

The Death of Traditional Advertising: How the Rise of Digital Marketing is Changing the Way We Reach Customers

Kematian Periklanan Tradisional: Bagaimana Kebangkitan Pemasaran Digital Mengubah Cara Kita Menjangkau Pelanggan

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ABSTRACT

In the context of the evolution of advertising from traditional to digital, this research aims to identify the main factors influencing this shift and its impact on consumer behavior. The research method used is a systematic literature review by collecting articles from reputable international databases such as Scopus, PubMed, and Web of Science. The results of the discussion show that this advertising transformation is driven by technological advances, demographic changes, social and cultural changes, economic changes, as well as related regulations and policies. The implication of this research is to provide new insights for business practitioners and academics in facing the challenges of advertising transformation in this digital era. Some limitations of this research include a focus primarily on factors influencing the shift to digital marketing, limitations in the time scope of the research, and the possibility that relevant research is inaccessible. Implications for future research are to expand the scope of research to include other factors influencing advertising shifts, use a more diversified methodological approach, and compare traditional and digital advertising practices in various geographic contexts.

Key words: traditional advertising, digital marketing, consumer behavior, systematic literature review, change factors, practical implications.

ABSTRAK

Dalam konteks evolusi periklanan dari tradisional ke digital, penelitian ini bertujuan untuk mengidentifikasi faktor-faktor utama yang mempengaruhi pergeseran ini dan dampaknya terhadap perilaku konsumen. Metode penelitian yang digunakan adalah systematic literature review dengan pengumpulan artikel dari database internasional bereputasi seperti Scopus, PubMed, dan Web of Science. Hasil pembahasan menunjukkan bahwa transformasi periklanan ini didorong oleh kemajuan teknologi, perubahan demografis, perubahan sosial dan budaya, perubahan ekonomi, serta regulasi dan kebijakan terkait. Implikasi penelitian ini adalah memberikan wawasan baru bagi praktisi bisnis dan akademisi dalam menghadapi tantangan transformasi periklanan di era digital ini. Beberapa batasan dari penelitian ini meliputi fokus terutama pada faktor-faktor yang mempengaruhi pergeseran ke pemasaran digital, keterbatasan dalam cakupan waktu penelitian, dan kemungkinan adanya penelitian relevan yang tidak dapat diakses. Implikasi untuk penelitian selanjutnya adalah memperluas cakupan penelitian untuk mencakup faktor-faktor lain yang mempengaruhi pergeseran periklanan, menggunakan pendekatan metodologi yang lebih diversifikasi, dan membandingkan praktik periklanan tradisional dan digital di berbagai konteks geografis.

Kata kunci: periklanan tradisional, pemasaran digital, perilaku konsumen, sistematis literature review, faktor-faktor perubahan, implikasi praktis.

1. Introduction

The landscape of advertising has undergone a significant transformation with the rise of digital marketing, leading to a shift in how businesses engage with their customers. Traditional advertising methods, such as print ads, TV commercials, and billboards, are

gradually being overshadowed by the effectiveness and efficiency of digital marketing strategies. Digital marketing leverages online channels like social media, search engines, email, and websites to reach target audiences in a more personalized and interactive manner ("How Digital Technologies Reshape and Transform Marketing: The Participation of Augmented Reality in Brand Loyalty Building", 2022).

The advent of digital marketing has revolutionized the way businesses connect with customers by offering enhanced interactivity, real-time engagement, and precise targeting capabilities. Unlike traditional advertising, digital marketing allows for detailed data analytics and tracking, enabling businesses to measure the effectiveness of their campaigns and make data-driven decisions to optimize their marketing strategies ("How Digital Technologies Reshape and Transform Marketing: The Participation of Augmented Reality in Brand Loyalty Building", 2022).

Moreover, the COVID-19 pandemic has accelerated the shift towards digital marketing, as businesses were compelled to enhance their online presence and engagement with customers due to restrictions on physical interactions. Authentic advertising messages have gained prominence during the pandemic, as consumers seek transparency and reliability from brands in uncertain times (Park et al., 2021).

As digital marketing continues to evolve, new technologies like augmented reality are being integrated into marketing strategies to enhance customer experiences and build brand loyalty. The ethical considerations surrounding data security and privacy in digital marketing are also becoming increasingly important as businesses collect and utilize customer data for targeted advertising ("How Digital Technologies Reshape and Transform Marketing: The Participation of Augmented Reality in Brand Loyalty Building", 2022). In conclusion, the rise of digital marketing is reshaping the advertising landscape, offering businesses innovative ways to engage with customers, measure campaign performance, and build lasting relationships. The transition from traditional advertising to digital marketing signifies a fundamental change in how businesses reach and interact with their target audiences in an increasingly digital-centric world.

In the current era of globalization and rapid advancements in information technology, the landscape of advertising has undergone a significant transformation. Traditional advertising methods such as print, television, and radio are facing limitations in reaching the increasingly fragmented and digitally connected audiences of today (Fossen & Schweidel, 2019). This shift has been primarily driven by the evolution of digital marketing, which leverages online platforms like social media, search engines, and websites to effectively target and engage with audiences (Özen & Dael, 2021).

The integration of technology into advertising practices has been a key driver of this transformation. Scholars and practitioners in the advertising field have continuously adapted to new technological advances, modifying advertising definitions, practices, and theoretical boundaries to stay relevant in the digital age (Huh & Malthouse, 2020). The rise of digital marketing has enabled advertisers to engage audiences through innovative technologies like augmented reality, social media, and native advertising, offering more personalized and interactive experiences ("Audience Engagement and Decision-Making through Augmented Reality Technology in Advertising: A Systematic Research", 2019; Rubik, 2022; Wang et al., 2022).

Moreover, the emergence of concepts like artificial intelligence (AI) and the Internet of Things (IoT) has further revolutionized the advertising industry. AI technologies are being increasingly utilized for targeting, personalization, content creation, and ad optimization, presenting both opportunities and challenges for advertisers (Gao, 2023). Similarly, IoT technology is driving intelligent advertising design strategies, enhancing the effectiveness and reach of advertising campaigns (Gai, 2022).

The ability to harness big data for targeted advertising has also been a game-changer in the industry. Advertisers can now analyze vast amounts of data to identify and reach specific consumer segments, evaluate advertising channel effectiveness, and enhance overall advertising strategies (Liu et al., 2019; Li, 2022). This data-driven approach has significantly improved the precision and efficiency of marketing efforts. In conclusion, the convergence of globalization, technological advancements, and digital platforms has reshaped the advertising landscape. Advertisers are increasingly relying on digital marketing strategies to engage with diverse audiences in a more personalized and effective manner. The continuous evolution of technology will likely drive further innovations in advertising practices, emphasizing the importance of staying abreast of technological trends to remain competitive in the dynamic advertising industry.

The phenomenon of changing consumer behavior towards digitalization in interactions with brands and products cannot be separated from technological developments which play a key role in this transformation. The widespread adoption of smartphones and the ever-widening spread of internet access have changed the communications landscape between brands and consumers. For example, consumers now have the ability to connect with brands instantly and continuously through various digital platforms such as social media, websites and software applications.

Technological developments that allow for faster and more accessible internet connections have also enabled consumers to access information, search for products and interact with brands wherever and whenever they are. Thus, the communication paradigm between brands and consumers has fundamentally changed, with consumers having more control over their experiences with brands and products.

This change also creates new opportunities for brands to interact with consumers more directly and personally through more targeted and measurable digital marketing strategies. Therefore, it is important for brands to understand changes in consumer behavior driven by technology in order to design effective and relevant marketing strategies in this digital era.

Although the transformation from traditional advertising to digital marketing is occurring rapidly, studies that comprehensively consider the factors driving this shift are limited. These changes cover various aspects involving technology, demographics, culture, economics, and regulation, but a deep understanding of how these factors interact with each other and influence this transformation still requires deeper exploration.

Technological factors, for example, have had a significant impact in facilitating the shift from traditional to digital media. Technological developments such as the internet, social media, and mobile devices have allowed brands to reach consumers in a more direct and measurable way, creating new opportunities in digital marketing. However, understanding how this technology specifically influences consumer behavior still needs further study.

Demographics are also an important factor influencing this transformation. Changes in population structure, including demographic shifts such as different generations and diversification of society, can influence consumer preferences and responses to marketing strategies.

In addition, cultural, economic and regulatory factors also have a significant role in moderating this transformation. Cultural differences between countries or regions can influence consumer preferences and acceptance of digital marketing technology. On the other hand, economic factors such as economic growth, unemployment rates, and consumption levels can also influence the marketing strategies adopted by brands.

Regulation is also an important consideration in governing digital marketing practices, with increasingly stringent privacy and data security rules influencing how brands interact with consumers and collect information about them.

Thus, a deeper understanding of these factors is needed to produce effective and relevant marketing strategies in this digital era. Comprehensive research on the factors

influencing the shift from traditional advertising to digital marketing, as well as their impact on consumer behavior, can provide valuable insights for business practitioners and academics in understanding the evolving dynamics in today's marketing environment.

The main objective of this research is to identify and analyze the main factors influencing the shift from traditional advertising to digital marketing, as well as how these factors influence consumer behavior. Thus, this research aims to provide a deeper understanding of the dynamics behind the current advertising transformation.

By understanding the factors influencing this shift, it is hoped that this research will provide valuable insights for business practitioners and academics in dealing with the challenges faced in adapting their advertising strategies in this digital era. Through comprehensive analysis, this research is expected to provide a better understanding of how traditional advertising is evolving and how this influences consumer behavior.

It is also hoped that this research can make an important contribution to the development of science in the field of marketing. By exploring the factors driving changes in advertising and understanding the implications of these changes for consumer behavior, this research can pave the way for further research in this area. Thus, it is hoped that this research can provide a more holistic and in-depth understanding of the transformation that is currently occurring in advertising practices and its impact on consumer behavior.

The uniqueness of this research lies in its comprehensive focus on the factors influencing advertising shifts and their impact on consumer behavior. By analyzing in depth factors such as technology, demographics, culture, economics and regulation, this research aims to provide a more comprehensive understanding of the dynamics of advertising transformation from traditional to digital and its implications for consumer behavior.

It is hoped that the significant contribution of this research will not only be limited to business practitioners, but also for academics in expanding knowledge about the changes that are occurring in the advertising paradigm. With a deeper understanding of the factors influencing this shift, business practitioners will be able to develop more effective and relevant advertising strategies in this digital era. Meanwhile, for academics, this research will provide a basis for further research in the field of marketing, enriching understanding of changes in consumer behavior and appropriate marketing strategies to anticipate ever-changing market developments.

Thus, it is hoped that this research can provide valuable new insights for business practices and the development of knowledge in the field of marketing, as well as being a valuable contribution in responding to the challenges and opportunities posed by this digital era.

2. Research Methods

In this research method, we adopted a systematic approach regulated by the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method to conduct a literature review. The first step is to collect relevant articles from reputable international databases such as Scopus, PubMed, or Web of Science. We use a combination of keywords appropriate to the research topic, such as "traditional advertising", "digital marketing", "consumer behavior", and others, to search for the most relevant articles. After conducting the search, we recorded the number of articles found and included in the review to evaluate the breadth of literature we had accessed. Then, we evaluated the articles based on previously established inclusion and exclusion criteria. Inclusion criteria included topic relevance, year of publication, and type of study, while exclusion criteria included articles that were not available online or were not in an understandable language. Next, we applied PRISMA steps to carry out systematic article selection, including the identification, filtering, assessment and inclusion stages of articles according to predetermined criteria. By implementing this method, we ensure that the article selection process is transparent, documented, and reproducible. Through this

structured approach, we were able to produce a comprehensive and reliable literature review of the factors influencing the shift from traditional advertising to digital marketing and their impact on consumer behavior.

3. Results and Discussion

3.1. The Evolution of Advertising: From Traditional to Digital

In the evolution of advertising from traditional to digital approaches, there has been a significant transformation in the way brands communicate with consumers. Traditional advertising, which includes print, television, and radio, has become increasingly limited in reaching increasingly fragmented and digitally connected audiences. Instead, digital marketing has emerged as a more flexible and efficient alternative in reaching target markets.

This change is driven by advances in information technology, in particular the widespread adoption of smartphones and increasingly widespread internet access. This has enabled consumers to connect with brands instantly and continuously through various digital platforms such as social media, search engines and websites. Brands can now deliver their messages in a more direct and interactive way to consumers, allowing for more personalized and relevant interactions.

Additionally, digital marketing also offers the ability to measure campaign effectiveness more accurately through data analysis and online performance measurement. This allows brands to better optimize their advertising strategies and respond quickly to changes in consumer behavior and market trends.

Thus, the evolution of advertising from traditional to digital reflects a paradigm shift in the way brands interact with consumers. Digital marketing provides an opportunity for brands to be more responsive, interactive, and engaged with their audiences, creating more personalized and relevant experiences for consumers in this digital era.

3.2. Factors in the Shift to Digital Marketing

3.2.1. Technology and Innovation

The transition to digital marketing is primarily driven by technological advancements and innovative practices that enhance firms' marketing capabilities, improve operational efficiency, and drive business growth. Digital marketing innovation involves leveraging digital technologies to enhance traditional market-facing processes (Erhan, 2023). By utilizing novel digital technologies, firms can conduct more efficient market analysis, identify new market segments, and create innovative marketing campaigns (Joensuu-Salo, 2021). These technologies play a crucial role in improving business operations' efficiency, bringing firms and consumers closer together, identifying consumer needs, and driving product innovation (Zhang, 2023).

Furthermore, marketing digitization accelerates brand awareness efforts, enhances brand image, and drives sales growth (Muis et al., 2022). The adoption of ICT and digital transformation in businesses fosters the development of business strategies, encourages creativity and innovation, and improves competitiveness, ultimately leading to better financial performance (Popović-Pantić et al., 2020). Digital transformation involves utilizing new digital technologies to enhance customer experience, streamline operations, and create new business models (Warner & Wäger, 2019).

The digital shift is further facilitated by innovations in technology, new marketing channels, and evolving media environments ("Influence of Social Media Monitoring on Digital Marketing of Small &

Medium Enterprises (SMEs) in Kenya", 2019). Digital technologies are transforming marketing practices globally, reshaping markets, and altering customer interactions (Gillpatrick, 2019). Additionally, digital technologies empower consumers in the digital media marketing age, resulting in significant changes in consumer interactions and environments (Shahid &

Qureshi, 2022). In conclusion, the adoption of digital technologies revolutionizes marketing strategies, empowers consumers, and reshapes market dynamics in the digital era, ultimately driving business growth and success.

3.2.2. Demographic Change

The transition from traditional to digital marketing has been significantly influenced by various factors, including demographic changes. Research by Qerimi & Qerimi (2022) has highlighted the impact of digital marketing on consumer buying behavior, particularly in different demographic segments. The COVID-19 pandemic has further accelerated this shift, pushing businesses, especially Micro, Small, and Medium Enterprises (MSMEs), to enhance their digital marketing strategies to effectively reach consumers (Saragih & Ulum, 2022).

Furthermore, studies emphasize the importance of digital marketing training for MSMEs to adapt to evolving consumer behaviors and utilize digital platforms for business growth (Wibowo et al., 2022). Research by Kolodkin (2023) underscores the necessity for businesses to tailor their digital marketing strategies to engage younger demographics effectively, considering their content consumption habits.

The evolution towards digital marketing has been driven by the digital transformation of enterprises and the introduction of new channels like social media and mobile devices (Kalaighnam et al., 2020). This shift is supported by rapid technological advancements and changing market dynamics (Koesharijadi et al., 2022). In conclusion, demographic changes have played a pivotal role in the transition to digital marketing, prompting businesses to adjust their strategies to meet the changing preferences and behaviors of consumers in the digital era.

3.2.3. Social and Cultural Change

The transition to digital marketing has been significantly influenced by social and cultural changes. The COVID-19 pandemic has accelerated this shift, highlighting the importance of digital technology and marketing (Saragih & Ulum, 2022). The digital transformation of enterprises, the rise of new channels such as social media and mobile devices, and the wealth of customer data have all contributed to reshaping marketing practices (Kalaighnam et al., 2020). As consumer behavior shifts towards digital trends, marketers are increasingly utilizing digital marketing strategies for brand development ("undefined", 2022).

Digital marketing is acknowledged for its transformative impact on companies, enabling interactions with customers at any time and any place, thereby revolutionizing brand-consumer relationships (Makrides et al., 2019). The development of digital marketing strategies and service quality through social media plays a critical role in adapting to changes in people's lifestyles and the digital economy (Koesharijadi et al., 2022). Furthermore, the capabilities in digital marketing are crucial for firms to adapt to market changes resulting from digitalization, new technologies, and evolving consumer behavior (Herhausen et al., 2020).

Social and cultural changes, such as the growing use of online activities and the influence of mass media, public opinion, and advertising, are drivers of lifestyle changes and societal pressures, including in the marketing domain (Svensson & Oberwittler, 2021; Ravesh, 2020). These changes are intertwined with the adoption of digital marketing practices, reflecting broader shifts in consumer behavior and preferences. In conclusion, the integration of digital marketing is deeply intertwined with social and cultural changes. The evolution of consumer behavior, the digital transformation of enterprises, and the increasing reliance on digital technologies have all played pivotal roles in shaping the current landscape of marketing practices.

3.2.4. Economic Change

The transition to digital marketing has been significantly influenced by economic changes, technological advancements, and evolving market dynamics (Koesharijadi et al.,

2022). The COVID-19 pandemic has accelerated this shift, highlighting the importance of digital marketing for businesses, particularly Micro, Small, and Medium Enterprises (MSMEs) (Saragih & Ulum, 2022). Embracing digital marketing has become essential for businesses to remain competitive in the digital economy (Haurua & Rangiwai, 2020). Marketers are increasingly employing digital marketing strategies to enhance brand development, in response to the evolving consumer behavior favoring digital trends ("undefined", 2022).

The digital transformation of enterprises, the introduction of new channels like social media and mobile devices, and the wealth of customer data available have all played a role in reshaping marketing practices (Kalaighnam et al., 2020; Lewnes, 2020). Digital marketing, renowned for its transformative impact on companies and brand-consumer relationships, facilitates continuous customer interactions across various digital platforms (Makrides et al., 2019). Countries worldwide are in the process of digitalizing their economies in light of the digital era and global challenges such as climate change and health crises (Chung & Duy, 2023).

In the realm of digital marketing, focusing on utilizing digital resources to build capabilities that drive value and competitive advantage is crucial (Herhausen et al., 2020). The reduction in economic costs related to digital activities, including search costs, replication costs, and transportation costs, is a significant aspect of digital economics (Goldfarb & Tucker, 2019). The surge in online marketing and the decrease in purchasing power have influenced consumer behavior, affecting retail establishments and necessitating a shift towards digital marketing strategies ("The Impact of Digitalization of Marketing and Consumer Purchasing Power as an Intervening Towards Intention to Buy Product in Store-Based Retail Store", 2019).

Overall, the move towards digital marketing is a response to the evolving socio-economic environment driven by globalization, technological advancements, and changing consumer behaviors (Ignatov, 2019). This transition is not only reshaping marketing practices but also impacting economic structures, consumer interactions, and business strategies on a global scale.

3.2.5. Regulations and Policies

The transition to digital marketing has been significantly influenced by regulations and policies aimed at addressing concerns arising from the digital landscape. As companies increasingly adopt digital advertising due to its advantages over traditional methods, competition concerns in digital advertising markets have intensified (Chauhan, 2023). This shift has led to a reevaluation of regulatory approaches to ensure fair competition and address market dynamics.

In Europe, there has been a noticeable shift towards safeguarding public values and fundamental rights within the evolving regulatory landscape for digital markets (Morozovaite, 2022). The European Union's digital policies have developed to not only enhance market integration and restrict anti-competitive behavior but also to safeguard and promote EU-based industries to boost competitiveness in the global economy (König, 2022). This demonstrates a strategic focus on establishing a regulatory framework that balances market growth with industry protection.

Furthermore, the rise of digital platforms has raised worries about market power and competition in data-driven digital markets. Proposed regulatory approaches aim to manage market power by empowering consumers, promoting data openness, and restricting data scale (Fast et al., 2023). Policymakers are increasingly addressing various political, economic, and social concerns related to platform power, platformization, and datafication through evolving policy responses (Popiel, 2023).

The European Commission's proposed regulation of digital markets has specifically targeted concerns related to the conduct of operators in gatekeeping positions, reflecting a proactive approach to regulating digital market practices (Noskova, 2021). Additionally, the Digital Markets Act within the EU has been a focal point in the regulation of online platforms,

signaling a policy shift aimed at enhancing competition policy within digital markets (Cini & Czulno, 2022). In conclusion, the shift to digital marketing has been shaped by a complex interplay of regulations and policies aimed at fostering competition, protecting consumer rights, and ensuring market fairness. The evolving regulatory landscape reflects a concerted effort to adapt to the challenges and opportunities presented by digitalization, underscoring the importance of effective governance in digital markets.

3.3. The Impact of Shifts on Consumer Behavior

The transition to digital marketing has been significantly influenced by changes in consumer behavior. The COVID-19 pandemic has accelerated this shift, leading to a greater reliance on digital technology and online platforms (Saragih & Ulum, 2022). Consumer behavior has shifted from offline to online, prompting businesses to increase digital advertising efforts to engage with consumers in the digital space (Chen et al., 2022). Marketers have recognized the importance of utilizing digital marketing strategies to adapt to changing consumer trends and enhance brand development ("undefined", 2022).

Technological advancements and evolving market dynamics have played a crucial role in the growth of digital marketing, making it a vital component for businesses to stay competitive (Koesharijadi et al., 2022). The digitalization of business operations has made it imperative for companies to embrace digital marketing to maintain relevance and reach their target audience effectively (Haurua & Rangiwai, 2020). Digital marketing, with its ability to facilitate continuous interactions with customers across various digital channels, has transformed brand-consumer relationships and provided new opportunities for companies to engage with their audience (Makrides et al., 2019).

The paradigm shift from traditional marketing approaches to digital strategies has been evident over the past few decades, with a greater emphasis on leveraging digital channels such as social media and mobile devices to reach consumers (Gaurav & Ray, 2020). The digital transformation of enterprises, coupled with the abundance of customer data, has reshaped marketing practices and necessitated a more agile approach to meet evolving consumer demands (Lewnes, 2020).

Overall, the shift to digital marketing has been driven by changes in consumer behavior, technological advancements, and the need for businesses to adapt to the digital landscape. Embracing digital marketing strategies has become essential for companies to engage with consumers effectively, build brand awareness, and stay competitive in today's digital age.

3.3.1. Changes in Consumer Preferences

Consumer preferences have undergone a significant transformation due to the rise of digital marketing. Traditional marketing approaches have shifted towards digital platforms, influencing consumer behavior and purchasing habits (Nayyar, 2022). The ease of access to digital marketing channels has reshaped how consumers interact with brands and make purchasing decisions (Qerimi & Qerimi, 2022). This shift has been further accelerated by the COVID-19 pandemic, where digital marketing has provided a safe and convenient way for consumers to engage with products and services without leaving their homes (Yunus, 2021).

Digital marketing has proven to be highly effective in influencing consumer decisions, with studies showing a strong impact on customer purchase choices (Sukaini, 2022). The utilization of various digital marketing strategies has enabled marketers to build robust relationships with consumers, leading to positive purchase outcomes (Kanapathipillai & Kumaran, 2022). Additionally, the preference for digital marketing among millennials has been noted, highlighting its effectiveness in influencing the behavior of this demographic (Supriyati & Budi, 2020).

The digitalization of marketing has not only impacted consumer behavior but has also necessitated a shift in marketing strategies towards online platforms (Polisetty* & Manda, 2020). The application of Marketing 4.0 principles has emphasized the importance of leveraging digital media to reach and engage with consumers effectively (Polisetty* & Manda, 2020). Furthermore, the entertainment industry has seen the need to embrace digital marketing to cater to rapidly changing consumer tastes and preferences (Başaran & Ventura, 2022). In conclusion, the shift to digital marketing has fundamentally altered consumer preferences and behaviors. The convenience, accessibility, and effectiveness of digital marketing channels have reshaped how consumers interact with brands and make purchasing decisions, especially in the context of evolving market dynamics and the challenges posed by events like the COVID-19 pandemic.

3.3.2. Changes in Purchasing Patterns

The transition to digital marketing has been significantly influenced by changes in purchasing patterns driven by the widespread adoption of digital technologies. These technologies encompass smartphones, smart products, the Internet of Things (IoT), and artificial intelligence (AI) (Dastane, 2020). The impact of digital marketing on consumer purchasing behavior has been particularly evident in the realm of online purchases, with customers increasingly utilizing digital media platforms for a variety of purchases (Kankam, 2022). Research has underscored the critical role of digital marketing in shaping the purchasing decisions of e-consumers, emphasizing its significance in molding buying behavior patterns (Srivastava & Bag, 2022).

Furthermore, the expansion of digital marketing, especially in sectors like electronic goods, has piqued customer interest and resulted in a surge in online purchases (Rangaswamy et al., 2021). The efficiency and integration of digital platforms have positioned digital marketing as a preferred channel for consumers, who now lean towards making purchases through digital devices over traditional brick-and-mortar stores (Qerimi & Qerimi, 2022). Digital marketing has also been shown to enhance brand value by facilitating interactions that enhance brand image and consumer satisfaction, ultimately boosting purchase intention (Windarsari et al., 2022).

Moreover, studies have demonstrated that digital marketing positively influences consumer perceptions of product value, leading to increased purchase intentions (Febriani et al., 2022). The interplay between digital marketing, customer relationship marketing (CRM), and online purchase intention has been explored, underscoring the role of digital technologies in enabling remote customer engagement and interaction, particularly during the COVID-19 pandemic (Sansern et al., 2022). The impact of digital marketing on consumer decision-making processes has been substantial, resulting in a notable shift in marketing channels and consumer behaviors (Rajkumar et al., 2022). In conclusion, the shift to digital marketing has been steered by the transformative impact of digital technologies on consumer behavior and purchasing patterns. The efficiency, reach, and effectiveness of digital marketing strategies have reshaped the way businesses engage with customers and promote products, leading to a significant preference for online purchases over traditional shopping methods.

3.3.3. Influence of Social Media

The rise of social media platforms has significantly influenced the shift to digital marketing. Social media plays a crucial role in digital marketing strategies, impacting consumer behavior, product reviews, and recommendations (Dewi et al., 2022). Research has highlighted the essential role of social media in developing digital marketing strategies, effectively marketing products, and contributing to economic growth (Koesharijadi et al., 2022). Platforms like WhatsApp and Facebook have been identified as particularly effective tools for digital marketing, especially for small enterprises (Kolawole, 2022).

In the entertainment industry, effective social media strategies have been found to increase content awareness, underscoring the importance of social media in digital marketing campaigns (Başaran & Ventura, 2022). Social media has become the primary channel for digital marketing, with influencers utilizing their online presence to promote products and build personal brands (Aminullah & Kritiyono, 2022). The use of social media influencers has become a significant force in brand marketing strategies, further emphasizing the impact of social media on digital marketing (Konyeha, 2020).

The COVID-19 pandemic has accelerated the adoption of digital marketing, with businesses increasingly relying on social media and other digital platforms to reach their target audiences (Chasanah et al., 2021). This shift to digital technology, including the emphasis on digital marketing, has become crucial for businesses to adapt and thrive in the current market landscape (Saragih & Ulum, 2022). The digital transformation brought about by new channels like social media has reshaped marketing practices, highlighting the importance of online platforms in engaging with consumers (Dharma et al., 2022).

Overall, social media has emerged as a powerful tool in digital marketing, influencing consumer behavior, brand promotion, and marketing strategies across various industries. Its role in shaping the digital marketing landscape continues to grow, underscoring the significance of leveraging social media platforms effectively to drive marketing success.

4. Conclusions

Based on the results of the discussion regarding the evolution of advertising from traditional to digital approaches and the factors influencing the shift to digital marketing, it can be concluded that this transformation is the result of the complexity of interactions between technological advances, demographic changes, social and cultural changes, economic changes, as well as regulations and related policies. This shift allows brands to communicate with consumers more directly and interactively through various digital platforms, creating more personalized and relevant experiences for consumers in this digital era. The adoption of digital technology and innovation plays a key role in accelerating this transformation, enabling companies to increase operational efficiency, optimize marketing strategies, and improve overall business performance.

However, this study has several limitations. First, the focus of this research is primarily on the factors influencing the shift to digital marketing and its impact on consumer behavior without paying attention to other factors that may also play an important role. Second, there are limitations in the time coverage of the research, where some factors influencing advertising changes may have developed further since the research was conducted. Third, in the process of selecting articles, there may be research that is relevant but cannot be accessed or is not included in the database used.

For future research, it is recommended to overcome this limitation by expanding the scope of research to include other factors that may influence the shift to digital marketing, such as political, environmental and emerging technological factors. Additionally, future research could use more diversified methodological approaches, such as case studies or in-depth interviews, to gain a more holistic understanding of this phenomenon. Finally, future research could also consider comparing traditional and digital advertising practices across countries or regions to understand differences in their impact on consumer behavior in more depth.

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