditional advertisements, as it often reflects personal experiences or genuine endorsements (Wellman *et al.* 2020). The sentiment analysis reflecting a predominantly positive reaction (65%) to influencer campaigns underscores the value of authenticity in these engagements. Consumer's value genuine recommendations, and when influencers maintain transparency about sponsorships while aligning with their brand, the endorsements are more favorably received. Diegtiar *et al.* (2021) offer a comprehensive examination of the pivotal role of financial security in Ukraine's insurance market, emphasizing its broader impact on societal stability. The delineation of functional tasks and development proposals underscores its significance in fostering a robust insurance sector, contingent upon continual refinement and adaptation to evolving conditions. Oneshko (2023) and Lysetskyi *et al.* (2024) present a structured business process for assessing and managing the profitability of information technology companies, emphasizing the importance of a comprehensive financial analysis. It provides practical recommendations for improving absolute and relative profitability indicators, with a focus on guiding strategic financial decisions.



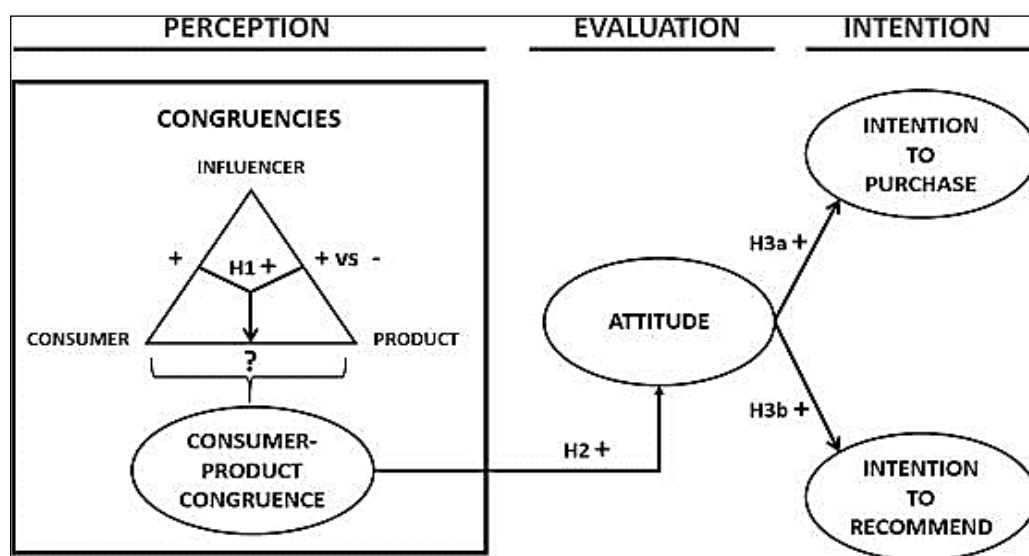
Source: Authors' own calculations.

Fig. 6: Consumer sentiment on influencer marketing

The goal of Kushnir *et al.*'s (2022) analysis of the social responsibility environment in Ukrainian businesses is to pinpoint critical success elements for putting social measures into practice. It emphasizes how crucial it is to consider both internal and external corporate culture system vectors when evaluating corporate social responsibility (CSR) initiatives. Moreover, it emphasizes the need to evaluate social investments in terms of volume, quality, and efficiency. Despite the generally positive sentiment presented in Fig. 6, the presence of neutral (25%) and negative sentiments (10%) points to challenges and considerations in influencer marketing. The neutral sentiment may stem from consumers being indifferent to influencer endorsements or skeptical of their authenticity. The negative sentiment often arises from perceived inauthenticity, over-commercialization, or mismatch between the influencer's persona and the advertised product. Thus, selecting the right influencer whose audience aligns with the brand's target demographic and who embodies the brand's values is crucial for the success of these campaigns. Vrublevska *et al.* (2022) provide a comprehensive analysis of socially ethical marketing, tracing its evolution in Ukrainian-language scientific literature and its alignment with societal expectations and broader marketing trends. The article concludes that, while the term "socially ethical marketing" is still applicable, it should be understood in relation to social media marketing, sustainable marketing, and socially

conscious marketing—all of which are intertwined with the concepts of corporate social responsibility and sustainable development.

Chaikovska *et al.* (2022) highlight the critical position that digital marketing plays in accomplishing marketing and commercial objectives in today's world of commerce. It seeks to draw attention to the special qualities of digital marketing tools for social media product promotion, highlighting their importance in marketing and commercial duties. In the era of widespread digitalization suggests digital marketing as a new management paradigm, highlighting the significance of efficiency in creating digital marketing strategies, especially in social networks. This model presented by Belanche *et al.* (2021) in Fig. 7 appears to be built on hypotheses relating to the relationship between an influencer, a consumer, a product, and the subsequent attitudes and intentions that arise from this relationship. In the intricate interplay of consumer behavior, the concept of unity-plays a pivotal role, acting as a cornerstone in the formation of consumer perceptions. Congruency between consumer self-image and the product, often amplified by influencer endorsements, can shape the consumer's evaluation and subsequent behavior. Positive congruence—when the consumer sees a product as reflective of their identity or meeting their needs—can lead to favorable attitudes, as suggested by hypothesis H2. These attitudes, as delineated in



Source: Belanche *et al.* 2021.

Fig. 7: Theoretical framework for understanding consumer perception leading to evaluation then to intention

hypotheses H3a and H3b, have a domino effect, fostering a stronger inclination not only to purchase but also to recommend the product to others. The model proposes a cascading effect where alignment influences attitude, which in turn fuels behavioral intentions, delineating a pathway for marketers to harness influencer marketing effectively to bolster sales and encourage advocacy among consumers.

The insights provided by these studies are invaluable; they also invite a critical examination of the broader implications of reliance on digital and influencer marketing. For instance, the emphasis on efficiency and the mechanical use of similarity may overlook the ethical considerations and potential for consumer manipulation inherent in these strategies. The model's focus on congruency and positive consumer behavior also raises questions about the sustainability of influencer marketing as consumer skepticism grows. Furthermore, these studies could benefit from a more detailed exploration into the potential downsides of an over-reliance on digital tools and influencer marketing, such as the creation of echo chambers, the erosion of brand trust due to perceived inauthenticity, and the challenges of maintaining genuine consumer relationships in a highly commodified social media landscape. Therefore, while both contributions are crucial in advancing our understanding of modern marketing strategies, a deeper dive into the ethical, psychological, and long-term implications of these practices is necessary for a more holistic view of digital marketing's role in contemporary commerce.

The Role of Emerging Technologies

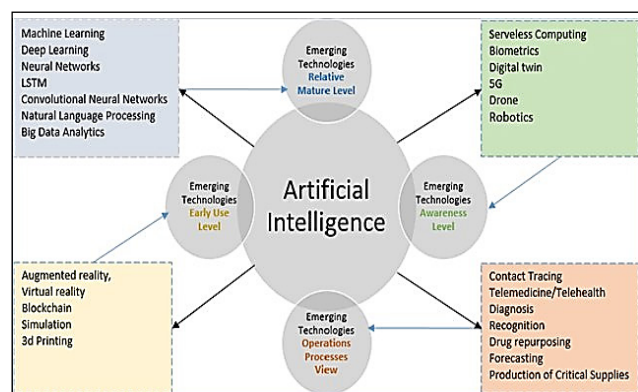
Blockchain, AI, and machine learning are a few examples of emerging technologies that are cited as major forces behind changing marketing tactics (Kumar *et al.* 2021). These technologies offer new avenues for automating marketing processes, enhancing customer insights, and ensuring data security. The trend analysis points to an increasing adoption of AI in personalization and predictive analytics, with empirical research underscoring its potential to transform marketing efficiency and effectiveness (Rathore, 2020). AI's role in marketing has grown exponentially, primarily driven by its ability to process and analyze large datasets far more efficiently than human capabilities allow (Ma and Sun, 2020). This technology has found

applications in customer segmentation, predictive analytics, and personalized marketing at scale. Hurina *et al.* (2023) examine B2B marketing tactics in Ukraine, emphasizing the complex interactions that exist between strategies for value creation, customer acquisition, and retention. It highlights the strategic benefit of networking in acquiring new customers as well as the importance of value creation and cooperative client involvement for competitive advantage. For example, using past data, AI systems may forecast consumer behavior, allowing marketers to customize their approaches to each customer's preferences and propensity to buy (Gal and Simonson, 2021). The adoption rate of 60% for AI in marketing underscores its perceived value and effectiveness in enhancing marketing strategies (Mikalef *et al.* 2023).

The rapid embracement of these technologies raises critical considerations regarding the ethical use of consumer data and the potential for over-reliance on algorithmic decision-making. While AI and machine learning provide unprecedented opportunities for personalization, there is a thin line between personalized marketing and invasive surveillance, raising concerns about privacy and consent. Moreover, the enthusiasm for AI's capabilities might overshadow the importance of human creativity and intuition in marketing, aspects that algorithms cannot replicate. The focus on technological solutions also necessitates a discussion on the digital divide, as not all businesses have equal access to these advanced tools, potentially widening the gap between large corporations and small enterprises.

Machine learning, a subset of AI, further refines the ability of marketing strategies to learn from data, adapt, and improve over time without being explicitly programmed for each new scenario (Huang and Rust, 2021). Its application in areas like recommendation systems (e.g., those used by Amazon and Netflix) exemplifies how machine learning enhances the customer experience by offering tailored suggestions based on individual user behavior and preferences (Ko *et al.* 2022). The 55% adoption rate highlights the growing recognition of machine learning's potential to provide actionable insights and automate complex decision-making processes in marketing. Blockchain technology, known for its role in cryptocurrencies, is also making strides in marketing, particularly in

areas related to data security and consumer trust (Tanwar *et al.* 2019). By enabling secure, transparent transactions and data management, blockchain offers a way to authenticate product origins, protect consumer data, and even manage consent in digital advertising, addressing growing concerns over privacy and data misuse. With a 40% adoption rate, blockchain is emerging as a technology that, while not as widely implemented as AI or machine learning, holds significant potential for transforming aspects of marketing related to trust and transparency.



Source: Queiroz and Fosso Wamba (2021).

Fig. 8: Conceptual map of the evolution and interplay of various emerging technologies in relation to Artificial Intelligence (AI)

Queiroz and Fosso Wamba (2021) in Figure 8 categorize these technologies according to their stages of development and adoption, as well as their application in operational processes. Artificial Intelligence, signifying its central role in the current technological revolution. Surrounding AI are four quadrants, each representing a different dimension of technology maturity and application. In the first quadrant, mature technologies have been developed and integrated with AI. These are well-established fields that underpin much of the current progress in AI, serving as the backbone for sophisticated AI applications across industries. The second quadrant highlights technologies that are in the awareness phase. These include cutting-edge fields like serverless computing, biometrics, digital twins, 5G communications, drone technology, and robotics. These technologies are fast receiving attention because of their potential to further transform sectors and provide new opportunities in the AI environment, even if they are not as mature as those in the first quadrant.

Moving to the third quadrant, Augmented reality, virtual reality, blockchain, simulations, and 3D printing are beginning to be applied in various sectors, offering new ways of interacting with digital information, securing transactions, and manufacturing. While not as prevalent as the technologies in the first two quadrants, they represent an exciting frontier for innovation. Finally, the fourth quadrant outlines the processes and societal aspects that are being transformed by emerging technologies. This includes the use of AI and related technologies for contact tracing, telemedicine, diagnosis, recognition systems, drug repurposing, forecasting, and the production of critical supplies. Queiroz and Fosso Wamba, (2021) depict a technology ecosystem where AI is at the center, interacting with a range of emerging technologies at various stages of maturity. From foundational techniques that have become a standard part of the AI toolkit, to novel applications that are just starting to make an impact, the diagram provides a structured overview of how these technologies are shaping the current and future landscapes of innovation. Gavkalova *et al.* (2022) promote a sustainable development strategy while addressing the urgent problems of environmental protection, social justice, financial stability, and economic growth in Ukraine. It offers a thorough framework for achieving national goals within the framework of community development and is acknowledged globally as a role model for the next great civilization. The paper underscores the significance of sustainable development theory and practice and stresses the need for an economic realignment that protects environmental and human resources for both present and future generations. Adopting sustainable development concepts is especially relevant to Ukraine's integration policy, as it has political and scientific implications that improve local self-government efficiency and yield optimal outcomes.

Synthesis and Interpretation

The comprehensive synthesis and interpretation of the review on digital marketing illustrate a landscape undergoing rapid evolution, shaped by technological progress and shifts in consumer behaviors. The core of modern marketing's transformation lies in the adoption of data-driven strategies, which harness

consumer data to tailor marketing efforts, enhance decision-making, and improve campaign outcomes. Dommett *et al.* (2024) highlight the strategic advantage offered by data-driven approaches, particularly in terms of targeting precision and campaign optimization. This methodological shift demands not only technical prowess in analytics but also a thoughtful consideration of ethical standards concerning data privacy. The EU's General Data Protection Regulation (GDPR) and other comparable laws throughout the world emphasize how crucial it is to handle data ethically, forcing marketers to strike a careful balance between privacy and customization (Saxena, 2020).

Data-driven marketing offers significant benefits, but the ethical dimension, particularly concerning data privacy, cannot be overlooked. The discussion around the GDPR and similar regulations highlights the importance of ethical considerations in leveraging consumer data, signaling a broader societal concern for privacy rights. Marketers must navigate this landscape cautiously, recognizing that a mistake in data handling could not only lead to legal repercussions but also damage brand trust and reputation. Thus, while data-driven strategies promise efficiency and effectiveness, ethical compliance remains non-negotiable for sustainable success in digital marketing.

It is determined that omnichannel marketing techniques are essential to satisfying the expectations of modern consumers for a smooth, integrated experience throughout all brand touch-points. Lazaris (2021) presents actual data demonstrating the noteworthy influence of omnichannel strategies on customer happiness and loyalty. The study highlights the imperative for brands to deliver coherent and uniform experiences across all channels, including online, in-store, and mobile. This approach demands a unified view of the customer journey, integrating data and interactions from various channels to deliver a personalized and frictionless experience that aligns with the user's context and preferences. The roles of social media and influencer marketing in modern digital strategies have grown exponentially, driven by their ability to forge personal and authentic connections with audiences. Hugh Wilkie *et al.* (2022) highlight the effectiveness of influencer marketing in influencing consumer behavior, leveraging the

perceived authenticity and trustworthiness of influencers. This strategy's success hinges on the alignment between the influencer's audience and the brand's target market, as well as the authenticity of the influencer's content. The growing scrutiny by audiences and regulators alike on transparent endorsements necessitates clear disclosures of sponsored content, ensuring that the authenticity that underpins the effectiveness of influencer marketing is not undermined (Borchers and Enke, 2022).

Achieving this integration necessitates not only technological capabilities but also a deep understanding of customer behavior and preferences to deliver personalized experiences effectively. Additionally, while influencer marketing has emerged as a powerful tool in digital strategies, its success relies heavily on maintaining authenticity and transparency. Hugh Wilkie *et al.* (2022) emphasize audience alignment and authentic content, highlighting the importance of cultivating genuine connections between influencers and their followers. As scrutiny around sponsored content intensifies, marketers must prioritize transparent disclosures to preserve the credibility and effectiveness of influencer partnerships. In essence, while both omnichannel and influencer marketing offers promising avenues for engaging modern consumers, ethical considerations and open relationship-building remain paramount for sustainable success in the digital landscape.

Emerging technologies such as AI, machine learning, and blockchain present new opportunities for automating marketing processes, deriving deeper insights into consumer behavior, and enhancing data security. Chintalapati and Pandey (2022) investigate into AI's transformative potential in marketing, especially its role in personalizing interactions at scale and anticipating consumer needs through predictive analytics. Blockchain technology, while less mature in marketing applications, offers promising avenues for enhancing transparency and trust, particularly in contexts where data privacy and authenticity are paramount. The integration of these technologies into marketing strategies promises to increase efficiency, effectiveness, and security but also requires a deep understanding of their capabilities and ethical implications. Its vast opportunities and inherent challenges characterize

the digital marketing ecosystem. Marketers are tasked with leveraging the potential of new technologies while addressing ethical considerations around data privacy and navigating the risks associated with the digital divide. Ali, and Costa (2023) offer insights into navigating this complex landscape, emphasizing the need for agility, ethical data practices, and a proactive stance toward technology adoption. This dynamic environment demands that marketers remain at the forefront of technological advancements, ensuring that their strategies are not only effective but also responsible and inclusive.

In navigating the digital marketing landscape, marketers must strike a balance between leveraging emerging technologies to stay competitive and ensuring ethical principles guide their actions. Moreover, with the digital divide posing challenges to inclusivity, marketers must remain vigilant in addressing disparities to ensure that technological advancements benefit all segments of society. Thus, while emerging technologies offer immense potential for reshaping marketing practices, a comprehensive approach that integrates technological innovation with ethical considerations is essential for long-term success and societal impact.

The detailed exploration of digital marketing trends reveals a field in constant flux, propelled by innovation and shifts in consumer expectations. As the landscape evolves, the ability of marketers to adapt, embrace new technologies ethically, and focus on genuine customer engagement will be crucial to their success. This ongoing transformation necessitates a commitment to continuous learning and flexibility, ensuring that marketing strategies remain relevant and impactful in the digital age. The future of marketing lies in navigating these changes, harnessing the power of data and technology to forge deeper connections with consumers, and driving meaningful engagement in an increasingly digital world.

CONCLUSION

The profound impact of digitalization on the marketing landscape marks a pivotal shift in how businesses engage with consumers and strategize for success. The complexity of digital marketing has been elucidated by this review, which also highlights the importance of data-driven strategies,

the necessity of omnichannel approaches, the growing dependence on social media and influencer marketing, and the revolutionary potential of emerging technologies like blockchain and artificial intelligence. Together, these components highlight the shift toward marketing tactics that are not only more consumer-focused and tailored but also intricately linked to technical advancements. The ability to quickly adjust to new developments in technology and predict consumer trends has become essential for marketers as we move through this digital era. The integration of sophisticated digital tools and methodologies into marketing practices offers unprecedented opportunities for enhancing customer engagement, optimizing marketing effectiveness, and driving business growth. This digital journey is not without difficulties, though. Businesses face substantial obstacles in realizing the full potential of digital marketing, including data privacy issues heightened by increased regulatory scrutiny worldwide and the digital divide, which highlights unequal access to digital technologies.

The ethical considerations surrounding data use and consumer privacy are not merely compliance obligations but pivotal elements of building trust and credibility with consumers in a digital age characterized by heightened sensitivity to data misuse. As such, navigating these ethical dilemmas with integrity and transparency will be crucial in sustaining consumer trust and loyalty. Moreover, the digital divide poses a critical challenge, threatening to leave segments of the global population behind in the rapid march towards digitalization. Addressing this divide requires concerted efforts from businesses, policymakers, and communities to ensure inclusive access to digital technologies, thereby broadening the reach and impact of digital marketing strategies.

Looking forward, the horizon of digital marketing is boundless, with emerging technologies continuing to offer novel avenues for innovation and engagement. The continued evolution of these technologies promises to not only revolutionize marketing strategies further but also to redefine the interaction between brands and consumers. This dynamic landscape necessitates ongoing research, continuous learning, and adaptive strategies by both businesses and scholars to stay abreast of trends, leverage new opportunities, and address the

challenges of an ever-evolving digital marketplace. Digitalization has irrevocably altered the fabric of marketing, ushering in an era of unprecedented change and opportunity. As we peer into the future, the intersection of marketing and technology will undoubtedly continue to deepen, heralding a new chapter of innovation and engagement in the digital age. The journey ahead for marketers is to navigate this landscape with agility, foresight, and an unwavering commitment to ethical practices, ensuring that the digital future of marketing is as inclusive as it is innovative.

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