TRANSFORMATION OF TRADITIONAL TO DIGITAL MARKETING A LITERATURE STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER PREFERENCES

Saida Zainurossalamia ZA*
Universitas Mulawarman, Indonesia
E-mail: saida.zainurossalamia.za@feb.unmul.ac.id

Heni Rahayu Rahmawati
Universitas Mulawarman, Indonesia
E-mail: heni.rahayu.rahmawati@feb.unmul.ac.id

Asnawati
Universitas Mulawarman, Indonesia
E-mail: asnawati@feb.unmul.ac.id

Abstract

This research aims to explore the transformation of traditional marketing into digital marketing, with a particular focus on the impact of social media on consumer preferences. The method used is a literature study, where various relevant research and scientific articles are analyzed to understand the development and implications of this shift. Key findings show that social media has become a highly effective tool in shaping consumer preferences through social influence, personal interactions and specially curated content. Social media platforms allow companies to reach a wider audience at a lower cost, while offering higher engagement through two-way communication and immediate feedback. The impact of social media on consumer preferences has proven to be significant in building brand awareness, loyalty and purchasing decisions. Consumers are increasingly relying on reviews, recommendations, and user-generated content in their decision-making process. Implicit in these findings is the need for companies to develop digital marketing strategies that are adaptive and responsive to the dynamics of social media, including the use of data and analytics to understand consumer behavior in more depth. This research emphasizes the importance of social media integration within a digital marketing framework, as well as the potential challenges and opportunities this change presents for businesses in the digital era.

Keywords: Traditional Marketing, Digital Marketing, Social Media, Consumer Preferences

INTRODUCTION

The development of technology and the internet has become one of the main catalysts in social and economic change throughout the world. Since its inception in the mid-20th century, the internet has developed rapidly and experienced a major revolution in the last few decades. From a simple computer network connecting several universities, the internet has now transformed into a global network connecting billions of devices and individuals. Technological advances also include developments in cloud computing, big data, artificial intelligence (AI), and the Internet of Things (IoT), all of which contribute to digital transformation in various industrial sectors (Park & Hong, 2024).

In the beginning, the internet was used primarily for information exchange and academic research. However, as internet access and speed increases, its use has become more diverse, including communication, entertainment, education, and so on. Mobile device technology also plays an important role in the expansion of the internet, enabling online access anywhere and at any time (Cruz & Tarabasz, 2024). This opens up opportunities for businesses and individuals to engage more directly and personally with audiences around the world through various online platforms. Increased connectivity and digitalization have impacted nearly every aspect of human life, including the way we work, learn, interact, and shop. Traditional businesses that previously relied on conventional marketing methods are now turning to digital strategies to stay relevant in the modern era. E-commerce, social media, and digital advertising have become vital components in today's business models (Prasad & Panesar, 2023). Additionally, technological innovation continues to push new boundaries, opening the door to the development of increasingly sophisticated products and services, and creating more personalized user experiences.

The transition from traditional to digital marketing is an inevitable phenomenon in the modern business world. Traditional marketing, which includes print, television, radio and billboard advertising, is starting to be replaced by more dynamic and measurable digital marketing methods. One of the main reasons for this shift is changes in consumer behavior who are increasingly connected to technology and the internet (Ramdan, 2024). Consumers now search for product information, view reviews and make purchases online more often, so business presence and activities in the digital world are crucial.

Digital marketing offers various advantages that traditional marketing does not. With the internet, businesses can reach a wider audience without geographical limitations. Additionally, digital marketing techniques such as Search Engine Optimization (SEO), Pay-Per-Click (PPC), and social media marketing allow businesses to run highly targeted and efficient campaigns. Analytical data available through digital platforms also enables real-time measurement of campaign performance, so that marketing strategies can be optimized and adapted to market responses quickly (Lima, 2022).

The shift to digital marketing also provides opportunities for more direct and personalized interactions between businesses and customers. Through social media, email marketing, and personalized content, businesses can build stronger relationships with their audiences. This two-way communication allows consumers to provide invaluable feedback and reviews, as well as strengthen loyalty and trust in the brand (Rakhmatova, 2023). In this digital era, the ability to adapt and integrate digital marketing strategies with traditional approaches is often the key to success for businesses in maintaining their competitiveness.

In this context, it is important to understand how social media influences consumer preferences and how companies can harness the full potential of digital marketing to achieve their business goals. The transformation from traditional to digital marketing is not just about adopting new technology, but also about understanding consumer behavior in the digital era and developing relevant and effective marketing strategies.

RESEARCH METHOD

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION
Traditional Marketing vs Digital Marketing
A. Definition and characteristics of traditional marketing

Traditional marketing is a marketing method and strategy that has been widely used since before the digital era. It includes various media and techniques used to reach audiences with promotional messages and

introduce products or services to the market. This form of marketing includes print advertisements such as newspapers, magazines and brochures, broadcast advertisements such as radio and television, posters and billboards, direct marketing via postal mail, as well as events and sponsorships (Paramastri, 2024). These methods have been proven effective for decades and still have relevance in today's marketing environment, especially in reaching audience segments less connected to digital media.

Some of the main characteristics of traditional marketing include broad reach, especially through mass media such as television and radio, which are capable of reaching millions of people in a short time. In addition, traditional marketing often utilizes physical media that can be seen and touched, such as brochures and billboards, which can leave a lasting impression on the audience (Lenia & Rachbini, 2023). Traditional marketing is usually one-way, where messages are delivered from companies to consumers without any direct interaction or real-time feedback from the audience. The nature of these campaigns is generally long-term with message designs created to influence consumer perception and awareness over a long period of time (Mehmeti-Bajrami et al., 2022). Lastly, this method often requires a significant investment of funds for advertising placement and content production, which is more structured and requires more careful planning.

B. Definition and characteristics of digital marketing

Digital marketing is a marketing strategy that utilizes digital platforms and technology to promote products or services to a wider audience. This method covers a wide range of activities, including marketing via social media, search engine optimization (SEO), search engine marketing (SEM), banner advertising, email marketing, content marketing, and affiliate marketing (Tarabasz, 2024). Digital marketing allows companies to reach a global audience more effectively and efficiently compared to traditional methods. It also allows businesses to target more specific audience segments based on data such as age, location, interests and online behavior, resulting in more relevant and personalized campaigns.

A key characteristic of digital marketing is its ability to reach audiences globally at often lower costs compared to traditional marketing (Gomes et al., 2022). It enables real-time data tracking and analysis, which helps companies to measure campaign performance and make quick

adjustments for results optimization. Digital marketing is also two-way, allowing direct interaction between companies and consumers through comments, messages and social media, thereby increasing consumer engagement and loyalty. Additionally, digital marketing supports a high degree of personalization, where messages can be tailored to meet individual needs and preferences, helping to attract more attention and increase conversions (Wang, 2023). Lastly, flexibility is high, allowing businesses to experiment with different content strategies and formats until they find the most effective ones.

C. Comparison of the effectiveness and efficiency of both

The effectiveness of digital marketing is often superior to traditional marketing because of its ability to target more specific and relevant audiences. Through data and analytics, companies can understand consumer behavior and preferences more deeply, allowing them to craft more targeted and personalized messages. This increases the likelihood of conversion because the content delivered is truly relevant to the audience's needs and interests (Pires et al., 2024). In addition, digital marketing also allows direct interaction with consumers, such as through social media and email, which can strengthen relationships and increase loyalty.

In terms of efficiency, digital marketing is generally more cost-effective than traditional marketing. Digital campaigns can start with smaller budgets and still reach a wide audience, thanks to the ease of setting up and targeting specific targets. This is different from print, radio, or television advertisements which require very large costs for production and distribution (Kapoor, 2022). Additionally, digital marketing provides greater flexibility in testing and customizing campaigns. Companies can quickly see the results of various strategies and tactics, then optimize based on the data obtained. This process is faster and does not require major complex changes as in traditional marketing methods. This not only saves time but also budget, increasing operational efficiency in the long term.

The Influence of Social Media on Consumer Behavior

Social media has changed the way consumers behave in various aspects, especially in the context of product searches and purchasing decisions. Consumers now rely more on social media platforms to search for information about products and services, compare prices, and read reviews and recommendations from other users. As a result, information on social

media often becomes a determining factor in purchasing decisions (Li, 2023). This habit shows that the presence and image of a brand on social media greatly influences consumer perceptions, and can increase trust and credibility which ultimately encourages transactions.

Additionally, social media allows direct interaction between consumers and brands. Consumers can easily ask questions, submit complaints, or provide feedback through communication channels such as comments, direct messages, or reviews. These interactions provide an opportunity for brands to respond quickly and personally, which in turn can increase customer satisfaction and loyalty. Positive experiences shared by consumers on social media can also trigger a domino effect, where recommendations from friends or family on social media are more trusted than traditional advertising (Gani et al., 2022).

Social media also influences consumer behavior through the FOMO (Fear of Missing Out) phenomenon and viral trends. Viral content, such as challenges, campaigns, or products that are currently being discussed, often encourages consumers to follow the trend so they don't feel left behind. This FOMO can trigger more impulsive purchasing decisions (Erwin et al., 2023). In addition, social media as a visual platform makes it easier for consumers to see products in a real-life context, through photos and videos, which can make them feel more confident in the quality and reliability of the product before deciding to buy. These influences make social media a powerful tool in shaping and directing consumer behavior.

To optimally utilize the influence of social media, there are several strategies that businesses can implement. First, it is important to understand the target audience and choose the right social media platform. Each platform has different user demographics, so businesses should focus on the platforms that are most used by their target consumers (Abduraimov, 2024). For example, Instagram may be more effective for fashion brands looking to reach young consumers, while LinkedIn is better suited for B2B businesses.

Second, the content presented must be relevant, interesting and have added value for consumers. Using interesting storytelling or narratives can help create an emotional connection with the audience. In addition, utilizing high-quality visuals such as photos and videos can increase the attractiveness of the content. Interactive content, such as polls, quizzes, or challenges, can also increase engagement. Consistency in posting and activeness in interacting with followers are also crucial for building strong relationships with the audience (Luo, 2023).

Third, businesses can take advantage of influencer-based marketing strategies. Influencers have the ability to reach and influence their audiences significantly. Collaboration with influencers who fit the brand image can help increase brand visibility and credibility. Additionally, UGC (User Generated Content) based campaigns can also be very effective. Encouraging consumers to create and share content about their experiences with certain products or services can increase the trust of other consumers (Antczak, 2024). Continuous analysis and monitoring of social media campaign performance through analytical tools is also necessary, to adjust strategies and increase marketing effectiveness.

By implementing these strategies, businesses can be more effective in influencing consumer behavior, increasing awareness, engagement, and ultimately, increasing conversions and sales through social media.

The Impact of Social Media on Consumer Preferences

Social media has brought about major changes in the way consumers choose and purchase products. One of the main impacts is increasing brand awareness. Platforms like Instagram, Facebook, and Twitter allow businesses to reach a wider audience with engaging and relevant content. Today's consumers often search on social media before deciding to buy a product. They look for reviews, recommendations, and testimonials from other users, all of which influence their perceptions and purchasing decisions (Norah, 2024). As a result, a business' social media presence has become crucial to building reputation and brand awareness.

Another impact of social media is changes in consumption patterns. Consumers are now more likely to buy products that are trending or have lots of positive reviews on social media. Influencer marketing plays a big role in this, as influencers have the ability to shape the opinions and preferences of their followers. When an influencer recommends a product, their followers are often interested in trying the product, increasing the chances of purchase (adiid, 2023). Additionally, features like "shoppable posts" on Instagram and paid ads on Facebook make it easier for consumers to shop directly from social media platforms, shifting their shopping habits from offline to online.

However, social media can also make consumers more critical and selective. With easy access to product information and reviews, consumers can compare different brands and products before making a final decision. They become more aware of the quality, value, and ethics of the products they buy (Erragcha & Babay, 2022). For example, social media campaigns

about sustainability and social responsibility can influence consumers to choose environmentally friendly and ethically produced products. Therefore, businesses must be more transparent and responsible in their practices to win the hearts of increasingly critical consumers. Social media, with all its advantages, also requires businesses to continuously innovate and respond quickly to changing consumer preferences and expectations.

Apart from that, social media also opens up opportunities for direct interaction between businesses and consumers. Platforms such as Twitter and Instagram provide commenting and direct messaging facilities that allow consumers to communicate with brands in real-time (Luo, 2023). These interactions not only increase consumer engagement but also enable businesses to provide more responsive and personalized customer service. Businesses that are able to handle consumer questions, complaints or feedback quickly and in a friendly manner will be more appreciated by consumers, which in turn can increase customer loyalty and retention.

On the other hand, social media gives consumers the power to become advocates or critics for brands. Consumer satisfaction or dissatisfaction can quickly spread through posts and reviews, creating a domino effect that can affect brand image. Positive reviews can improve your reputation and attract more buyers, while negative reviews can quickly damage your reputation if not handled well (Maher, 2024). Therefore, businesses must be proactive in monitoring consumer feedback on social media and responding to it constructively. The ability to listen and adapt to consumer preferences and needs is critical in this digital era.

It is important to understand that social media is not only a marketing tool but also a valuable source of data. Social media analytics provide insights into consumer behavior, preferences and trends that can be used to inform business strategy. For example, data on follower demographics, engagement levels, and sentiment towards marketing campaigns can help businesses to target audiences more effectively and optimize their content (Michaels & Corr, 2024). By using this data, businesses can make more informed and relevant decisions, creating a more personalized experience for consumers. In conclusion, social media has become an inevitable force in influencing consumer preferences, changing the way businesses operate, and creating a more dynamic and interactive marketing landscape.

Effective Marketing Strategies in the Digital Era

In today's digital era, effective marketing strategies depend heavily on adapting and utilizing social media. One of the most successful approaches is the use of authentic and relevant content. Brands that are able to create high-quality content that resonates with their target audience tend to get more engagement. Whether through engaging images, informative videos, or inspiring stories, content tailored to audience preferences and needs builds strong emotional bonds between brands and consumers. Content must be carefully planned and produced to ensure that the message conveyed is clear and consistent with brand values (Pasupuleti, 2024).

Furthermore, active interaction and involvement on social media is the key to success. Social media is not just about spreading information one way, but also about creating a two-way dialogue with the audience. Responding to comments, answering questions, and participating in discussions are ways to show that brands listen to and value their consumers (Choudhary, 2023). By actively engaging, brands can build loyal communities, increase trust, and gain valuable insights into consumer needs and preferences.

Leveraging analytical tools and data is a crucial step for optimizing social media marketing strategies. By monitoring metrics like engagement rates, reach, conversions, and ROI, marketers can understand what's working and what's not. This allows them to adjust strategies in real-time and make more informed decisions. The use of analytical software helps in identifying trends, understanding consumer behavior, and measuring the effectiveness of campaigns. With a data-focused approach, brands can continuously improve their strategies, ensuring that every effort they make brings maximum results (Can & Çakır, 2024).

Integrating traditional and digital marketing is a strategic step that can provide maximum benefits in reaching a wider and more diverse audience. Traditional marketing, such as print, television, radio and billboard advertising, remains powerful, especially in reaching certain market segments that may be less active in the digital world (Batta et al., 2024). Meanwhile, digital marketing allows brands to reach global audiences in a more measurable and customized way through channels such as social media, email marketing, and search engine advertising. Combining these two approaches can provide more comprehensive coverage and increase the efficiency of marketing communications.

The key to success in this integration is consistency of message and brand identity across marketing channels. Messages conveyed through television, print or radio advertising must be in line with those conveyed

through digital platforms. This consistency ensures that the audience receives a uniform brand experience, which in turn strengthens the brand image and perception in the minds of consumers (Vishal & Singh, 2023). For example, if a brand launches a major television campaign, the campaign should be followed by supporting content on social media, blog articles, and email marketing that deepens the key message and drives further engagement.

In addition to consistency in messaging, it is also important to strategically utilize the advantages of each channel. For example, traditional marketing can be used to create broad awareness or introduce a new campaign, while digital marketing can be used to direct audiences to deeper contact information through focused landing pages or to encourage direct purchases through targeted advertising campaigns (Rialti & Zollo, 2023). Thus, traditional and digital marketing do not work in isolation but complement each other to create a cohesive and effective customer journey from awareness to conversion. Good integration also allows for better performance tracking and measurement, so marketers can continuously optimize their strategies for better results.

CONCLUSION

Social media has a significant impact on consumer preferences by influencing their attitudes and purchasing decisions. Platforms like Facebook, Instagram, Twitter, and TikTok allow consumers to discover new products through recommendations from friends, influencers, as well as targeted advertising. Consumers feel more connected to brands that are active on social media, where they can get more information, see other users' reviews, and interact directly with the company. This creates a sense of closeness and trust that is increasingly important in building brand loyalty.

Digital marketing strategies must adapt to the influence of social media on consumer preferences. Companies need to leverage social media platforms to build strong communities and actively engage consumers. This includes creating interesting and relevant content, using influencers to expand brand reach, and listening and responding to consumer feedback quickly and appropriately. Additionally, data and analytics from social media can be used to understand trends and refine marketing campaigns, maximizing effectiveness and efficiency. Thus, an adaptive, social media-based digital marketing strategy will be better able to meet modern consumer expectations and improve business performance.

REFERENCES

Abduraimov, M. (2024). THE INFLUENCE OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BEHAVIOR. *QO'QON UNIVERSITETI XABARNOMASI*, *11*(Query date: 2024-11-07 19:45:28), 19–22. https://doi.org/10.54613/ku.v11i11.944

adiid, hibanan. (2023). *The Impact of Social Media Marketing on Consumer Behavior. Query date: 2024-11-07 19:45:28.* https://doi.org/10.31219/osf.io/9dtfp

Antczak, B. O. (2024). The influence of digital marketing and social media marketing on consumer buying behavior. *Journal of Modern Science*, *56*(2), 310–335. https://doi.org/10.13166/jms/189429

Batta, A., Pahuja, P., & Sharma, R. (2024). Social Media Marketing Strategies for Innovating Relationship Marketing in the Digital Era. *Advances in Hospitality, Tourism, and the Services Industry*, *Query date: 2024-11-07 19:49:48*, 198–211. https://doi.org/10.4018/979-8-3693-2019-8.ch012

Can, B., & Çakır, O. (2024). The Impact of Influencer Marketing on Tourist Behavior and Tourism Marketing. *Advances in Hospitality, Tourism, and the Services Industry*, *Query date: 2024-11-07 19:49:48*, 95–134. https://doi.org/10.4018/979-8-3693-3972-5.ch005

Choudhary, D. S. (2023). *Transformative Strategies for Marketing in the AI Era. Query date: 2024-11-07 19:49:48.* https://doi.org/10.32388/qhwefp

Cruz, A., & Tarabasz, A. (2024). Marketing to organisations in the digital era. *Digital and Social Media Marketing*, *Query date: 2024-11-07 19:49:48*, 327–345. https://doi.org/10.4324/9781003372189-18

Earley, M. A. (2014). A synthesis of the literature on research methods education. Teaching in Higher Education, 19(3), 242-253.

Erragcha, N., & Babay, H. (2022). Social Media, Marketing Practices, and Consumer Behavior. *Research Anthology on Social Media Advertising and Building Consumer Relationships*, *Query date: 2024-11-07 19:45:28*, 34–52. https://doi.org/10.4018/978-1-6684-6287-4.ch003

Erwin, E., Saununu, S. J., & Rukmana, A. Y. (2023). The Influence of Social Media Influencers on Generation Z Consumer Behavior in Indonesia. *West Science Interdisciplinary Studies*, *1*(10), 1028–1038. https://doi.org/10.58812/wsis.v1i10.317

Gani, M. H. A., Mulok, A. H. A., & Subramanian, U. (2022). The Influence Of Social Media Marketing On Consumer Behavior in Brunei. *2022 International Conference on Information Technology Systems and Innovation (ICITSI)*, *Query date: 2024-11-07 19:45:28*, 1–5. https://doi.org/10.1109/icitsi56531.2022.9970931

Gomes, M. A., Marques, S., & Dias, Á. (2022). The impact of digital influencers' characteristics on purchase intention of fashion products. *Journal of Global Fashion Marketing*, *13*(3), 187–204. https://doi.org/10.1080/20932685.2022.2039263

Kapoor, S. (2022). Prospects and challenges of digital marketing. *Digital Marketing Outreach*, *Query date: 2024-11-07 19:42:40*, 93–107. https://doi.org/10.4324/9781003315377-7

Lenia, & Rachbini, D. J. (2023). The Impact of Traditional Marketing and Marketing Mix on Traditional Lepet Food. *Indonesian Journal of Business Analytics*, *3*(5), 1717–1728. https://doi.org/10.55927/ijba.v3i5.5478

Li, Y. (2023). The Influence of User Sharing Behavior on Consumer Purchasing Behavior in social media. *Journal of Education, Humanities and Social Sciences*, *13*(Query date: 2024-11-07 19:45:28), 190–195. https://doi.org/10.54097/ehss.v13i.7893

Lima, A. M. (2022). Killing Marketing: When Brands Profit from Content Marketing Strategies. *Digital Marketing Trends*, *Query date: 2024-11-07 19:49:48*. https://doi.org/10.56002/ceos.0005ch

Luo, J. (2023). The Influence of Hotel Brand Image in Social Media Marketing on Consumer Purchase Behavior. *Highlights in Business, Economics and Management*, *16*(Query date: 2024-11-07 19:45:28), 316–321. https://doi.org/10.54097/hbem.v16i.10585

Maher, D. (2024). Social media use by secondary school students: Benefits and challenges. *Handbook of Social Media in Education Consumer Behavior and Politics*, *Query date: 2024-11-07 19:45:28*, 3–19. https://doi.org/10.1016/b978-0-323-90237-3.00001-1

Mehmeti-Bajrami, S., Qerimi, F., & Qerimi, A. (2022). The Impact of Digital Marketing vs. Traditional Marketing on Consumer Buying Behavior. *HighTech and Innovation Journal*, *3*(3), 326–340. https://doi.org/10.28991/hij-2022-03-03-08

Michaels, T., & Corr, M. (2024). Social media and suicidal behaviors: Interpersonal causes, media effects, and ethical implications. *Handbook of Social Media in Education Consumer Behavior and Politics*, *Query date: 2024-11-07 19:45:28*, 189–208. https://doi.org/10.1016/b978-0-323-90237-3.00009-6

Norah, B. (2024). The Influence of Celebrity Endorsements on Consumer Behavior in the Era of Social Media. *Journal of Communication*, *5*(1), 1–13. https://doi.org/10.47941/jcomm.1687

Paramastri, D. K. (2024). Transformation of Traditional Marketing to E-Marketing: A Theoretical Review of Digital Technology Utilization Impact Against Business Marketing Competitiveness. *Riwayat: Educational Journal of History and Humanities*, *7*(2), 616–630. https://doi.org/10.24815/jr.v7i2.38394

Park, Y. W., & Hong, P. (2024). Mastering Digital WOM: Innovative Strategies in Japan's Cosmetic Market. *Cosmetics Marketing Strategy in the Era of the Digital Ecosystem*, *Query date: 2024-11-07 19:49:48*, 113–127. https://doi.org/10.1007/978-981-97-3674-4_6

Pasupuleti, M. K. (2024). Transforming Digital Marketing with AI: Strategies for Personalized Content and Ethical Advertising. *AI in Digital Marketing: Personalizing Content and Advertising Strategies, Query date: 2024-11-07 19:49:48*, 1–18. https://doi.org/10.62311/nesx/66296

Pires, P. B., Santos, J. D., & Silva, R. (2024). Relationship Marketing in the Age of Digital Marketing. *Digital Marketing, Query date: 2024-11-07 19:42:40*, 131–156. https://doi.org/10.1201/9781003384960-10

Prasad, A., & Panesar, A. (2023). Marketing Strategies of Big Pharma and Impact of Generics in Healthcare. *Advances in Healthcare Information Systems and Administration, Query date: 2024-11-07 19:49:48*, 78–103. https://doi.org/10.4018/979-8-3693-0679-6.ch005

Rakhmatova, S. (2023). ENHANCING POPULATION WELFARE: HARNESSING SUSTAINABLE ECONOMIC GROWTH AND THE DIGITAL ECONOMY THROUGH EFFECTIVE DIGITAL MARKETING STRATEGIES. *Nashrlar, Query date: 2024-11-07 19:49:48*, 67–69. https://doi.org/10.60078/2023-vol1-iss1-pp67-69

Ramdan, D. (2024). Marketing Communication Management Strategies of Print Media in the Digital Era (An Integrated Marketing Communication Perspective in Maintaining Newspaper Circulation at the Bandung Kexpres Networking Public Daily). *EVOLUTIONARY STUDIES IN IMAGINATIVE CULTURE, Query date: 2024-11-07 19:49:48*, 857–870. https://doi.org/10.70082/esiculture.vi.976

Rialti, R., & Zollo, L. (2023). Marketing 4.0 for SMEs in the Digital Era: A Customer-Centric Approach. *Digital Transformation of SME Marketing Strategies, Query date: 2024-11-07 19:49:48*, 81–131. https://doi.org/10.1007/978-3-031-33646-1_4

Snyder, H. (2019¬). Literature review as a research methodology: An overview and guidelines. Journal of business research, 104, 333-339.

Tarabasz, A. (2024). The Impact of Digital on Marketing Strategy. *Digital Marketing, Query date: 2024-11-07 19:42:40*, 21–37. https://doi.org/10.1201/9781003384960-3

Vishal, & Singh, D. K. (2023). Navigating the Digital Marketing in the Era of Social Commerce: An Exploration of Marketing Strategies for Today's Business Landscape. *International Journal of All Research Education and Scientific Methods, 11*(7), 2080–2087. https://doi.org/10.56025/ijaresm.2023.117232080

Wang, R. (2023). Research on the Consumer Behavior Characteristics and Digital Marketing Strategy of Gucci. *Highlights in Business, Economics and Management, 23*(Query date: 2024-11-07 19:42:40), 228–235. https://doi.org/10.54097/n4rnja71