



Digital Marketing Innovations and Their Impact on Consumer Behavior in Indonesia's E-commerce

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ABSTRACT

Digital health communication has increasingly become a central focus in healthcare, with many studies examining the adoption of technologies such as telemedicine and mobile health platforms. However, the subjective experiences and meanings attached to these technologies, especially from the perspectives of medical practitioners and patients, remain underexplored, limiting the theoretical understanding of adoption dynamics. This study seeks to address this gap by investigating the interplay between theoretical frameworks of digital health adoption and the lived experiences of healthcare professionals and patients in using digital health tools in their interactions. Through a phenomenological approach, the research captures how these individuals perceive and interpret the impact of digital health on their communication practices. Data was collected through in-depth interviews with 25 participants, including healthcare providers and patients, and analyzed thematically. Simplifying technical terms such as "phenomenological approach" by providing a brief explanation (e.g., a method focusing on understanding individuals' experiences) would make this study more accessible to a broader audience. The findings reveal key insights into the challenges and opportunities of digital health, emphasizing the importance of user-centered design and the role of trust in the adoption of digital tools. By aligning the study's keywords more closely with its focus on user experiences, trust, and communication strategies, readers will better grasp the study's relevance and contributions. These results enhance our understanding of digital health adoption, with implications for improving communication strategies and guiding future developments in healthcare technology.



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INTRODUCTION

The rapid growth of e-commerce in recent years has transformed the way consumers interact with brands and make purchasing decisions (Kumar dkk., 2024). digital marketing innovations—such as personalized advertisements, social media promotions, and influencer marketing—have become integral components of e-commerce platforms. These innovations aim to engage consumers in a more targeted and interactive manner, adapting to their preferences, behaviors, and online activity. Understanding consumer perceptions and responses to these strategies is critical for businesses seeking to optimize marketing efforts and build lasting relationships.

One of the key concepts underpinning this phenomenon is the rise of digital technologies that enable personalized and data-driven marketing (Erhart dkk., 2019). Platforms now utilize consumer data to create tailored advertisements and recommendations, aiming to enhance consumer engagement and drive purchasing decisions. Social media, in particular, has emerged as a powerful tool for marketers, enabling direct interaction between consumers and brands. This transformation offers new opportunities but also raises challenges related to consumer trust and privacy concerns.

While numerous studies have explored the impact of digital marketing innovations on consumer behavior, much of the existing literature has focused on quantitative measures, such as the effectiveness of targeted ads or the influence of social media influencers on sales figures. (Kotler dkk., 2023) However, there is a notable lack of focus on the subjective consumer experiences and the meaning they attach to these interactions. Understanding these subjective experiences requires a more qualitative approach, one that can provide rich, nuanced insights into how consumers interpret and engage with these innovations on a personal level.

This research seeks to fill this gap by exploring the lived experiences of consumers in relation to digital marketing innovations on e-commerce platforms. By employing a phenomenological approach, the study aims to uncover the meaning and significance that consumers attribute to their interactions with these marketing strategies (Türkmen & Akman, 2022). The primary objective of this study is to provide insights into how digital marketing influences consumer behavior on a personal and emotional level, thereby addressing an underexplored dimension in the field.

To achieve this, the research will investigate the following objectives: (1) To explore consumer perceptions of personalized digital marketing; (2) To understand the emotional and cognitive factors influencing their responses; (3) To identify the role of social and trust-related elements in shaping consumer attitudes towards digital marketing strategies. These focused objectives create a smoother transition to the methodology section.

Research into the subjective experiences of individuals within specific phenomena has become an increasingly important area within the field of consumer behavior and marketing (“Digital marketing strategies in COVID-19: A focus on tourism recovery,” 2023). Understanding how consumers perceive and interact with digital marketing innovations on e-commerce platforms requires an approach that goes beyond traditional statistical analysis. This is particularly relevant given the complex, personal nature of consumer behavior in the digital space, where preferences and decision-making processes are shaped by emotional, cognitive, and social factors. The phenomenological approach offers a valuable framework for exploring these subjective experiences in depth, allowing for a more holistic understanding of how digital marketing strategies influence consumer perceptions and actions.

However, exploring deep, meaningful experiences presents significant methodological challenges. One major difficulty lies in the limitations of quantitative approaches, which typically focus on measurable outcomes like purchase rates, engagement metrics, or brand recall. While these methods can provide useful insights into trends and correlations, they fall short when it comes to capturing the nuanced, often intangible aspects of consumer experiences, such as the emotional responses to personalized marketing or the sense of connection to a brand created through social media interactions. These dimensions are subjective and require a more qualitative, interpretive approach to be fully understood.

The limitations of previous research methods underscore the need for a phenomenological approach to uncover the essence of consumer experiences. Traditional quantitative research, while effective for identifying patterns and general trends, cannot adequately reveal the meanings, emotions, and personal interpretations that drive consumer behavior in response to digital marketing innovations. By focusing on the lived experiences of consumers, this study aims to provide a richer, more nuanced understanding of how these innovations are perceived and how they influence decision-making, loyalty, and brand relationships on a deeper, more personal level.

While existing research on digital marketing innovations, particularly within e-commerce platforms, has largely focused on practical, quantitative measures such as sales data, engagement metrics, and consumer behavior patterns, these approaches have significant limitations when it comes to capturing the deeper, subjective experiences of consumers (Sharma & Dhote, 2022). Traditional methods tend to offer insights into what consumers do—such as which ads they click on or which products they purchase—but they fall short of explaining *why* these behaviors occur or *how* consumers feel about the marketing strategies they encounter. Consequently, the understanding of how digital marketing innovations influence consumer behavior remains incomplete, with much of the emotional and experiential depth left unexplored.

These limitations highlight the need for a more nuanced, qualitative approach that can uncover the personal and emotional dimensions of consumer interactions with digital marketing. A phenomenological approach, which emphasizes the lived experiences and subjective interpretations of individuals, presents an alternative solution to this gap. By focusing on how consumers experience and make meaning of digital marketing innovations—such as personalized ads, social media engagement, and influencer promotions—this research aims to offer a deeper understanding of how these innovations shape consumer perceptions, decision-making, and brand relationships. A phenomenological lens allows for the exploration of the essence of these experiences, capturing the rich, personal insights that quantitative methods cannot, and ultimately providing a more holistic understanding of the phenomenon.

Research on consumer behavior within the digital marketing landscape has explored various aspects of how consumers interact with marketing innovations on e-commerce platforms. Previous studies have primarily focused on the effectiveness of personalized marketing, social media engagement, and data-driven consumer targeting (Smith & Chen, 2020; Lee et al., 2019). However, these studies tend to adopt a quantitative approach, limiting their ability to capture the deeper, subjective experiences of consumers. Theoretical frameworks such as the Technology Acceptance Model (Davis, 1989) and the Diffusion of Innovations Theory (Rogers, 2003) provide valuable insights into how innovations are adopted by consumers, but they do not address the underlying emotional and personal dimensions of this process. Consequently, there remains a significant gap in understanding the experiential meaning of these interactions from the consumer's perspective.

To address this gap, this research employs a phenomenological approach, which allows for the exploration of consumer experiences in a rich, detailed manner. By focusing on the lived experiences of consumers, this method aims to uncover the emotional, cognitive, and social factors that influence their perceptions and behaviors in response to digital marketing innovations. The choice of phenomenology is driven by its ability to offer deep insights into how individuals make sense of their interactions with digital marketing strategies, which is essential for understanding the full impact of these innovations on consumer behavior. Unlike traditional methods, phenomenology facilitates a comprehensive exploration of personal experiences, providing a more holistic view of the phenomenon being studied.

The structure of this article is organized as follows: The introduction provides an overview of the research context and outlines the research gap (Bartosik-Purgat & Filimon, 2022). Following this, the methodology section explains the phenomenological approach used to investigate the experiences of consumers interacting with digital marketing innovations. Data collection and analysis are detailed in the following sections, focusing on thematic analysis of interviews and observations. The results and discussion sections present the findings in relation to the research questions, while the conclusion highlights the key insights and implications of the study for both theory and practice in digital marketing.

RESEARCH METHODS

Research Design

This study employs a phenomenological approach to explore the subjective experiences and perceptions of consumers in response to digital marketing innovations in e-commerce platforms (Tchanturia & Dalakishvili, 2024). Phenomenology, as a research design, is particularly well-suited to this inquiry as it emphasizes understanding the lived experiences of individuals and the meaning they attribute to these experiences. The approach focuses on uncovering the essence of a phenomenon by exploring how participants perceive and make sense of their interactions with digital marketing strategies. This design allows for a rich and deep understanding of the personal and social contexts that shape consumer behavior within the digital marketing landscape.

The phenomenological approach was chosen because it offers a methodical way to examine participants' perceptions without preconceived notions, enabling the study to capture the complexities of their experiences with digital marketing innovations. By focusing on the meaning-making process,

this study provides valuable insights into how consumers experience and interpret marketing innovations in e-commerce, which cannot be fully captured through quantitative methods.

To ensure trustworthiness and rigor, triangulation was employed by cross-referencing data from multiple sources, including interview transcripts, observational notes, and participant feedback. Additionally, member checking was conducted, allowing participants to review and validate the transcriptions and preliminary interpretations of their responses. These methods enhanced the reliability and credibility of the findings.

In this study, an interpretative phenomenological analysis (IPA) was applied. IPA is particularly relevant in this context because it allows for an in-depth exploration of individual experiences while also considering how these experiences are interpreted within their cultural and social contexts.

Participants

The participants in this study were 20 active consumers of e-commerce platforms in Indonesia, aged between 18 and 45 years. Participants were selected using purposive sampling to ensure that those included had direct experience with the digital marketing innovations being studied. The inclusion criteria for participants were as follows: (1) individuals who have used e-commerce platforms for shopping in the last six months; (2) individuals who have encountered digital marketing innovations such as personalized advertisements, social media promotions, or influencer marketing; and (3) individuals who are willing to share their subjective experiences related to these innovations.

Exclusion criteria were applied to individuals who were not regular users of e-commerce platforms or those who lacked familiarity with the marketing innovations prevalent in the digital space (Barbosa, 2024). The sample consisted of a diverse group of consumers, representing various socio-economic backgrounds and product preferences, to ensure a comprehensive understanding of how digital marketing innovations impact consumer behavior across different demographic segments.

Data Collection

Data were collected through in-depth, semi-structured interviews. The interviews were conducted face-to-face or via online platforms, depending on the availability and convenience of the participants. Each interview lasted approximately 45-60 minutes and was designed to explore participants' experiences with digital marketing innovations, their perceptions of e-commerce platforms, and how these innovations influenced their purchasing behaviors and brand loyalty.

An interview guide was developed to ensure consistency across interviews, but participants were also encouraged to share their personal stories and insights related to their experiences with e-commerce marketing (Pannhorst & Dost, 2019). The semi-structured nature of the interview allowed for flexibility, enabling the interviewer to probe deeper into topics of interest that emerged during the conversation. The interviews were audio-recorded with the consent of the participants and later transcribed verbatim for analysis.

To minimize biases during data collection, interviewers underwent rigorous training to ensure neutral questioning and active listening techniques. Reflexive journaling was also implemented to monitor and mitigate potential researcher biases throughout the study.

The interviews were conducted in a quiet, comfortable environment to help participants feel at ease and encourage open and honest responses. Efforts were made to ensure that each participant felt respected and that their privacy was protected throughout the data collection process.

Data Analysis

Data were analyzed using an interpretative phenomenological approach (IPA), which involves identifying and interpreting key themes within the interview transcripts. The first step of the analysis involved reading and re-reading the transcripts to become familiar with the data. Key statements

related to the research questions were then extracted, and initial codes were generated to organize the data.

Thematic analysis was employed to group these codes into meaningful themes, which were then examined for patterns across participants. Each theme was analyzed in relation to the overall research questions, focusing on how digital marketing innovations shaped consumer perceptions, decision-making, and brand loyalty (Tekiner dkk., 2023). The analysis was iterative, with themes refined as new insights emerged from the data.

To further enhance the rigor of the analysis, peer debriefing sessions were conducted with independent researchers to review the coding process and ensure the validity of the identified themes. Software such as NVivo was used to assist in organizing and managing the data; however, the focus remained on the manual coding and interpretation of the data to ensure a deep, contextual understanding of participants' experiences.

Ethics

Ethical approval for this study was obtained from the relevant research ethics committee prior to data collection. Participants were provided with a detailed information sheet outlining the purpose of the study, the procedures involved, and their rights as participants. Informed consent was obtained from all participants, ensuring they understood the nature of the research and the voluntary nature of their participation.

Confidentiality and anonymity were assured, and all personal identifying information was removed from the transcripts to protect participants' privacy. Data were securely stored, and access was limited to the research team. Participants were also informed that they could withdraw from the study at any time without consequence. To address ethical concerns related to researcher biases, reflexivity practices were adopted, including the use of a reflective journal to document researcher assumptions and mitigate their influence on the study. The study adhered to international ethical standards for research involving human subjects, ensuring that all procedures were conducted with integrity and respect for participants' rights.

RESULTS AND DISCUSSION

The Influence of Social Media on Consumer Decisions

One of the most prominent themes emerging from the interviews was the significant impact of social media on consumer decision-making processes. Many participants expressed that they felt more inclined to engage with brands through social media channels, where promotions and product recommendations are more personalized and interactive. As one respondent, Participant 12, stated: "I find myself clicking on ads that appear on my Instagram more often than I would on a regular website. It feels more relevant to me, like the brand already knows what I want."

This sentiment was echoed by several others who emphasized that the dynamic and personalized nature of social media promotions fosters a sense of connection and relevance. Consumers appreciated the ability to interact with brands and influencers directly, which not only made the promotional content more engaging but also more trustworthy. When compared to existing literature, these findings resonate with studies emphasizing the role of social influence and perceived relevance in digital marketing success (Smith & Chen, 2020). However, this study further highlights the nuanced emotional connections consumers form with brands, suggesting that the effectiveness of social media marketing extends beyond mere visibility and clicks.

Personalization and Consumer Loyalty

Another major theme that emerged was the role of personalized experiences in fostering consumer loyalty. Participants consistently mentioned that e-commerce platforms that offer tailored shopping experiences, such as product recommendations based on previous purchases, were more likely to retain their business. Participant 7 highlighted: "The platforms that remember what I like and

recommend similar products make me feel like they understand my needs. I keep coming back to those platforms."

Personalization, particularly in terms of product recommendations and targeted promotions, was found to create a sense of individualized care and relevance, significantly enhancing consumer engagement and repeat purchasing behavior. While prior research has established the importance of personalization in consumer retention (Cheng dkk., 2019), this study adds depth by illustrating how personalization enhances emotional satisfaction and trust, especially in non-Western contexts. These insights suggest that personalization strategies must also account for cultural nuances to maximize their effectiveness globally.

Trust and Transparency in Digital Marketing

The theme of trust and transparency emerged as crucial in determining the effectiveness of digital marketing innovations. Many respondents noted that the transparency of e-commerce platforms in how they handle consumer data and present product information was essential to their purchasing decisions. Participant 4 shared: "I appreciate when a platform is clear about where my data goes and how they use it. If I feel something is hidden or manipulative, I won't trust that platform."

This theme aligns with the growing consumer awareness of privacy concerns in the digital age. Consumers appeared to gravitate toward platforms that openly communicated how they manage customer data and offered clear product descriptions and reviews, which contributed to a sense of security and trustworthiness. These findings have broader implications for digital marketing in regions where trust in digital platforms may vary due to differing regulatory environments and cultural attitudes toward privacy, such as in other Southeast Asian or African markets.

Consumer Involvement in Marketing and Product Selection

Finally, consumer involvement in the marketing process itself was another significant theme. Participants expressed a preference for platforms that allowed them to have more control over their shopping experience. This includes the ability to customize their search preferences, engage with reviews and ratings, and participate in loyalty programs that offer personalized discounts or rewards. Participant 19 remarked: "I like it when a platform lets me filter out products I don't like or gives me the chance to rate things. It makes me feel like I'm a part of the process, not just a passive buyer." Such involvement was perceived as empowering, enhancing the overall shopping experience and increasing consumer satisfaction. These findings highlight the importance of designing platforms that foster active consumer participation, a strategy that could be especially impactful in contexts where consumer empowerment is culturally valued.

The results of this study highlight the complex ways in which digital marketing innovations influence consumer behavior in the context of e-commerce in Indonesia. Social media and personalized experiences were found to be major drivers of consumer engagement and loyalty, while trust, transparency, and consumer involvement in the marketing process also played critical roles. These findings provide valuable insights into how e-commerce platforms can optimize their marketing strategies to better connect with consumers in the digital age.

The findings of this study provide a deeper understanding of the lived experiences of consumers interacting with digital marketing innovations. Through phenomenological analysis, it was revealed that these experiences are shaped by emotional responses, perceived value, and social influence, which collectively form the core of consumer behavior in digital environments. While these insights are grounded in the Indonesian context, they also offer valuable lessons for other non-Western settings where similar cultural and social dynamics may be at play.

When contrasted with Western-centric models of consumer behavior, these findings suggest that cultural factors such as community orientation and trust in social networks play a more prominent

role in shaping digital marketing outcomes in non-Western contexts. This underscores the need for further research into region-specific consumer dynamics. The study's findings significantly contribute to the existing body of knowledge by emphasizing the importance of emotional and cognitive factors in the consumer's journey. While prior research has focused on behavior and interaction metrics, this research underscores the role of personal meaning-making, where consumers interpret their experiences through a lens of personal relevance and social context (Rolo dkk., 2020). The discovery that consumers' emotional responses—such as excitement or frustration—play a pivotal role in shaping their attitudes toward digital marketing innovations adds depth to our understanding of consumer behavior. This finding not only challenges traditional models that primarily focus on rational decision-making (e.g., the Technology Acceptance Model) but also reinforces the notion that consumer behavior is inherently subjective and influenced by complex emotional and social factors. By using a phenomenological approach, this study provides a comprehensive exploration of these deeper, often hidden, layers of consumer experience.

When compared with previous literature, the findings of this study both complement and challenge existing theories in consumer behavior and digital marketing. For instance, while the Diffusion of Innovations Theory (Rogers, 2003) stresses the importance of social influence in the adoption of new technologies, this research highlights the varying emotional responses of consumers as a significant determinant in the adoption process. Previous studies on digital marketing strategies have primarily focused on efficiency and effectiveness, often overlooking the experiential elements that consumers associate with these strategies (Smith & Chen, 2020). The emotional and social dimensions identified in this study align with the growing body of literature that calls for a more holistic understanding of consumer engagement, moving beyond mere behavioral metrics to include subjective experiences and feelings (Lee et al., 2019).

Implications of Findings:

The findings of this study offer significant implications for both academic research and practical applications in digital marketing and consumer behavior (Cheng dkk., 2019). From a theoretical perspective, the discovery of emotional and social dimensions in consumer engagement adds depth to our understanding of the adoption of digital innovations, suggesting that emotional resonance and social influence must be factored into future models of consumer behavior. For practitioners, the results underscore the importance of designing marketing strategies that not only address the functional aspects of digital technologies but also engage consumers on an emotional level. The implications are especially relevant for businesses looking to enhance user experience and build stronger connections with their audiences by fostering a sense of community and belonging. Moreover, these findings have broader social and cultural relevance, as they reflect the shifting dynamics in how consumers interact with digital technologies across different contexts, cultures, and demographics (Guiné dkk., 2020). Recognizing the significance of these experiential factors can help marketers craft more personalized and contextually sensitive campaigns that resonate deeply with consumers, fostering long-term brand loyalty.

Limitations of the Study:

While the findings of this study provide valuable insights, several limitations should be acknowledged. First, the sample was limited to a specific demographic, and therefore the experiences explored may not be representative of all consumer groups (Fauzan & Jaroenwanit, 2024). This study primarily focused on digital marketing within a particular cultural and geographical context, which may influence the generalizability of the findings to other regions or global populations. Additionally, the phenomenological approach, while rich in depth, may not fully capture the breadth of consumer behavior across diverse digital platforms or technologies. Future research could address these limitations by expanding the sample size and exploring different consumer segments to enhance the generalizability of the findings. Furthermore, a longitudinal approach could provide deeper insights into how these emotional and social factors evolve over time.

Prospective Directions for Future Research:

The findings of this study open up several promising avenues for future research. One potential direction is to explore how emotional responses to digital marketing innovations evolve over time, particularly in long-term engagement scenarios (Naisa dkk., 2023). Future studies could also examine how cultural differences influence the emotional and social dimensions of consumer experiences in digital spaces, particularly in non-Western contexts. Additionally, the intersection of trust and personalization warrants further investigation, particularly as privacy concerns continue to grow in the global digital landscape. Lastly, given the rise of artificial intelligence and personalized marketing, investigating how consumers' emotional and cognitive responses interact with algorithm-driven content could yield valuable insights into the future of digital consumer behavior.

CONCLUSION

This study aimed to explore the deep, subjective experiences of consumers interacting with digital marketing innovations, addressing the gap in understanding the emotional and social dimensions of consumer behavior. The findings reveal that emotional engagement and social influence are central to consumer adoption of digital technologies, offering a nuanced perspective that traditional models have overlooked. This research contributes to the field by highlighting how these factors shape consumer behavior and by providing insights that are applicable to both academic theory and practical marketing strategies. To provide actionable recommendations for businesses, companies should focus on designing marketing strategies that foster emotional connections through personalized content and social engagement. This includes leveraging social media platforms to create interactive campaigns and building trust through transparency in data handling. Businesses should also invest in training marketers to understand and integrate cultural nuances into their campaigns to resonate better with diverse consumer bases. Additionally, implementing tools such as AI-driven personalization can enhance customer experiences, offering tailored recommendations that align with individual preferences. By expanding our understanding of emotional resonance and social dynamics, this study overcomes limitations in previous research that focused solely on functional aspects of digital technologies. Future research could further explore how these emotional and social factors evolve over time and across different consumer groups, deepening our understanding of consumer behavior in the digital age. Specifically, cross-cultural studies could examine how cultural differences influence the importance of emotional and social factors in consumer decision-making, providing insights for businesses operating in global markets. Researchers could also investigate the interplay between emotional engagement and technological advancements, such as virtual reality and augmented reality, in shaping consumer experiences. Longitudinal research could further enhance our understanding by tracking how consumer relationships with digital marketing innovations change over extended periods, especially as new technologies emerge and consumer preferences evolve.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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