Digital Marketing Strategies and Consumer Behavior: A PRISMA-based Systematic Review

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Abstract

Digital marketing has transformed the nature of the business-consumer relationship and is utilizing technological innovation and changing consumer expectations. Following the PRISMA guidelines to understand the effects of essential digital marketing strategies: social media marketing, content marketing, online advertising, e-commerce experience and personalized marketing. A synthesis of empirical data is reviewed to develop a conceptual framework explaining how these strat-

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egies influence consumer trust, purchase intention and brand loyalty. Existing gaps are identified, including the lack of cross-cultural and longitudinal research, ethical issues of using AI-based personalization and unexplored opportunities of immersive technologies. Significant contribution towards academic knowledge is made by the combined theoretical input and evidence-based suggestions to develop effective, ethically sound, practice-based, and globally appealing digital marketing campaigns in the fast-paced digital environment.

Keywords: digital marketing, consumer behavior, social media marketing, content marketing, e-commerce experience, personalized marketing

Strategie di marketing digitale e comportamento del consumatore: una revisione sistematica della letteratura basata sul protocollo PRISMA

Sommario

Il marketing digitale ha trasformato la natura della relazione tra impresa e consumatore, facendo leva sull'innovazione tecnologica e sull'evoluzione delle aspettative dei consumatori. Seguendo le linee guida PRISMA, il presente studio analizza gli effetti delle principali strategie di marketing digitale, tra cui il social media marketing, il content marketing, la pubblicità online, l'esperienza di e-commerce e il marketing personalizzato. Attraverso una sintesi delle evidenze empiriche disponibili, viene sviluppato un framework concettuale che spiega in che modo tali strategie influenzino la fiducia dei consumatori, l'intenzione di acquisto e la fedeltà alla marca. Lo studio individua inoltre alcune lacune nella letteratura, tra cui la limitata disponibilità di ricerche cross-culturali e longitudinali, le questioni etiche connesse all'impiego della personalizzazione basata sull'intelligenza artificiale e le opportunità ancora poco esplorate offerte dalle tecnologie immersive. Il contributo del lavoro alla letteratura consiste nell'integrazione di prospettive teoriche ed evidenze empiriche, da cui derivano indicazioni utili per progettare campagne di marketing digitale efficaci, eticamente responsabili, orientate alla pratica e capaci di rispondere alle esigenze di un mercato globale in un contesto digitale in continua evoluzione.

Parole chiave: marketing digitale, comportamento del consumatore, social media marketing, content marketing, e-commerce experience, marketing personalizzato

1. Introduction

The digital revolution keeps transforming the business-consumer interaction to create a more dynamic and sophisticated digital marketing environment. The rise of internet-sensitive gadgets, mobile technologies, social

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media platforms, and new technologies such as artificial intelligence (AI) and immersive technologies (e.g., metaverse, virtual reality) has established digital marketing as one of the foundations of business strategy in all industries (Chaffey and Ellis-Chadwick, 2019; Tiago and Verissimo, 2014). Digital marketing, as opposed to conventional methods, allows real-time engagement and reaches its target market accurately, tracks the performance generated by data, and applies dynamic responses to the ever-changing consumer trends and technological changes. Consumer expectations and behavior are radically changing as digital technologies are being adopted. The new customer is becoming more knowledgeable, empowered, and picky with the availability of online reviews, content customization, interactive brand communications, and AI-boosted experiences (Kannan, 2017; Ngo *et al.*, 2025).

Although the digital marketing research continues to grow rapidly, the literature is still disjointed. Numerous studies concentrate on single applications like social media marketing, content marketing, or online advertising, restraining a comprehensive perception of their delicate effects on consumer conduct (Appel *et al.*, 2020; Lamberton and Stephen, 2016). It is an obstacle to theoretical progress and the practical use of the insights in the realm of brand engagement, trust, loyalty, and purchasing behavior, especially when new trends, such as AI personalization and immersive e-commerce gain prominence. Further developments as personalization based on artificial intelligence, immersive technologies (e.g., augmented and virtual reality), and blockchain-based marketing, are underutilized when it comes to consumer decision-making (Kabir and Kang, 2024; Dwivedi *et al.*, 2023). Although these technologies have become increasingly popular in practice, their immediate implication in terms of consumer behavior and aspects of ethical nature as transparency in artificial intelligence personalization or data privacy, lacks representation in scholarly literature.

The geographic bias is also carried through to the literature, where the majority of the studies concentrate on the Western market (Appel *et al.*, 2020). Despite all the recent studies that have started to investigate emerging economies (Kabir and Kang, 2024), little is known about digital consumers' behaviour in culturally diverse economies, so whatever is discovered loses international comparability.

To gain theoretical progress, this systematic literature review, written in accordance with PRISMA guidelines, summarizes empirical evidence from peer-reviewed articles published between 2015 and September 2025. The purpose of this study is to explain the impact of digital marketing strategies social media marketing, content marketing, online advertising, e-commerce experience, and personalized marketing, on consumer behavior, as well as

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identify some of the key moderating factors, including demographics, platform type, cultural context, privacy concerns, and AI ethics that determine these outcomes. This review provides implications for scholars and practitioners operating in digital markets. Therefore, this papers set out the following objectives: 1) To review and classify five pillars of digital marketing approaches systematically: social media marketing, content marketing, online advertising, e-commerce experience, and personalized marketing, as well as the new schemes like AI-driven personalization and immersive technologies; 2) To assess how such strategies effect some of the major consumer behavior outcomes, such as trust, purchase intention, and brand loyalty, taking into consideration the moderating effects, such as the privacy concerns and the cultural context; and 3) To determine the trends and important gaps in the existing literature, including the use of AI in the context of ethical matters and the cross-cultural approach, to inform effective research in digital marketing and consumer behavior in the future. By achieving these objectives this study contributes in three respects: (1) provide a syntactic representation of the recent empirical studies of different digital marketing channels; (2) propose a conceptual framework grounded in a theory that identifies the mechanisms and moderating factors of the digital marketing effectiveness; and (3) identify research gaps that encompass (a) the ethical usage of data in digital marketing and (b) cultural variation and the long-term effects of digital engagements. Collectively, these contributions support and strengthen academic knowledge and practice more efficiently in terms of the developing sphere of digital marketing.

2. Literature Review

In this section, the thematic synthesis of empirical studies is conducted concerning digital marketing strategies and their effect on consumer behavior between 2015 and September 2025. The literature presented has been classified in relation to five major themes and explained using applicable theoretical frameworks.

2.1 Social Media Marketing and Consumer Behavior

Social media platforms such as Facebook, Instagram, and TikTok play a central role in digital marketing through real-time consumer interaction. The empirical research constantly proves that social media marketing contributes to the growth of the brand trust, awareness, and purchase intention

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(Alalwan, 2018; Appel *et al.*, 2020). As an example, Alalwan (2018) studied the survey of 437 Saudi Arabian participants and revealed that informativeness and credibility are significant drivers of purchase intention. Likewise, in a quantitative survey, having 276 participants, Appel *et al.* (2020) emphasized the risk of being tired of social media due to overload.

According to Social Proof Theory, peer-generated content, likes, comments, and reviews increase perceived credibility and influence consumer behavior. In their experiment with 230 users, Lou and Yuan (2019) demonstrated the value and credibility of messages delivered by influencers that increase trust. Content curation based on AI is also discussed in recent studies. As an example, Karami *et al.* (2024) discuss AI-based personalization in online marketing by demonstrating that it can be beneficial in terms of increasing engagement, but it creates ethical issues of privacy, bias, and transparency. In a survey of 533 Facebook users, Kim and Johnson (2016) discovered that user generated content has a significant effect on advertising and adds to the level of trust and intention to buy.

Platform responsiveness varies across demographics, with younger users preferring visual content on Instagram and older users responding more positively to informative Facebook posts (Appel *et al.*, 2020). Using a survey of 384 Facebook users, Dehghani and Tumer (2015) established that Facebook ads have a substantial influence on purchase intention.

Identified Gap 1: Longitudinal research and cross-site comparisons assessing brand engagement in the long-term are lacking the issue of algorithmic filters to apply AI and cross-cultural user preferences across various social media ecosystems.

2.2 Online Advertising and Purchase Intention

Digital advertising formats such as banners, search ads, and video ads are used to increase engagement and conversions. According to the Elaboration Likelihood Model, personalized ads are more persuasive because they stimulate deeper cognitive processing (Lamberton and Stephen, 2016). The presence of such issues as banner blindness, ad fatigue, and perceived intrusiveness, however, makes ads less efficient.

Increased targeting can greatly improve the effectiveness of advertisements, but proper targeting can result in anti-consumer actions of targeted ads because of privacy issues (Bleier and Eisenbeiss, 2015; Boerman *et al.*, 2017). A survey of 213 users conducted by Bleier and Eisenbeiss (2015) showed that perception of trustworthiness is the intermediate between the effectiveness of personalized ads. In a study of 288 respondents by Boer-

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man *et al.* (2017), the researchers revealed that privacy issues negatively impact ad perceptions and clicking habits. Recent studies (e.g., Dwivedi *et al.*, 2023) highlight ethical concerns related to AI-generated advertising, particularly regarding transparency and data use.

Identified Gap 2: Gap in the psychology and contextual demarcations of AI-powered personalization in advertising, specifically the interplay between relevance and privacy and ethical disclosure, is understudied, especially in non-Western environments.

2.3 Content Marketing and Brand Perception

Content marketing uses blogs, videos, infographics, and storytelling to inform and emotionally engage consumers. Good quality content helps to gain the trust of consumers and increase the loyalty towards the brand in the long run, which is in line with Trust Transfer Theory (Pulizzi, 2012; Ashley and Tuten, 2015). In their content analysis of the 200 branded social media campaigns, Ashley and Taten (2015) discovered that creative approaches in the content help enhance consumer interactions. Equally, a recent study in India by Habib *et al.* (2022), conducted based on a survey of 417 consumers, reveals that digital media communication improves consumer engagement, which, in its turn, positively determines the desire to purchase a brand based on consumer engagement and brand image.

Multimedia formats such as videos and visual posts are generally more engaging than text-only content (Kim and Ko, 2012). Nevertheless, content that is very specific or unbased can result in content fatigue due to a lack of interest and brand attachment (Appel *et al.*, 2020). Modern studies by Chatterjee (2024) are concerned with the issues of naming the AI-generated material, which highlights the idea that although automation allows increasing efficiency, it also casts doubt on authenticity and transparency. Content labeling may help preserve credibility and consumer trust.

Identified Gap 3: There is no existing literature exploring the best content frequency, the depth of personalization, and strategies that support a customer base of various types of consumers, especially with the emergence of AI-generated content and its ethical consequences.

2.4 e-Commerce Experience and Purchase Behavior

E-commerce platforms influence consumer decision-making through usability, mobile accessibility, and secure payments. According to the

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Technology Acceptance Model, perceived ease of use and usefulness are motivators of using digital technology (Davis, 1989). In their survey of 257 users, Sharma and Lijuan (2015) showed that satisfaction and repeat purchase behavior depend directly on the quality of the websites. The research proposed by Kukar-Kinney *et al.* (2022) was based on clickstream data to determine the reasons the shopping cart had been abandoned. Recent studies (e.g., Zeng *et al.*, 2023; Soderstrom *et al.*, 2024) show that AR/VR technologies in e-commerce environments increase engagement and purchase intention. Despite privacy concerns, convenience and perceived value often prevail (Lamberton and Stephen, 2016). A survey of 350 consumers by Erlangga *et al.* (2021) has also pointed to the influence of social media advertisements on the purchasing process of SMEs in e-commerce.

Identified Gap 4: The gaps that have been identified are cultural and demographic variation in reaction toward privacy risks, convenience trade-offs, and immersive technologies (e.g., AR/VR) across the differing e-commerce setups, especially in the non-Western markets.

2.5 Personalization and Brand Loyalty

Personalized marketing increases customer satisfaction and brand loyalty through tailored recommendations and customized digital experiences (Kannan, 2017). According to the Relationship Marketing Theory, personalized relationships form emotional attachments as well as trust. Arora and Sanni (2019) found that AI-based personalization increases trust, satisfaction, and purchase intention. The survey conducted by Wang *et al.* (2022) on 543 mobile-shopping customers revealed that contextual mobile advertisement has a positive impact on purchase intention, which was mediated by personality characteristics. However, unethical or non-transparent data use may undermine consumer trust (Boerman *et al.*, 2017; Dwivedi *et al.*, 2023). Dwivedi *et al.* (2023) add that personalization (generation of AI) can increase susceptibility to privacy issues and, as such, requires an ethical foundation.

Identified Gap 5: Longitudinal studies that determine the effect of personalization, based on AI, changing customer expectations, and social responsibility in data usage on brand trust and customer loyalty over an extended period, particularly in multicultural settings, are required.

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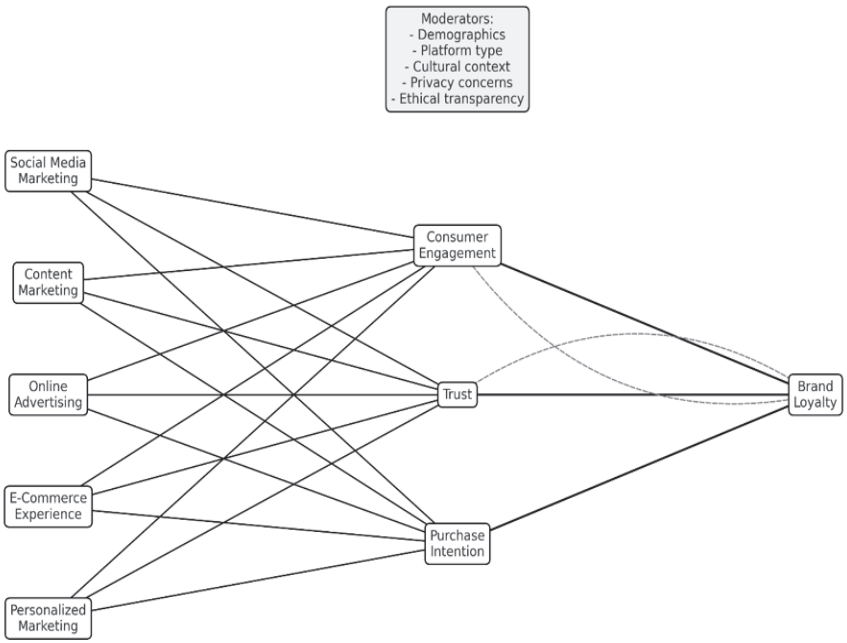
2.6 Conceptual Framework

The study will utilize this conceptual framework presented below in Figure 1 based on the above synthesis of literature published between 2015 and September 2025 which will provide insight into how the main digital marketing strategies impact consumer behavior. The framework has theoretical models based on which they are based on Social Proof Theory, the Elaboration Likelihood Model, the Technology Acceptance Model, and Relationship Marketing Theory. The framework has five fundamental digital marketing strategies namely, social media marketing; online advertising; content marketing; e-commerce experience; and personalized marketing. These strategies, enhanced by emerging technologies such as artificial intelligence (AI) and Augmented/Virtual reality (AR/VR), are hypothesized to influence three immediate consumer behavior outcomes such as consumer engagement, trust and purchase intention. Thus, these immediate outcomes contribute to the development of brand loyalty.

A reinforcing loop is suggested, where loyalty to the brand improves future trust and interaction, that is, a dynamic interplay between the digital marketing endeavor and consumer reaction. The framework suggests that the strength and directional impact of these relationships are determined by the following moderating variables, which are perceived to have a relationship namely, demographic characteristics, platform type, cultural context, privacy concerns and ethical transparency. This model provides a structured basis for understanding the complex interactions between digital marketing activities, including AI-driven personalization and AR/VR-enhanced experiences, and consumer behavior across diverse markets. It highlights the importance of individual and situational factors in influencing consumer reactions, like cultural differences in the emerging economies and ethical issues regarding the use of data. The framework, shown in Figure 1 below, helps in developing hypotheses and testing when it comes to seeking and testing in the global markets, digital markets, and cultural settings, as it balances the strands of the theory to diversify the studies and in the science field.

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Fig. 1: Conceptual Framework: Influence of Digital Marketing Strategies on Consumer Behavior (own research)



3. Materials and Methods

The systematic literature review involves the use of the PRISMA (Preferred Reporting Items of a Systematic Review and a Meta Analysis) protocol. The idea is to conduct a synthesis and analysis of empirical research on digital marketing strategies and their effects on consumer behavior between 2015 to September 2025. This methodology comprises six steps, namely review protocol design, search strategy, inclusion and exclusion criteria, screening and selection, quality assessment, and data extraction and synthesis.

3.1 Systematic Review Protocol

The protocol of reviewing was created to make it as transparent, reliable, and replicable. The researchers concentrated on peer-reviewed articles that were published between January 2015 and September 2025 that inves-

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tigated digital marketing tactics, such as social media marketing, online marketing, content marketing, e-commerce experience, and tailored marketing, and their influence on the consumer behavioral outcomes in terms of engagement, trust, purchase intention, and brand loyalty.

An extensive search plan was adopted to find out the relevant peer reviewed studies on the effect of digital marketing approaches on consumer behavior. The databases used in the searches included the following: Scopus, Web of Science, Google Scholar, Science Direct, and EBSCOhost.

The upper limit of the search covered articles published after January 1, 2015, and until September 30, 2025, to reflect modern trends, such as the use of AI to provide personalization, the application of AR/VR, and ethics. The relevant literature was maximized using the Boolean operators and a restrictive combination of keywords.

The search terms were mostly as follows:

1. "Digital marketing" AND "consumer behavior"
2. "Social media marketing" AND ("trust" OR "engagement" OR "purchase intention")
3. "Content marketing" AND ("consumer response" OR "brand loyalty")
4. "Online advertising" AND ("brand loyalty" OR "trust" OR "AI" OR "augmented reality")
5. "Personalized marketing" AND ("consumer behavior" OR "privacy" OR "ethical transparency")
6. "e-commerce experience" AND ("user experience (UX)" OR "purchase intention" OR "loyalty" OR "AR/VR")
7. "Blockchain" AND ("marketing" OR "consumer trust")

The inclusion of English language articles in peer-reviewed journals published in marketing, business, psychology, and communication fields was filtered. Similar records were filtered with a citation management tool that was applied to simplify the screening and selection process.

3.2 Inclusion and Exclusion Criteria

Inclusion criteria comprised of merely the initial published empirical studies in peer reviewed journals of years 2015 to September 2025; research focusing on at least one digital marketing strategy (social media, online advertising, content marketing, e-commerce experience, personalized marketing); studies reporting consumer behavior outcomes (e.g., engagement, trust, loyalty, purchase intention) and articles employing quantitative, qualitative, or mixed-methods approaches

Exclusion Criteria were conceptual articles, opinion pieces, book chap-

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ters, and conference papers; articles focusing exclusively on traditional marketing strategies; studies not explicitly linking digital marketing to consumer behavior; and non-English publications.

3.3 Screening and Selection Process

The first search got 892 articles. By eliminating the duplicates, 412 records were selected based on the titles and the abstract. Among them, 92 full text articles were utilized in terms of eligibility. Finally, 48 articles passed all the selection criteria and were included in the review, which indicates that recent 2024-2025 studies on AI, AR/VR, and cross-cultural contexts could be included.

Fig. 2: PRISMA Flow Diagram Visualization (own research)

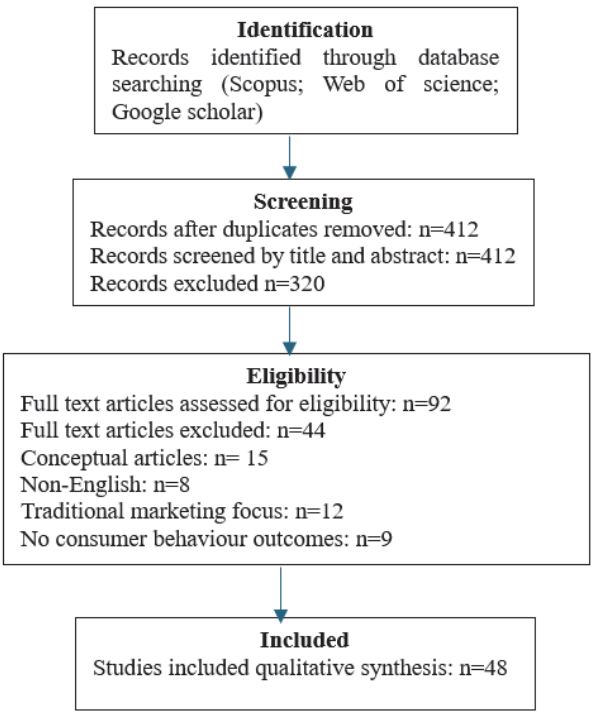


Figure 2 visualizes the number of studies at each stage of the PRISMA flow diagram process. A two-tiered process of screening was undertaken by two reviewers. The disagreements were due to the discussion and to the

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successful decision that allows the high reliability in the selection of the studies. The selection process can be summarized using a PRISMA flow diagram.

3.4 Quality Assessment

Serious methodological flaws of the studies that were identified were to be evaluated using a modified version of the Critical Appraisal Skills Programme (CASP) checklist. Every study was assessed according to: 1) clarity of research aim, 2) appropriateness of methodology, 3) sampling adequacy, 4) data collection methods, 5) rigor of data analysis, 6) validity and reliability of findings, and 7) transparency of limitations.

The studies have been categorized as high quality studies, middle quality studies, and low-quality studies. The final synthesis was considered to consist of only studies that were rated moderate or high. The reviewers performed the quality appraisal by themselves, and the inter-rater agreement was more than 90 percent.

3.5 Data Extraction and Synthesis

To enable the extraction of the required data of a specific study, a standardized data extraction form was made to provide consistency in gathering the relevant information. The data were as follows: author(s) and year of publishing, research methodology, sample size, strategy of digital marketing studied, consequences of consumer behavior, and moderating factors (e.g., cultural background, privacy issues, ethical transparency).

The results were organized and synthesized in a narrative approach and were grouped into five strategic categories within the conceptual framework, namely: social media marketing, content marketing, online advertising, e-commerce experience, and personalized marketing. The use of such a thematic synthesis led to the systematic interpretation of literature and the identification of trends, theoretical provisions, and gaps concerning AI, AR/VR, blockchain, and cross-cultural influences. In Table 1, the results are reported, giving an idea of the studies conducted, the methodology of the studies, and their important results on the role of digital marketing strategies and consumer behavior.

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Table 1: Summary of Reviewed Studies on Digital Marketing Strategies and Consumer Behavior (own research, from reviewed empirical studies published between 2015 and September 2025)

No.	Author(s) & Year	Method	Sample	Strategy	Key Findings
Social media marketing					
1	Kim & Johnson (2016)	Survey	533 Facebook users	Social Media Marketing	User-generated mixed content enhances confidence and buying desire.
2	Kizgin *et al.* (2018)	Quantitative	514 Turkish-Dutch respondents	Social Media Marketing	Social media favors purchase behavior and acculturation.
3	Alalwan (2018)	Survey	437 participants (Saudi Arabia)	Social Media Marketing	Informativeness and credibility influence purchase intention.
4	Schivinski *et al.* (2016)	Scale Dev.	2252 respondents	Social Media Marketing	Developed a scale for social media brand engagement.
5	Ningrum & Roostika (2021)	Quantitative	250 Indonesian users	Social Media Marketing	Activities improve engagement and brand knowledge.
6	Hussain & Chimhundu (2023)	Survey	385 valid responses (retail consumers)	Social Media Marketing	Social media enhances consumer purchase intention.
7	Zhang *et al.* (2023)	Survey	257 TikTok users	Social Media Marketing	Perceived value, emotional pleasure, and flow experience significantly affect purchase intention in TikTok marketing.
8	Bassey & Etuk (2025)	Survey	380	AI-driven social media marketing	AI-driven social media marketing strategies significantly enhance brand engagement in developing economies.
9	Liu & Zheng (2024)	Survey	216	Influencer credibility in social media marketing	The persuasive power of social media influencers significantly enhances brand engagement in China.
Content Marketing					
10	Ashley & Tuten (2015)	Content Analysis	200 campaigns	Content Marketing	Creative content improves brand engagement.
11	Dwivedi et al. (2021)	Systematic Review	Multi-study (reviewed literature)	Content Marketing	Evolution of digital content strategies impacts engagement.

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No.	Author(s) & Year	Method	Sample	Strategy	Key Findings
Content Marketing					
12	Bubphapant & Brandão (2025)	Survey	417	Content Marketing	Data-driven content marketing improves engagement and purchase intention through personalization.
13	Appel *et al.* (2020)	Quantitative (Survey)	276 participants	Content Marketing	Content fatigue and platform variation influence outcomes.
14	Sari & Hermawan (2019)	Survey	230 consumers	Content Marketing	SEO-driven content boosts brand awareness and purchase intention.
15	Attri *et al.* (2024)	Survey	In-store consumers	Content Marketing	AR-enhanced content boosts engagement but raises privacy concerns.
16	Verma & Sharma (2025)	Survey	450 digital consumers	Content Marketing	AI-generated content enhances engagement but risks authenticity loss; ethical transparency is critical.
Online advertising					
17	Dehghani & Tumer (2015)	Survey	384 Facebook users	Online Advertising	Facebook ads significantly influence purchase intention.
18	Li *et al.* (2020)	Field experiments	E-commerce users (>40,500 in main experiment)	Online Advertising (Cart retargeting timing)	Early retargeting (within ~30–60 minutes) can *reduce* purchase likelihood relative to later or no retargeting.
19	Ciuchita *et al.* (2023)	Survey	275 users	Online Advertising	Positive perception of programmatic ad targeting.
20	Du *et al.* (2019)	Longitudinal	575 brands	Online Advertising	Digital ad exposure improves brand attitudes.
21	Bleier & Eisenbeiss (2015)	Survey	213 users	Online Advertising	Trust mediates the effectiveness of personalized ads.
22	Boerman *et al.* (2017)	Survey	288 participants	Online Advertising	Privacy concerns affect ad perceptions.
23	Söderström *et al.* (2024)	Experiment	350 participants	Online Advertising	AR ads improve engagement; cues and habituation affect effectiveness.
24	Smink *et al.* (2024)	Survey	1,978	AR in mobile advertising	AR in mobile ads boosts engagement; privacy concerns moderate effectiveness.

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No.	Author(s) & Year	Method	Sample	Strategy	Key Findings
e-Commerce experience					
25	Sharma & Lijuan (2015)	Survey	257 users	E-Commerce Experience	Website quality influences satisfaction and repeat purchase.
26	Gómez-Díaz, J. A. (2016).	Ex-post	Colombia	E-Commerce Experience	Reconstructs decision paths in e-commerce.
27	Kukar-Kinney *et al.* (2022)	Click-stream	E-commerce data	E-Commerce Experience	Identifies causes of cart abandonment.
28	Song *et al.* (2021)	SEM	493 app users	E-Commerce Experience	TAM + AIDA models predict app-based decisions.
29	Wang & Yu (2017)	Survey	312 shoppers	E-Commerce Experience	Social commerce and reviews influence purchase.
30	Erlangga *et al.* (2021)	Survey	350 consumers	E-Commerce Experience	Social media ads affect SME purchase behavior.
31	Zeng *et al.* (2023)	Survey	389 consumers	E-Commerce Experience	AR/VR enhances trust and purchase intention in emerging markets.
32	Guo & Zhang (2024)	Survey	Not specified	AR in online shopping	AR online shopping experiences increase customer purchase intention through improved perceived ease of use and usefulness.
Personalized marketing					
33	Jin *et al.* (2019)	Survey	318 followers	Personalized Marketing	Influencer authenticity boosts engagement.
34	Lou & Yuan (2019)	Experiment	230 users	Personalized Marketing	Message value and credibility enhance trust.
35	Gul et al. (2024)	Survey	300 questionnaires distributed (242 valid responses; 81.66% response rate)	Personalized Marketing	Personalized email marketing significantly influences the consumer buying decision process and increases purchase intent.
36	Matthew & Koce (2016)	Survey	300 consumers	Personalized Marketing	Mobile trust and privacy concerns affect behavior.
37	Wang et al. (2022)	Survey (SEM)	543 mobile-shopping consumers	Personalized Marketing	Contextual mobile ads improve advertising attitudes and increase purchase intention, moderated by personality traits.

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No.	Author(s) & Year	Method	Sample	Strategy	Key Findings
Personalized marketing					
38	Olarte-Pascual *et al.* (2016)	Quantitative	400 mobile users (200 per country)	Personalized Marketing	Emotional and cognitive responses affect mobile ads.
39	Liu *et al.* (2018)	Survey	279 social media brand community users	Personalized Marketing	Trust and attitude positively influence consumer engagement in social commerce contexts.
40	Huang & Copeland (2020)	Survey	210 Gen Z consumers	Personalized Marketing	Influencers and hashtags shape apparel purchases.
41	Xu & Chawla (2017)	Data Mining	Twitter (large dataset of tweets)	Personalized Marketing	Tweet features predict engagement.
42	Chen *et al.* (2020)	Longitudinal	Twitter (large dataset of hashtags)	Personalized Marketing	Hashtag dynamics reveal behavior patterns.
43	Giannoulakis & Tsapatsoulis (2016)	Computational Analysis	Instagram (photos/hashtags)	Personalized Marketing	Hashtags improve content descriptiveness and discoverability.
44	Arora & Sanni (2019)	Survey	305 online consumers	Personalized Marketing	AI-based personalization enhances trust, satisfaction, and purchase intention.
45	Dwivedi *et al.* (2023)	Systematic Review	Multi-study	Personalized Marketing	Generative AI in personalization amplifies privacy concerns; ethical frameworks are needed.
46	Yang & Lin (2024)	Survey	308	Personalized Marketing	AR-driven personalization enhances consumer engagement and purchase intention; transparency is critical for trust.
47	Lina & Setiyanto (2021)	Survey	131	Personalized Advertising	Personalized advertising enhances advertising value and purchase intention; privacy concerns do not moderate this effect.
48	Hashem (2024)	Empirical	372	Personalized Marketing	Blockchain enhances personalized marketing by improving data control, trust, transparency, and e-CRM efficiency; technology adoption moderates this relationship.

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4. Findings

The results of this systematic review of 48 empirical articles published since 2015 up to September 2025 showed five core strategies of digital marketing that were important in shaping consumer behavior. The strategies do not contradict the conceptual framework and show how companies can increase interaction, trust, purchase intentions, and brand loyalty by implementing successful digital interactions, which make use of new advanced technologies such as AI, AR/VR, and blockchain.

4.1 Social Media Marketing

Social media marketing increases brand awareness, trust, and purchase intention, especially among younger consumers. They are motivated by interactive content, user-created content, and influencer credibility, and promote engagement and loyalty, and cultural context leads to different reactions in different markets (Alalwan, 2018; Zhang *et al.*, 2023).

4.2 Content Marketing

High-quality and AR-enhanced content improves engagement, trust, and purchase intention, although AI-generated content may reduce perceived authenticity. The quality of the information decreases the chances of thinking and loyalty in the long term, as well as the quality and data-driven content, with the use of AI-generated content increasing because of the possibilities of content fatigue and loss of authenticity (Ashley and Tuten, 2015; Attri *et al.*, 2024; Verma and Sharma, 2025). It is important to ensure ethical transparency in the creation of content in order to build trust.

4.3 Online Advertising

Online advertising improves brand recognition and engagement, although privacy concerns may reduce ad acceptance. AR ads are efficient (only in case they happen in time, are relevant, and on the platform), and the key is to have sufficient prompts to prevent habituation (Dehghani and Tumer, 2015; Soderstrom *et al.*, 2024; Smink *et al.*, 2024). There are serious matters of privacy and trust when it comes to ad acceptance, especially in regards to programmatic targeting (Boerman *et al.*, 2017; Bleier and Eisenbeiss, 2015).

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4.4 e-Commerce Experience

Usable and AR/VR-enhanced e-commerce platforms improve satisfaction, trust, and purchase intention. All these enhance a feeling of trust and conversions, especially in the developing markets, such as Asia, whereas usability promotes repeat and retention (Sharma and Lijuan, 2015; Song *et al.*, 2021; Zeng *et al.*, 2023; Hsu *et al.*, 2024).

4.5 Personalized Marketing

Personalized marketing with AI and AR real-time suggestions and contextual advertising increases content validity, customer satisfaction, and purchase intention when performed in an open way. The integrity of the data is also another mechanism provided by blockchain-based designs that enhances trust (Arora and Sanni, 2019; Yang and Lin, 2024). Nevertheless, these issues can be mitigated as ethical issues regarding data privacy and transparency have to be tackled to allow consumer trust (Dwivedi *et al.*, 2023).

5. Discussion

The review found that there were several gaps. First, most research addresses developed markets and does not provide comprehension of new economies with distinctive digital ecosystems and cultural habits (e.g., Zeng *et al.*, 2023). Second, the possibilities of using AI and AR to raise ethical issues such as the privacy of data, algorithmic interpretability, and limits to personalization are not thoroughly investigated (Dwivedi *et al.*, 2023; Verma and Sharma, 2025). Third, the evidence of cross-cultural studies examining the moderating impact of demographic, cultural, and platform-specific attributes that moderate strategy effectiveness in non-Western settings is lacking. As an example, Zhang *et al.* (2025a) demonstrate how Western IT firms modify their activities on Twitter to become oriented towards the cultural specifics of Chinese Weibo and cultural differences as a factor in the formation of engagement strategies. Likewise, Zhang *et al.* (2025b) discovered that motives to use company social media accounts do not exhibit significant differences between Western and Chinese consumers, but the cultural background affects the adoption of relational or transactional motives.

Lastly, blockchain can bring about trust and transparency when it comes to online marketing, and it is a concept that is in its early stages of study.

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5.1 Theoretical Interpretation ok Key Findings and Implications

The results of a systematic review of 48 empirical studies (2015-September 2025) based on the conceptual framework provided in the literature review section can be divided into five main digital marketing strategies impacting the consumer behavior results (engagement, trust, purchase intention, brand loyalty), with the usage of emerging technologies such as AI, AR/VR, and blockchain. It provides both conceptual knowledge and practical suggestions, constraints, and limitations, and outlines of future research. The results prove the multidimensional nature of the influence of the digital marketing strategies on consumer behavior, which is justified by the well-known theories namely: 1) Personalized marketing can be supported by the Elaboration Likelihood Model (ELM) (Petty and Cacioppo, 1986), in which the tailored message generated by AI and AR powered is more effective because cognitive consequent processing is promoted to enhance engagement and trust in case of transparency (Bleier and Eisenbeiss, 2015; Yang and Lin, 2024); 2) the e-commerce experiences can be described using the Technology Acceptance Model (TAM) (Davis, 1989), in which user-friendly and AR/VR enriched platforms can be seen as helpful, leading to an increase in trust and purchasing in a desire (Song *et al.*, 2021; Zeng *et al.*, 2023; Hsu *et al.*, 2024); 3) personalization, responsive interactions, and blockchain-built trust mechanisms are also described by the Relationship Marketing Theory (Berry, 1995) as building the long-term loyalty towards the brand by engaging customers emotionally and ensuring data integrity protection (Kannan, 2017; Arora and Sanni, 2019); and 4) demographics, the nature of the platform, cultural background, privacy issues, and ethical disclosure can moderate these effects (Boerman *et al.*, 2017; Dwivedi *et al.*, 2023). As an example, collectivist cultures (e.g., Asia) place more emphasis on trust driven by their peers, whereas users who likely value privacy insist on clear AI/AR applications.

The review provides a synthesis of the Social Proof Theory, ELM, TAM, and Relationship Marketing Theory into a single conceptual framework with some emerging technologies and moderators of ethics. It also gives a solid base to consider the dynamics of digital marketing on the global platform and the sociocultural environment.

5.2 Managerial Implications

The review provides practical guidance to the practitioners of digital marketing. Firstly, strengthening social media engagement. By formulating

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campaigns based on the use of AI, influencer partnerships, and AR activated content to improve its engagement, especially in non-Western marketplaces. Trust and loyalty are developed with the help of two-way communication (Zhang *et al.*, 2023). Secondly, develop value-driven content by personalizing regular, high-quality works, content, and AI/AR-based content to achieve credibility. Companies should be authentic and transparent to overcome the risks of content fatigue (Ashley and Tuten, 2015; Attri *et al.*, 2024; Verma and Sharma, 2025). Thirdly, optimize online advertising by considering the use of context-based, AR-powered advertisements that help to increase the level of engagement, making sure it remains relevant and free of advertising inconveniences. Respond to the issues related to privacy to build trust (Bleier and Eisenbeiss, 2015; Boerman *et al.*, 2017; Soderstrom *et al.*, 2024; Smink *et al.*, 2024). Fourthly, improve e-commerce usability to create an improved level of trust and reduce cart abandonment, a focus on mobile friendly platforms that are enhanced by AR/VR and a convenient user interface with effective navigation should be prioritized, particularly in emerging markets (Sharma and Lijuan, 2015; Kukar-Kinney *et al.*, 2022; Zeng *et al.*, 2023; Hsu *et al.*, 2024). Finally, respect consumer privacy in personalization by adopting a transparent data policy with blockchain support and open opt-in systems will become the cornerstone of the trust developed in AI-based personalization, which coincides with other guidelines such as GDPR/CCPA (Arora and Sanni, 2019; Dwivedi *et al.*, 2023; Yang and Lin, 2024).

6. Limitations and Future Research Avenues

This review, although, being thorough, does have limitations. While some studies address emerging markets (e.g., Zeng *et al.*, 2023), mostly focus on Western contexts, limiting generalizability to culturally distinct digital ecosystems. Only research in the English language was included, and some non-English relevant research may have been omitted. The types of studies are cross sectional, where it is impossible to make causal conclusions (Dwivedi *et al.*, 2021; Zhang *et al.*, 2023). These deficiencies make it obvious that larger, multilingual, and longitudinal studies are necessary.

To address identified gaps in this review future research should explore various avenues for example, ethical dimensions including the concepts of consent, transparency, and data protection in AI and AR-based marketing based on privacy issues (Boerman *et al.*, 2017; Dwivedi *et al.*, 2023; Verma and Sharma, 2025). Going forward, emerging technologies by discussing the role of AI, AR/VR, and blockchain in determining the consumer-brand

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relationships, in particular, the role of blockchain in terms of trust and transparency (Dwivedi *et al.*, 2023; Yang and Lin, 2024). Also focusing on cross-cultural studies by evaluating strategy effectiveness across diverse markets (e.g., India, China, Asia), focusing on cultural moderators (Zeng *et al.*, 2023). Longitudinal research investigating the long-term impact of personalization, AR/VR experiences, and content engagement on brand equity and loyalty (Song *et al.*, 2021; Hsu *et al.*, 2024) would mitigate the potential missing aspects of new research throughout time, and Consumer-Generated Content by exploring the role of online communities and user-generated content in trust and advocacy (Lou and Yuan, 2019; Attri *et al.*, 2024).

The paper narrows down a conceptual framework that connects digital marketing strategies with strategies of consumer behavior and includes AI, AR/VR, and blockchain technologies. It is validating pathways (e.g., personalization to trust, e-commerce usability to loyalty) and sheds light on such moderators as the cultural situation and ethical transparency. The framework guides hypothesis development for empirical research, strategy refinement for AI/AR-enhanced platforms comparative analysis across global markets and sectors.

Researchers should use advanced methods (e.g., structural equation modeling, multi-country surveys) to validate and expand the model, addressing gaps in ethical transparency and cross-cultural dynamics.

7. Conclusion

This systematic review synthesizes 48 empirical studies on digital marketing strategies and consumer behavior. The findings confirm the relevance of five key digital marketing strategies in shaping trust, engagement, purchase intention, and brand loyalty (Ashley and Tuten, 2015; Bleier and Eisenbeiss, 2015; Yang and Lin, 2024).

The results outline the increasing relevance of AI driven personalization, AR/VR empowered experiences, blockchain-driven mechanisms of trust, and mobile optimization towards the formation of digital consumer experiences (Dwivedi *et al.*, 2023; Zeng *et al.*, 2023; Hsu *et al.*, 2024).

The theoretical framework will be based on Social Proof Theory, Technology Acceptance Model (TAM), Elaboration Likelihood Model (ELM), and Relationship Marketing Theory (Cialdini, 2009; Davis, 1989; Petty and Cacioppo, 1986; Berry, 1995). It describes the influence of digital marketing strategies over consumer behavior and determines the moderators (demographic factors, type of platform, culture, privacy, and ethical transpar-

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ency) (Boerman *et al.*, 2017; Dwivedi *et al.*, 2023). This framework is an integration of the findings as well as a basis for future research. Nevertheless, the literature review indicates literature gaps. Although some studies draw on the emerging markets, the great majority are dependent on the Western context, and thus they cannot be adapted to a variety of cultural and economic environments (Appel *et al.*, 2020). The concern of data privacy, the transparency of algorithms, and AI/AR use is still a less-proven ethical issue (Dwivedi *et al.*, 2023; Verma and Sharma, 2025). Also, there are provisional studies concerning blockchain and innovative types of AI/AR technologies in digital marketing (Soderstrom *et al.*, 2024). These gaps should be resolved in future studies using cross-cultural comparisons, longitudinal studies, and sector studies. A discussion on the topics of ethical operations, blockchain, and AI/AR based interaction will become important to create an inclusive, responsible, and globally applicable digital marketing strategy. Finally, this review is theoretically relevant as it elaborates a conceptual scheme, and practically, it offers practitioner insights that can be put to the test. It focuses on ethical clarity and technological revolution to improve the efficiency and ethical practices of virtual marketing in a more intricate worldwide climate.

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