

# The Existence of Digital Marketing in Supporting Brand Awareness and Consumptive Behavior: A Review With Systematic Literature Review (SLR) Method

**Eko Juni Wahyudi<sup>1</sup>, Sudarmiatin<sup>2</sup>**

<sup>1</sup>STIE Indonesia Malang

<sup>1,2</sup>Doctoral Program in Management Science, Faculty of Economics and Business  
Universitas Negeri Malang, Indonesia

Corresponding author; [eko.juni.2304139@students.um.ac.id](mailto:eko.juni.2304139@students.um.ac.id)

## ABSTRACT

The development of digital marketing today has the potential to change economic patterns in Indonesia, changes in economic patterns can be in the form of an increase in people's purchasing power and changes in people's consumptive behavior. It is necessary for someone to know and learn this digitalization era to accelerate economic growth. Currently, digital marketing is a crucial element in business marketing strategies. In addition, digital marketing plays an important role in the development of MSMEs, one of which is MSMEs in the creative economy. Marketing strategies with digital marketing tend to have higher revenue growth compared to those that do not use digital marketing as a marketing strategy. This research uses the Systematic Literature Review (SLR) method. The research data comes from various national and international journals that examine the existence of digital marketing. The research found that there are 12 international journals that review the existence of digital marketing. The conclusion of this research shows that the existence of digital marketing has an important role in the formation of brand awareness and consumptive behavior.

## Keywords:

Digital Marketing,  
Brand Awareness,  
Consumptive  
Behavior

## INTRODUCTION

In the time of progressed media and innovation, where clients are overwhelmed with orders from promoting all the time, it is exceptionally troublesome for companies to make strides the effectiveness and adequacy of the company without maximizing promoting, particularly in the field of advanced showcasing due to the quick alteration to the advancement of digitalization nowadays. Numerous ventures are very little and expansive in the utilize of advanced promoting as a promoting media apparatus nowadays. Innovation and promoting as things that can be connected as a design that benefits each other. If there is no innovation, showcasing will gotten to be in reverse and will not progress to meet the requests of the times. So in this case it is vital to know the part and affect of innovation in connection to showcasing, the current economy powers everybody to see for the best bargains that they can depend on to make a benefit. More often than not, this kind of offer can be found in present day innovation. Advanced showcasing makes a difference companies to increment presentation to buyers who are effectively looking for items or administrations, making it much more viable than other shapes of publicizing (Bican and Brem, 2020).

In the advancement of unused computerized businesses hereinafter alluded to as computerized start-ups, computerized start-up improvement is a computerized showcasing advancement prepare including all exercises between thought and showcase

passage, where numerous companies make unused commerce thoughts by refining them and creating products/services, and propelling them in the advertise for their to begin with deals. Disappointment can happen when a advanced showcasing in its earliest stages comes up short to keep up its entrepreneurial exercises as long as it cannot capture advertise share (Eller et al., 2020). In any case, survival happens when a computerized advertiser advances past the early stages to keep up entrepreneurial exercises that are able to flourish and in the long run develop in a given showcase. In hone, the formative period is not an simple prepare, but or maybe a troublesome period in the life of a modern commerce; it is full of instabilities and stresses, always confronted with stressing disappointments of the bet, and characterized by a stage in which continually hazardous choices can happen (Scheidgen et al., 2021).

Agreeing to Tohanean and Weiss, (2020) promoting administration is overseeing client connections with the point of mutualism. The advancement of e-commerce has developed so quick of late. Agreeing to wartaeekonomi.com, the development of e-commerce in Indonesia in the past 4 a long time has expanded by around 500%. A part of e-commerce has sprung up, particularly in Indonesia. Agreeing to wearesocial.com measurable information, web clients in Indonesia have come to 150 million out of a add up to populace of 268 million, which implies there is awesome potential as commerce individuals. With dynamic social media clients of 150 million individuals and utilizing portable phones to utilize social media as numerous as 130 million individuals out of a add up to populace of 268 million. Based on information concurring to hootsuite.com (2019) on shopper behavior of web clients that 96% are looking for items or administrations of intrigued, going by online stores or site stores by 91%, in this manner it is essential to have a showcasing technique for potential clients, specifically by utilizing advanced promoting to keep up with the times and behavior. The advancement of data innovation brings benefits and challenges in the world of showcasing. Individuals can effortlessly discover references to any item they need, this energizes how vital the part of showcasing is in affecting people's inclinations in choosing a item, which implies that it plays an imperative part in making a society that has mindfulness of a specific brand (brand mindfulness) so that the more recognized it is, it will have a positive impact on the brand (Rosin et al., 2020). Collaborating with other brands is too an fascination in itself, particularly if shared on social media. The double reason of promoting is to draw in unused clients by promising included esteem and hold current clients and develop by giving fulfillment. Agreeing to Naudé and Liebrechts, (2020) advanced showcasing is showcasing that has a broader scope since it alludes to computerized media such as web, mail and remote media, but moreover incorporates computerized client information administration, and too how the Web can be utilized together with conventional media to obtain and give administrations to clients.

These days everything is advanced, marketers utilize innovation to conduct commerce exercises. Computerized showcasing makes, communicates, and conveys esteem forms to clients utilizing data innovation frameworks, and to oversee and keep up connections with clients to advantage the organization. Agreeing to the conclusion of Satalkina and Steiner, (2020) it is said that promoting with advanced showcasing has a exceptionally solid relationship with brand mindfulness and immoderate behavior. Brand

mindfulness emerges when a computerized promoting company has accomplished a great execution handle, since the more broadly known by including a part of social media in it makes a individual have tall brand mindfulness adjusted with tall immoderate behavior (Rosin et al., 2020). In this manner, investigating showcasing businesses through advanced showcasing will promptly result in obtaining choices or maybe than looking for a few clients by not advancing digitalization. In expansion, there are conditions where computerized showcasing is encountering a period of decay in a few districts. Agreeing to Ritala et al., (2021) appears that in different innovation centers where advanced showcasing is brooded around 44% of unused computerized promoting presented to the showcase vanishes after a few a long time of entering the advertise. In the conclusion of Niemand et al., (2021) prove appears that around 90% of advanced showcasing eventually falls flat. This see is a reality that company authors confront and it is apparent in Sub-Saharan Africa, where a tall rate of advanced showcasing disappointment amid earliest stages proceeds to be recorded. In truth, between 2010 and 2018 an normal of 54.20% of advanced showcasing disappointments were experienced on the African landmass. In another think about, the comes about displayed a breakdown of the rank arrange of the beat nine nations in Africa that have experienced advanced showcasing disappointments Counting Ethiopia and Rwanda, which scored 75%, were the beat two nations with the most elevated disappointment rates (Ben Youssef et al., 2021).

Computerized promoting is an action that employments the web and advanced media to back advanced showcasing to get promoting objectives. Commerce objectives ended up less demanding with the utilize of social media, mail, SEO, websites and others. Advanced showcasing is an movement that employments the web and advanced media to bolster 'modern marketing' to get promoting objectives. The utilize of the web and computerized media bolsters promoting to be more present day, particularly with the utilize of media. The term web promoting turned into computerized promoting since of the utilize of different media as a promoting channel.

There are a few sorts of advanced promoting that are shaped. The most vital sorts of computerized promoting agreeing to Fossen and Sorgner, (2021) are online publicizing, social media, mail showcasing, content informing, associates, pay per tap, SEO (Look Motor Optimization). In expansion, in advanced showcasing there is moreover substance, Substance is the substance or data of a item through a medium. Agreeing to Parente, (2020) says that there are six characteristics as a benchmark for how awesome advanced substance is, to be specific, teaching, engaging, enticing, narrating, sharing, simple to discover (SEO).

Brand Mindfulness, Brand is one of the vital variables in promoting exercises since presenting a item or benefit cannot be isolated from the brand. The brand must be in understanding with other components of the promoting handle. Brand is a item technique since the brand is joined to the item. Brands are images, names such as logos, characteristics or bundling plans that recognize items or administrations from other venders. Savira and Fahmi, (2020) Brand mindfulness is the capacity of customers to recognize a brand in a specific item category or part. Brand mindfulness is a work of the sum of introduction and encounter related to the brand gathered by customers and what causes buyers to watch and pay consideration to the brand (Beliaeva et al., 2019). Brand

mindfulness is an resource that can impact the brand and is key in a buying handle and whether the brand is among the brands that clients consider. Concurring to Jawad et al., (2021) brand mindfulness pointers are clarified as takes after: 1) Brand acknowledgment, how distant shoppers can recognize brands in certain categories, 2) Brand review, how distant buyers can keep in mind the brand when inquired what brands they keep in mind, 3) Buy, how distant customers ended up a brand as an alternative when buying a item, 4) Utilization, how distant shoppers keep in mind the brand when they utilize a competitor's product.

Immoderate behavior is a common side effect in today's society. Individuals purchase things that they do not truly require, but as it were to take after patterns or to pick up transitory and delicate social acknowledgment. His self-confidence too depends on the degree to which he can purchase items that as of now exist. Immoderate behavior is a person's behavior, no longer based on levelheaded contemplations, materialistic inclinations, a solid want to have extravagances and intemperate merchandise, as well as the utilize of everything that is considered the most costly, and driven by all wants and joys. Besides, wasteful behavior alludes to the behavior of devouring costly merchandise and administrations more goal to get unused, superior and more products and administrations and surpasses genuine needs to appear social status. Validity, riches and benefit can moreover fulfill the proprietor.

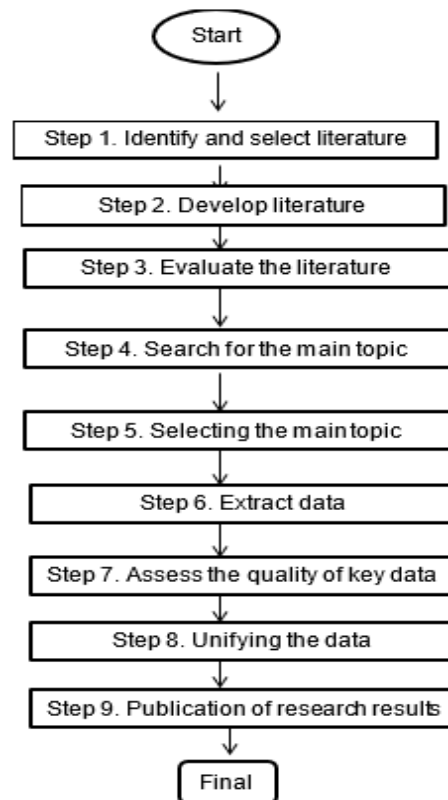
Meanwhile, concurring to other specialists, immoderate behavior is an intemperate utilization of spontaneous merchandise that emphasizes crave or maybe than request, is not based on levelheaded contemplations and tends to devour without limits. Concurring to Zhou et al., (2021) Wasteful behavior is an intemperate utilization of spontaneous merchandise that emphasizes needs or maybe than needs, is not based on levelheaded contemplations and tends to devour without limits. Utilization behavior is over the top utilization behavior without sound considering, and pays more consideration to needs than needs. In the mean time, concurring to another conclusion, Franco et al. (2021) immoderate behavior is over-buying behavior caused by prioritizing moment and third needs or maybe than to begin with needs which can lead to squander. When shopper behavior changes, to be specific customer behavior that is not judicious or changes as it were since of enthusiastic variables, immoderate behavior starts to show up. Moreover, immoderate behavior is individual behavior that appears over the top utilization, impromptu or indeed unused merchandise and administrations. Another, immoderate behavior is the propensity of a individual to expend products or administrations unreasonably without having needs for himself but as it were needs to fulfill his desire in buying.

## **METHOD**

This inquire about employments a Efficient Writing Audit (SLR) approach with information sources inferred from electronically recorded diary writing that has been distributed through the web with the E-ISSN code. Orderly Writing Survey (SLR) is characterized as the prepare of recognizing, surveying, and deciphering all accessible investigate prove with the point of giving answers to particular investigate questions. Information recovery was done through web surfing from google researchers. The inquire

about information populace is diaries with a center on advanced showcasing, brand mindfulness, immoderate behavior. in Indonesia there are 13 recorded diaries from different distributors or diary distributors. Efficient Writing Audit (SLR) is characterized as the prepare of recognizing, surveying, and translating all accessible inquire about prove with the point of giving answers to particular investigate questions. The advantage of investigate with the SLR strategy is that it is able to distinguish, survey, assess, and decipher all accessible investigate with a point center on certain wonders of intrigued (Traiandini et al., 2019). SLR is a investigate strategy for synthesizing investigate comes about, so that more comprehensive and adjusted truths can be displayed to approach makers.

The stages of compiling inquire about with the SLR strategy broadly comprise of 3 (three) steps, specifically the arranging arrange, conducting organize, and detailing organize (Wahono, 2015). The arranging organize incorporates distinguishing the require for precise surveys, creating audit conventions, and assessing survey conventions. The execution organize incorporates the stages of finding the subject matter of the survey, selecting and selecting the subject matter for the audit, extricating information from the subject matter of the survey, evaluating the quality of the subject matter of the audit, and synthesizing the information. The detailing organize comprises of the arrange of spreading thoughts (fundamental ideas)



**Figure 1.** Systematic Literature Review (SLR) Steps

## RESULTS AND DISCUSSION

### 1. Problem Statement 1

How is the sorting of journals that discuss the existence of digital marketing on brand awareness and consumptive behavior? The results of the selected articles answer the formulation of the problem regarding the distribution of journals that discuss the existence of digital marketing on brand awareness and consumptive behavior as follows:

**Table 1.** The Formulation of The Problem Regarding the Distribution of Journals

No	Journal Name	Journal Link	Frequency indexation
1.	Jurnal Bisnis Digital	Jurnal Bisnis Digital	2
2.	Jurnal Internasional kewirausahaan	Jurnal Internasional Gender & Kewirausahaan	1
3.	Jurnal Riset Manajemen & Bisnis	Jurnal Riset Manajemen & Bisnis	1
4.	Jurnal Manajemen	Jurnal Manajemen	2
5.	Jurnal Internasional Ilmu Bisnis dan Sosial,	Jurnal Internasional Ilmu Bisnis dan Sosial	1

Source: processed by researchers, 2024

There are 10 articles in answering the distribution regarding problem formulation 1, For 5 of these journals will be used in answering the next problem formulation.

### 2. Problem Statement 2

What are the problems in the existence of digital marketing? The results of the review of selected articles answer the formulation of problems regarding problems in the existence of digital marketing with the following results:

**Table 2.** Problems of Digital Marketing Existence

No.	Indicator	Researcher & Year	Research Title	Object of Research
1.	Social Media in Marketing	Femi Oktaviani dkk (2018)	Implementation of Digital Marketing in Building Brand Awareness	Knitting business owners
2.	Media Affordability	Genevieve Sedalo dkk (2022)	Exploring the affordances of social media in relationship marketing practices in SMEs	Digital service agents, Primary private schools
3.	Purchase decision	Luh Komang Candra Dewi (2022)	The influence of digital marketing and customer relationship marketing on traveler decisions with brand images.	Hotel Travelers in Bali for 4 Months

Source: processed by researchers, 2024

It can be concluded that there are various problems in the existence of digital marketing including, Social Media in Marketing discussed by Femi Oktaviani et al (2018), Media affordability discussed by Genevieve Sedalo et al (2022), and purchasing decisions discussed by Luh Komang Candra Dewi (2022). This problem will of course be seen in terms of causal indicators and described in the next problem formulation.

### 3. Problem Statement 3

What indicators are problems in the existence of digital marketing? The results selected by the article review answer the formulation of problems regarding indicators in the existence of digital marketing with the following results:

Table 3. The Existence of Digital Marketing

No.	Indicator	Researcher & Year	Research Title	Object of Research
1.	Brand equity	Dicho Pradipta dkk (2016)	The Effect of Brand Equity on Purchasing Decisions	Consumer Buyers and Users of Telkomsel Simpati Starter Pack Cards in the Student Environment
2.	Buyer interest	Daging Kurniasari (2018)	The Effect of Social Media Marketing, Brand Awareness on Purchasing Decisions with Purchase Intention as an Intervening Variable at J.Coin Smes	100 respondents at 2 J.Co branches
3.	Business star-up failure	Emmanuel okoro ajah (2023)	Investigating the Factors Driving the Survival of Early Stage Digital Start-Ups During the Gestation Period in the Nigerian Market	Market respondents in nigeria
4.	Customer engagement behavior	Daniel Kofie Ahiabor (2023)	Satellite Fans' Engagement with Social Networking Sites Influences the Brand Equity of Sports Teams: A UGT Perspective	347 respondents who follow their favorite sports team on SNS.
5.	Digital transformation	Saeid Heshmatisafa dkk (2023)	Exploring API-based business models: Lessons from Amadeus' digital transformation	This single case study examines the digital transformation of one of the leading organizations in the travel industry, Amadeus Corporation.

No.	Indicator	Researcher & Year	Research Title	Object of Research
6.	Digital platform	Michael Dunn a dkk (2023)	Flexible work dynamics and digital platforms: Task and spatial flexibility in the platform economy	The criteria for inclusion in the sample was that workers had previously performed work on at least one of the following platforms: Uber, Lyft, Rover, Instacart, Point pickup, Doordash, Amazon Mechanical Turk, Takelessons, Thumbtack, Upwork.
		Nedo Bartel dkk (2022)	Developing network effects for digital platforms in two-sided markets - The NfX construction guide	explore the application of these guidelines in a real-world digital platform project for smart rural areas.

Source: processed by researchers, 2024

Of the various articles reviewed, most of them raise the theme of digital marketing using quantitative methods. Because in this research, in-depth and detailed accuracy is required for respondents.

### Discussion

The part of advanced showcasing is exceptionally vital in the advancement of today's world development, where presently innovation is the primary target in a commerce which certainly makes a small uneasy for trade individuals around the world. The execution of corporate technique is as a rule related with venture in innovation and advanced advancement Advanced change has gotten to be a key basic on the authority plan, constraining companies to look for unused procedures and commerce models. Computerized Promoting is characterized as a strategic and key exertion fueled by computerized innovation in an exertion to discover unused ways to capture esteem. In later a long time, specialists have contended that the foundation of Advanced showcasing is the power of boundary assets, one of which is the application programming interface. Researchers' information collection uncovered vital perspectives of the part of computerized promoting work stages as an developing advanced work framework. Our information over different shapes of work stages appears two measurements of adaptability that have an vital impact on laborers and encounter.

From several articles reviewed, the majority of research uses quantitative research approaches in discussing problems in the existence of digital marketing. This is because this theme requires detailed research through interviews conducted with respondents who know the importance of digital marketing.

## CONCLUSION

Based on the results of the assessment of several journals conducted regarding the role of digital marketing is good, meaning that respondents assess that several social media platforms have a significant role in economic growth as well as being able to build brand awareness. Other research states that the existence of digital marketing in building brand awareness is one of them by determining the social media to be used, message planning, and promotion mix techniques to be used. The affordability of social media today is very influential on people's interest or purchasing power because with this reach some people can see the products or even brands that we market.

The number of social media platforms that support the development of digital marketing makes some understand that through the existence of maximum digital marketing, it will help someone in making purchasing decisions or can be called the consumptive behavior of an increasing society, this has led to quite fierce trade competition. In addition, there are several other indicators that have an important role in digital marketing, namely brand equity, buyer interest, star-up failure, customer engagement behavior and digital transformation.

## References

- Beliaeva, T., Ferasso, M., Kraus, S., Damke, E.J., 2019. Dynamics of digital entrepreneurship and the innovation ecosystem: A multilevel perspective. *Int. J. Entrep. Behav. Res.* 26, 266–284. <https://doi.org/10.1108/IJEBR-06-2019-0397>
- Ben Youssef, A., Boubaker, S., Dedaj, B., Carabregu-Vokshi, M., 2021. Digitalization of the economy and entrepreneurship intention. *Technol. Forecast. Soc. Change* 164, 120043. <https://doi.org/10.1016/j.techfore.2020.120043>
- Bican, P.M., Brem, A., 2020. Digital Business Model, Digital Transformation, Digital Entrepreneurship: Is There A Sustainable “Digital”? *Sustainability* 12, 5239. <https://doi.org/10.3390/su12135239>
- Eller, R., Alford, P., Kallmünzer, A., Peters, M., 2020. Antecedents, consequences, and challenges of small and medium-sized enterprise digitalization. *J. Bus. Res.* 112, 119–127. <https://doi.org/10.1016/j.jbusres.2020.03.004>
- Fossen, F.M., Sorgner, A., 2021. Digitalization of work and entry into entrepreneurship. *J. Bus. Res.* 125, 548–563. <https://doi.org/10.1016/j.jbusres.2019.09.019>
- Franco, M., Godinho, L., Rodrigues, M., 2021. Exploring the influence of digital entrepreneurship on SME digitalization and management. *Small Enterp. Res.* 28, 269–292. <https://doi.org/10.1080/13215906.2021.1938651>
- Jawad, M., Naz, M., Maroof, Z., 2021. Era of digital revolution: Digital entrepreneurship and digital transformation in emerging economies. *Bus. STRATEGY Dev.* 4, 220–228. <https://doi.org/10.1002/bsd2.145>
- Naudé, W., Liebrechts, W., 2020. Digital Entrepreneurship Research: A Concise Introduction. *SSRN Electron. J.* <https://doi.org/10.2139/ssrn.3691380>
- Niemand, T., Rigtering, J.P.C., Kallmünzer, A., Kraus, S., Maalaoui, A., 2021. Digitalization in the financial industry: A contingency approach of entrepreneurial orientation and strategic vision on digitalization. *Eur. Manag. J.* 39, 317–326. <https://doi.org/10.1016/j.emj.2020.04.008>

- Parente, R., 2020. Digitalization, Consumer Social Responsibility, and Humane Entrepreneurship: Good news from the future? *J. Int. Coun. Small Bus.* 1, 56–63. <https://doi.org/10.1080/26437015.2020.1714368>
- Ritala, P., Baiyere, A., Hughes, M., Kraus, S., 2021. Digital strategy implementation: The role of individual entrepreneurial orientation and relational capital. *Technol. Forecast. Soc. Change* 171, 120961. <https://doi.org/10.1016/j.techfore.2021.120961>
- Rosin, A.F., Proksch, D., Stubner, S., Pinkwart, A., 2020. Digital new ventures: Assessing the benefits of digitalization in entrepreneurship 30.
- Satalkina, L., Steiner, G., 2020. Digital Entrepreneurship: A Theory-Based Systematization of Core Performance Indicators. *Sustainability* 12, 4018. <https://doi.org/10.3390/su12104018>
- Savira, M., Fahmi, F.Z., 2020. Digitalizing rural entrepreneurship: towards a model of Pangalengan digital agropolitan development. *IOP Conf. Ser. Earth Environ. Sci.* 592, 012030. <https://doi.org/10.1088/1755-1315/592/1/012030>
- Scheidgen, K., Gümüşay, A.A., Günzel-Jensen, F., Krlev, G., Wolf, M., 2021. Crises and entrepreneurial opportunities: Digital social innovation in response to physical distancing. *J. Bus. Ventur. Insights* 15, e00222. <https://doi.org/10.1016/j.jbvi.2020.e00222>
- Tohanean, D., Weiss, P., n.d. DIGITAL ENTREPRENEURSHIP AND GREEN BUSINESS MODEL INNOVATION: LEAN STARTUP APPROACHES.
- Zhou, D., Kautonen, M., Dai, W., Zhang, H., 2021. Exploring how digitalization influences incumbents in financial services: The role of entrepreneurial orientation, firm assets, and organizational legitimacy. *Technol. Forecast. Soc. Change* 173, 121120. <https://doi.org/10.1016/j.techfore.2021.121120>