

Digital Marketing on Young Consumer Behavior: Systematic Literature Review

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Abstract

Young people continue to be the target of digital marketing. This systematic literature review aims to identify the stages of consumer behavior from young people's behavior towards digital marketing. This systematic review of the literature seeks to understand to what extent and at what stage in relation to the consumer behavior experienced by young consumers towards digital marketing. The methodology of this study involves a systematic review of empirical studies published from 2018 to 2022 and identifies stages of consumer behavior experienced by young people. Lavidge and Steiner's (1961) model was used to measure the influence of digital marketing on various stages of consumer behavior such as awareness, interest, belief, purchase, and post-purchase behavior. The review begins with a study that includes and follows the structure of PRISMA, which consists of study identification, screening and evaluation, study analysis and synthesis, and final study conclusions. In general, research shows that young people experience awareness, interest, belief, and purchase towards digital marketing. The findings from the qualitative study are summarized and these findings provide insight into how digital marketing influences the behavior of young people.

Keywords

digital marketing; young people;
consumer behavior; systematic
literature review



I. Introduction

Information and communication technology (ICT) has influenced many things in human life such as social, economic and cultural changes. The process of digitization that occurs in many daily activities that began at the end of the 20th century and increased rapidly in the 21st century has obliged people around the world to adopt new strategies (Sánchez-Caballé, et. al., 2020). Internet access which is now owned by millions of people provides the impetus for many changes, including in terms of marketing, namely digital marketing. In its digital form, marketing is becoming more holistic (Dunakhe & Panse, 2021). The Internet provides a variety of new channels and tools for marketers to spread the message. As a result, there is a changing marketing landscape where audiences are not only passive recipients of advertising, but also become active participants in the co-creation and dissemination of marketing messages (Dunlop et al, 2016).

Indonesia itself is one of the countries with the largest population of internet users in the world. Based on records from the Central Statistics Agency (BPS), the internet penetration rate in Indonesia reached 73.7% of the total 277.7 million population, namely 204.7 million internet users as of January 2022 (Kominfo, 2022). The age group of 15-19 years, or 91%, dominates the penetration of internet users in Indonesia, which is then followed by the age group of 20-24 years or 88.5% based on a survey conducted by the Association of Indonesian Internet Service Providers (APJII) in 2019 -2020 (APJII, 2020). This can clearly illustrate that the first to have access to information and communication

technology (ICT) and to be early adopters of technology. In the world, young people who number more than 1.9 billion, or 24 percent of the world's population (UNFPA, 2022). A large number of young people have a strong *online presence* and high purchasing power. It is seen by digital marketers as a profitable market segment (Freeman, et. al., 2015; Montgomery, et. al., 2012). This makes understanding the behavior of consumers, especially young people, towards digital marketing even more important for marketers. Trends in the consumer behavior of today's youth are strongly conditioned by the development of new technologies and the opportunities offered by the availability of the internet. Nowadays people use new technologies to assist in the consumption process, identification of needs, information seeking and purchasing of products and services (Kowalska, 2012).

II. Review of Literature

2.1 Digital Marketing

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). Digital marketing is a new approach to marketing. Digital marketing is not just an array of digital elements that drives traditional marketing (Järvinen et al., 2012; Liu, et. al., 2011; Rowley, 2008). Digital marketing is the combined application of the internet and related digital media technologies in conjunction with traditional communications to achieve a marketing goal (Chaffey & Chadwick, 2016). Digital marketing includes all promotional activities carried out by marketers through websites, social networking sites (SNS), email, cell phone texts, applications, and online games (Kelly et. al., 2015). This form of digital marketing is well-regarded in the marketing and advertising research literature because of its widespread presence, interactivity, and availability over time (Spero & Stone, 2004). It is argued that digital marketing is even more impactful than traditional marketing due to its characteristics of peer support and the lack of explicit advertising cues presented in some forms of digital media (Kelly et. al., 2015).

2.2 Young Consumer

The previous literature has defined young consumers in various ways. For example, Chan and Prendergast (2007) conceptualize adolescents as people in the 11-20 year age category (inclusive). Exploring the celebrity-mediated social world among Chinese university students, Chan and Zhang (2007) define young consumers as including students aged 18-24 years. In a further study, Chan (2006b) categorizes Chinese children aged between 13 and 19 years (inclusive), while Davis and Lang conceptualize consumers aged 25 and under, as young consumers. A key foundation in the focus of this chapter is the critical role that mobile multimedia devices play in enabling young consumers to achieve a set of benefits: functional, experiential, and symbolic brands. Aligning that foundation with the conceptual thread in the literature mentioned above, young consumers are conceptualized in this chapter to include consumers aged 25 and under (Chan, 2006a; Chan and Zhang, 2007; La Ferle and Chan, 2008; Davis and Lang, 2013).

2.3 Consumer Behavior

Previous models such as AIDA which includes *awareness, interest, desire, and action* (Lewis, 1898), AIDCA which includes *attention, interest, desire, conviction, and action* (Bedell, 1940; Kitson, 1921) and The Lavidge and Steiner's hierarchy of effects.

model (1961) has studied the stages involved in consumer buying behavior. In previous studies, these models were used as dependent variables (Chudzian, 2014; Rajagopal, 2011; Ranjbarian et al., 2011; Ugonna et al., 2017; Vihonen, 2013). Furthermore, regarding the Lavidge and Steiner (1961) model, this model is used to measure the effects of media advertising on various stages of consumer behavior such as *awareness*, *interest*, *conviction*, *purchase*, and *post-purchase behavior*. The *awareness stage* describes consumer knowledge about a particular brand (Aaker & Equity, 1991). At this stage, consumers are accustomed to certain products, therefore the goal of marketers is to communicate about the characteristics and advantages of the product (Rowley, 1998; Baca et. al., 2005). *Brand awareness* is a requirement to generate *purchase intention* (Rossiter, 1991). Previous researchers have proven a strong relationship between buyer behavior and brand awareness (Hoyer, 1984; Nedungadi, 1990). Thus, in order to create more brand awareness in the market, marketers must provide continuous updates about existing products and information about new products to consumers (Meyrick, 2006). The next stage is *interest*. At this stage, the marketer displays the advantages and characteristics of the product creatively that can arouse consumer interest in the advertisement. Sachdeva (2015) determined that advertisements that are relevant to consumers' interests affect the level of interest in advertisements. Farooq, Shafique, Khurshid and Ahmad (2015) found a link between TV advertising and interest. Similar research was conducted by Tang and Chan (2017) on *online advertising*. They conclude that Generation Y pays more attention to advertisements that match their interests than the need for a product. Rajagopal (2010) shows that entertaining radio advertisements have more potential to arouse consumer interest. Companies invest in various marketing activities to generate buying interest in consumers (Baca et al., 2005; Broeckelmann, 2010; Rowley, 1998). This can be further explained with an earlier example of how to create interest through advertising by Fanta (a soft drink brand). This ad depicts the mood swings of a girl and a boy from sipping Fanta, demonstrating the product's impact on consumers' moods (Hansen, 1972). The next stage is *conviction*. Rajasekhar and Makesh (2013) define belief as an active component, which is influenced by consumers' emotions and attitudes. Potential consumers feel confident about an offer if the product is affordable and meets their needs (Bradley, 2003). Factual and satisfying information leads to beliefs that lead to purchase decisions (Callen-Marchione & Ownbey, 2008). An advertisement for Oppo mobile phones (a mobile phone brand) depicts Amy Jackson taking selfies, causing consumers to want to buy the mobile phone. The next consumer is at the *purchase stage*. Ajzen and Fishbein (1980) determined that consumers' buying behavior can be predicted by knowing their purchase intentions. Ducoffe (1995) suggests that credible information sources have a more significant impact on purchasing decisions. This information includes brand image and awareness, which significantly influence purchasing decisions (Farris, Bendle, Pfeifer, & Reibstein, 2010). Advertising creates an emotional response, and has a significant impact on purchasing decisions (Saleem & Abideen, 2011). The use of brand associations in advertising can have a significant effect on purchasing decisions (Heath, 2000). Similarly, Romaniuk and Sharp (2003) suggest that cognitions associated with brand names influence a range of alternatives and purchase decisions. Furthermore, Mendelson and Bolls (2002) stated that a positive attitude towards advertising leads to a purchase decision. McGuire (1978) determined that the buying behavior of advertised brands is influenced by attention, retention, and effectiveness of advertising messages. Therefore, it was determined that various media advertisements had different effects on purchasing decisions. The final stage of the stage of consumer behavior is *post-purchase behavior*. Post-purchase behavior is the satisfaction or dissatisfaction that consumers get after purchasing a product (Kotler &

Keller, 2012). In the post-purchase stage, consumers compare the performance of a product with perceived expectations. This evaluation adds to the consumer's experience and learning, which in turn influences future purchases (Schiffman & Kanuk, 2009). Post-purchase intention is defined as the probability that consumers will make repeat purchases from the same seller and share positive word of mouth among friends and relatives (Cronin, Brady, & Hult, 2000; Wang, Lo, & Yang, 2004; Zeithaml, Berry). , & Parasuraman, 1996). Repeat *purchase* is significantly influenced by brand awareness (Macdonald & Sharp, 2000). However, Kotler and Keller (2007) state that it is satisfaction with the product that causes repeat purchases. Chaffrey and Smith (2008) found that good after-sales service leads to satisfaction, which then affects post-purchase behavior. Reddy (2016) points out that the advent of the internet offers a platform for consumers to express their post-purchase opinions about products.

2.4 Digital Marketing on Young Consumer's Behavior

Currently, *the website* has grown from a space for information retrieval to become a network that facilitates collaboration, connection and interaction. The Internet as it is known today as Web 2.0 was formed in the late 1990s to early 2000s (Ryan, 2016). The emergence of *smartphones* that have internet and broadband facilities has changed its nature from a luxury item to a necessity. In fact, the demand for *smartphones* is increasing at a rate that is difficult to accommodate for today's communications infrastructure (National Infrastructure Commission, 2016). Today's children will grow up knowing nothing but the freedom that Web 2.0 brings to enable them to choose the content they want to consume or create, when, where, and how they like it (Gbadamosi, 2017).

Consumer behavior theory involves several research areas, including marketing, psychology, economics, engineering, computer science and artificial intelligence (Zhang and Zhang, 2007; Allegrino et al., 2019). Young consumer behavior can be conceptualized as the study of the processes involved when these young people individually, or in groups select, purchase, use products, services, ideas or experiences to satisfy needs and wants (Solomon, 2015). Youth consumer behavior can also be defined as the behavior displayed by young people when searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman et al., 2010).

III. Research Method

This research was conducted using the *Systematic Literature Review method* to review the relevant literature based on previous research. The method used is to summarize, analyze, and synthesize a group of literature related to the research topic to test certain hypotheses and/or develop new theories (Xiao & Watson, 2019).

This study also adopted PRISMA or *Preferred Reporting Items for Reviews and Meta-Analysis* and reduced it to four methodological elements which include publication standards, resources or databases used, systematic literature review, and analytical strategies. Using the PRISMA model allows a rigorous search for scientific research and other relevant information regarding the use of Uses and Gratifications Theory. This is due to the nature of PRISMA, namely, clarifying research questions, appropriate screening matrices (inclusion and exclusion criteria), and searching databases according to the time limit (Sierra and Kintz, 2015)

Literature search and evaluation was carried out through four journal databases that were used as search sources, namely: Sage Publications, Taylor and Francis, Emerald Insight, and ScienceDirect. The article search was then carried out using the keywords

adolescent OR adolescent OR teen OR teens OR teenager OR teenagers OR “young adult” OR “young adults” OR “young people” which was used as a constant variable, and then only shifted other keywords, using “retargeting”, “retargeted”, “remarketing”, and all derivatives of: “digital marketing”, “optimized marketing”, “marketing optimization”, “internet marketing”, “digital advertisement”, “online marketing”, “social media marketing”, “social network marketing” in keywords, abstracts, or in journal article titles.

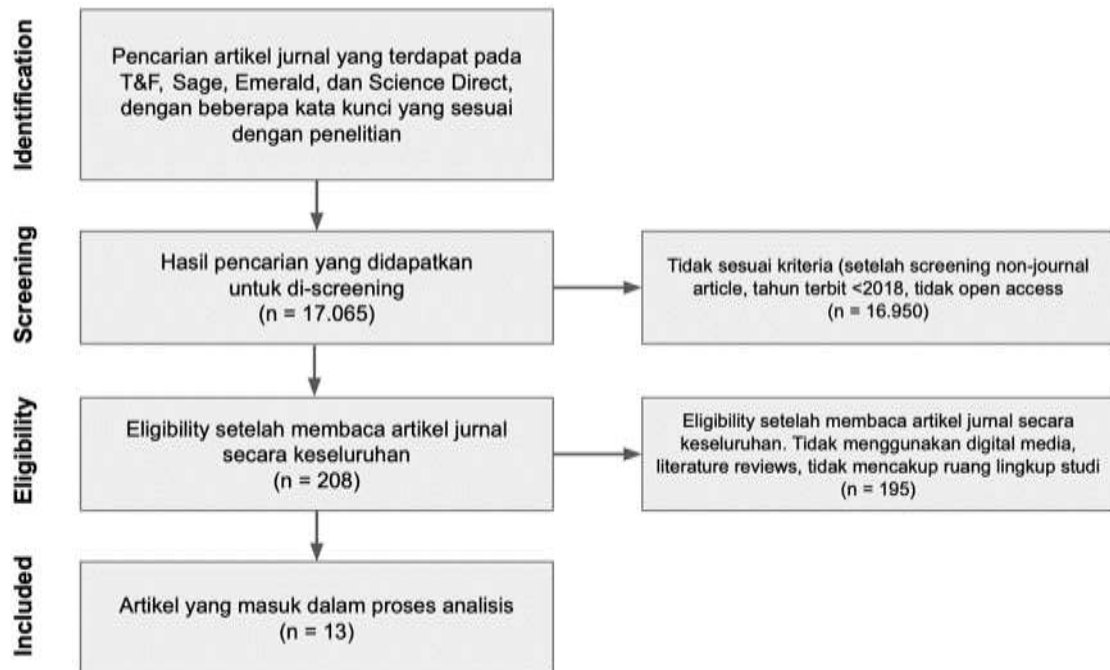


Figure 1. Flowchart of Systematic Literature Review

Search articles with these keywords get 17,065 articles. The search was continued by using the time limit for article publication, namely in the last 5 year period or the range of January 1 2018 – May 30, 2022 and found 208 articles. Of the 105 articles, screening was carried out again by ensuring inclusion and exclusion criteria, namely the inclusion of keywords related to digital marketing or online marketing or young people or consumer behavior in their articles, journal articles that have been indexed and have gone through a peer review process, and ensure that journal articles are open. access or can be accessed by everyone. Based on this, the screening succeeded in obtaining as many as 13 articles that were considered appropriate and worthy for researchers to discuss further in this systematic literature review.

IV. Results and Discussion

4.1 Results

The results of journal searches through a systematic literature review are grouped into several categories, namely the consumer behavior stage category, media category, research country location category, scientific discipline category, journal type category, publication area category, research method category, and research results category. By grouping the research results from 13 selected journal articles into several categories of results, it can be seen the general pattern or map regarding digital marketing on the behavior of young consumers.

Table 1. List of Selected Journal Articles

| Code | Title | Reference | Media Type | Stages of Consumer Behavior |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|--------------------|------------------------------------|
| A1 | How unhealthy commodity industries find a global audience in the English Premier League: three case studies of brand engagement | Ireland, et. al., 2022 | <i>New Media</i> | <i>Awareness</i> |
| A2 | The influence of a descriptive norm label on adolescents' persuasion knowledge and privacy-protective behavior on social networking sites | Zarouali, et. al., 2020 | <i>New Media</i> | <i>Awareness</i> |
| A3 | The online marketing of Indonesian street food in Jakarta | Vita, et. al., 2021 | <i>New Media</i> | <i>Purchase</i> |
| A4 | Participation with alcohol marketing and user-created promotion on social media, and the association with higher-risk alcohol consumption and brand identification among adolescents in the UK | Critchlow, et. al., 2019 | <i>New Media</i> | <i>Awareness</i> |
| A5 | Drivers of the formation of e-loyalty towards tourism destinations | Parra-Lopez, et. al., 2018 | <i>New Media</i> | <i>Purchase</i> |
| A6 | Cash waqf from the millennials' perspective: a case of Indonesia | Alden, et. al., 2021 | <i>New Media</i> | <i>Awareness</i> |
| A7 | Motivations of guests contributing sWOM on social media: a case in Vietnam | Ha & Thu, 2020 | <i>New Media</i> | <i>Conviction</i> |
| A8 | “Get a £10 Free Bet Every Week!”—Gambling Advertising on Twitter: Volume, Content, Followers, Engagement, and Regulatory Compliance | Rossi, et. al., 2021 | <i>New Media</i> | <i>Awareness</i> |
| A9 | What drives consumers in China to buy clothing online? Application of the technology acceptance model | Wei, et. al., 2018 | <i>New Media</i> | <i>Purchase</i> |
| A10 | Role of social media on mobile banking adoption among consumers | Sharmaa, et. al., 2022 | <i>New Media</i> | <i>Purchase</i> |
| A11 | Making sense of adolescent-targeted social media food marketing: A qualitative study of expert views on key definitions, priorities and challenges | Bend, et. al., 2022 | <i>New Media</i> | <i>Awareness</i> |
| A12 | Analysis of a new visual marketing craze: The effect of LINE sticker features and user characteristics on download willingness and product purchase intention | Liu, et. al., 2019 | <i>New Media</i> | <i>Purchase</i> |
| A13 | Sociodemographic differences in young adults' recall of tobacco and cannabis marketing online and in television/film | Krueger, et. al., 2021 | <i>Mixed Media</i> | <i>Awareness</i> |

a. Consumer Behavior Stage Category

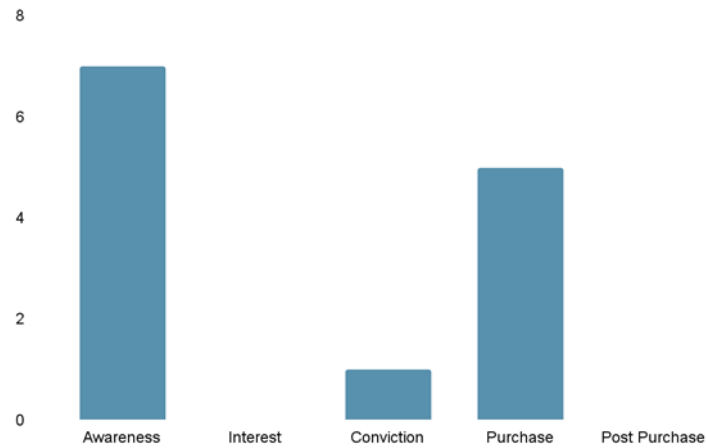


Figure 1. Category Diagram of Consumer Behavior Stages

Based on 13 selected journal articles, 7 journal articles or 53.8% of articles explained the influence of digital marketing on the awareness stage of young consumer behavior. There are 5 articles or 38.4% confirmed that explain the behavior of young consumers who are influenced by digital marketing at the purchase stage. Furthermore, there is 1 article or 7.7% that discusses the stage of conviction on the behavior of young consumers as a result of digital marketing.

b. Category Media Type

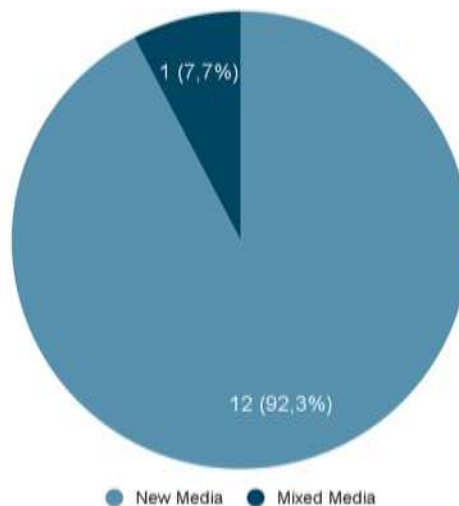


Figure 2. Media Type Category Diagram

The results of the review show that there is one article or 7.7% that also examines old media or conventional media in the form of TV and films along with new media. Meanwhile, the other 12 articles or 92.3% focused on new media types. The types of media discussed in journal articles that examine new media social networking services (SNS) or what are familiarly called social media include Twitter, Youtube, Instagram, LinkedIn, TikTok, Snapchat, Facebook. In addition, there are instant messaging applications such as Line and WeChat, as well as web -based services on the internet.

c. Category Article Publication Year

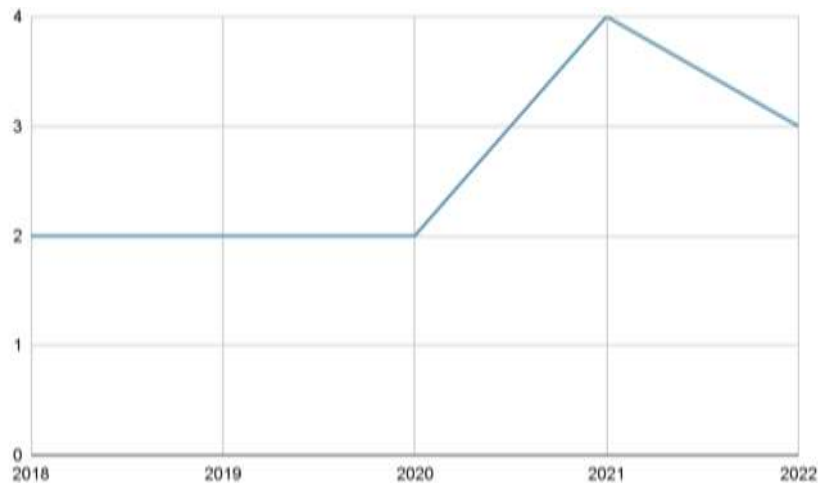


Figure 3. Category Diagram of Article Publication Year

In this category, it can be seen that in 2021 research with a discussion on consumer behavior in young people related to digital marketing has the highest trend compared to other years, namely 4 articles or 30.7% of the total selected articles. If sorted by the highest trend, then there are 3 articles or 23.1% articles published in 2022, followed by 2 articles each or 15.3% articles in 2018, 2019, and 2020.

d. Research Location Category

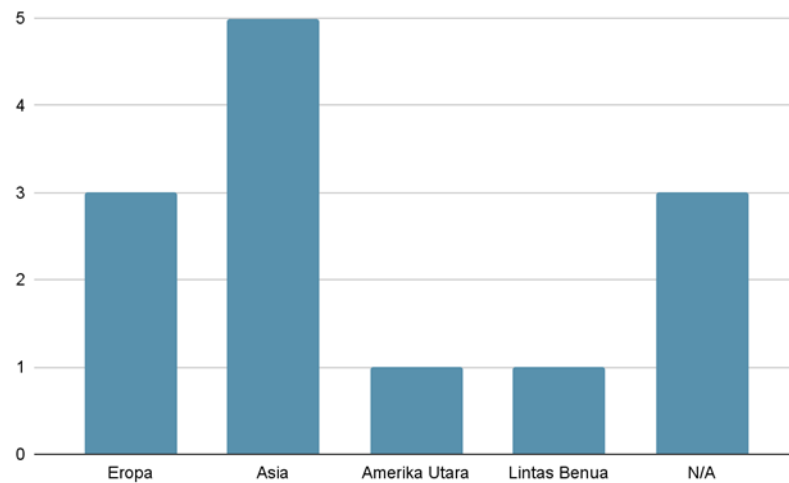


Figure 4. Research Location Category Diagram

In this category, of the 13 selected articles, the research locations related to the discussion of digital marketing on consumer behavior in young people, if sorted, were mostly carried out on the Asian continent, namely 5 articles or 38.46%. Furthermore, the research was carried out on the European continent, namely 3 articles or 23.1% where the number was the same as journal articles whose research locations were not stated because they were conducted online. The next order is 2 articles each or 15.3%, namely the European continent and research conducted across continents. Cross-continental research was conducted on the continents of Australia, Europe, and North America.

e. Category of Disciplines

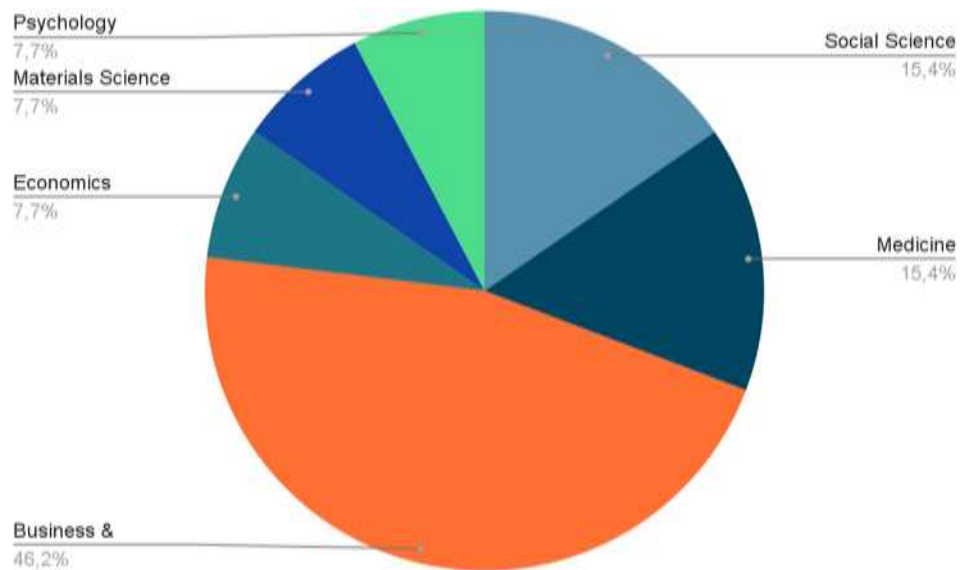


Figure 5. Discipline Category Diagram

Referring to a search conducted on 13 selected journal articles, it is shown that 6 articles or 46.2% that discuss consumer behavior in young people are applied to business and management articles, 2 articles or 15.4% to social science articles, 2 articles or 15.4% in the medical disciplines, and 1 article each or the equivalent accumulated 15.4% are discussed in articles in the disciplines of psychology, materials science, and economics.

f. Category Type Journal

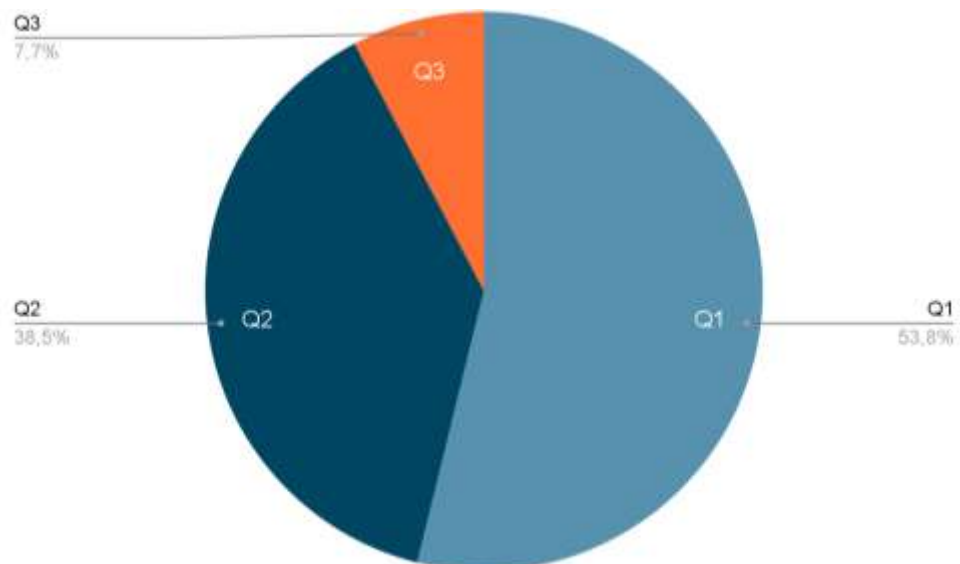


Figure 6. Journal Type Category Diagram

In the category of journal types, articles are grouped based on the index of the journal publishing articles according to the Scopus index assessment. The database belonging to Scopus is seen from a collection of 'abstract' writings and several important things quoted from peer-reviewed literature, whether in the form of books, scientific

journals, or a collection of papers or academic papers from a conference. From the database, a comprehensive review of the research results of researchers in various fields, for example in the fields of medicine, technology, social sciences, exact sciences, arts and humanities is provided. Scopus groups journals into 4 categories of assessment indexes based on the quality of each journal, namely; Q1 (highest score) to Q4 (lowest value).

Researchers also group articles into international journals with the Scopus index target Q1, Q2, and Q3. Of the 13 articles studied, the majority were included in the Scopus Q1 index of 53.8% or as many as 7 articles. Then there are 5 articles or 38.5% that fall into the Scopus Q2 index category and 1 article or 7.7% that falls into the Q3 category.

g. Category Type Publisher

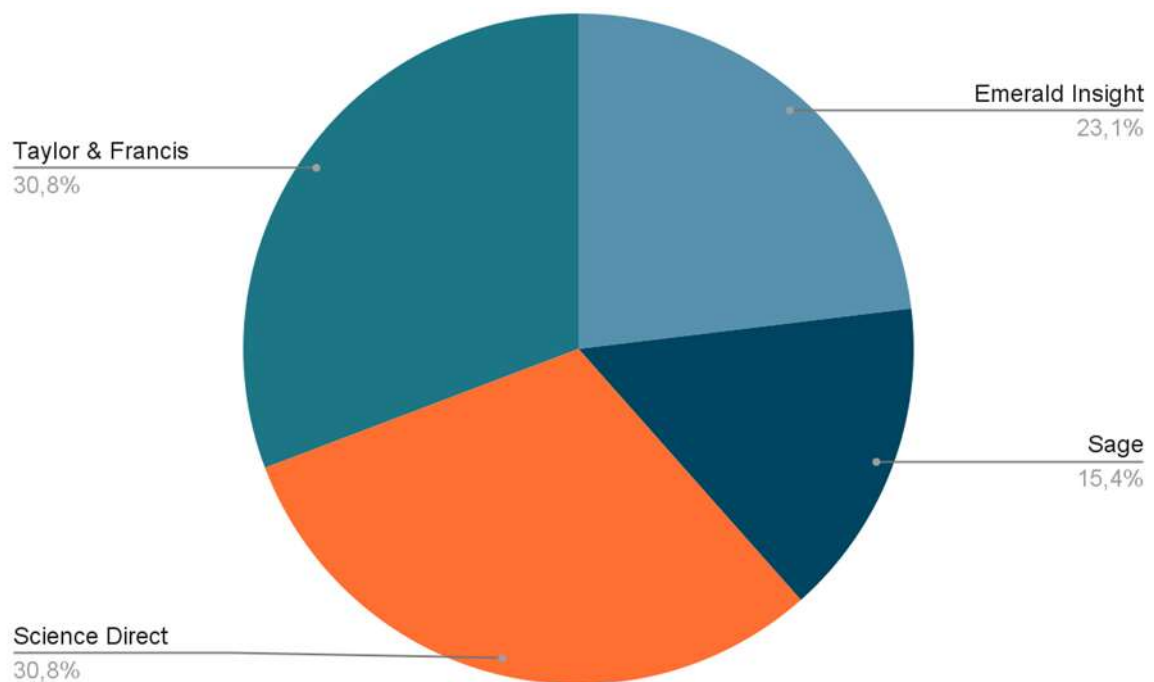


Figure 7. Publisher Type Category Diagram

In this category, journal articles are grouped based on the type of publisher that publishes the journal. Of the 30 selected journal articles, 4 articles or 30.8% articles were published by Taylor and Francis, then with the same number of 4 articles or 30.8% articles published by Science Direct, 3 articles or 23.1% articles were published by Emerald Insights, and 2 articles or 3% published by Sage.

In the publisher type category, the limitation of journal articles with Open Access criteria affects the final results of the selected journal articles. Journals published by publishers with conventional (non-OA) models such as Elsevier, which mostly collect fees from readers, cause many journal articles to be unusable.

h. Category Research Methods

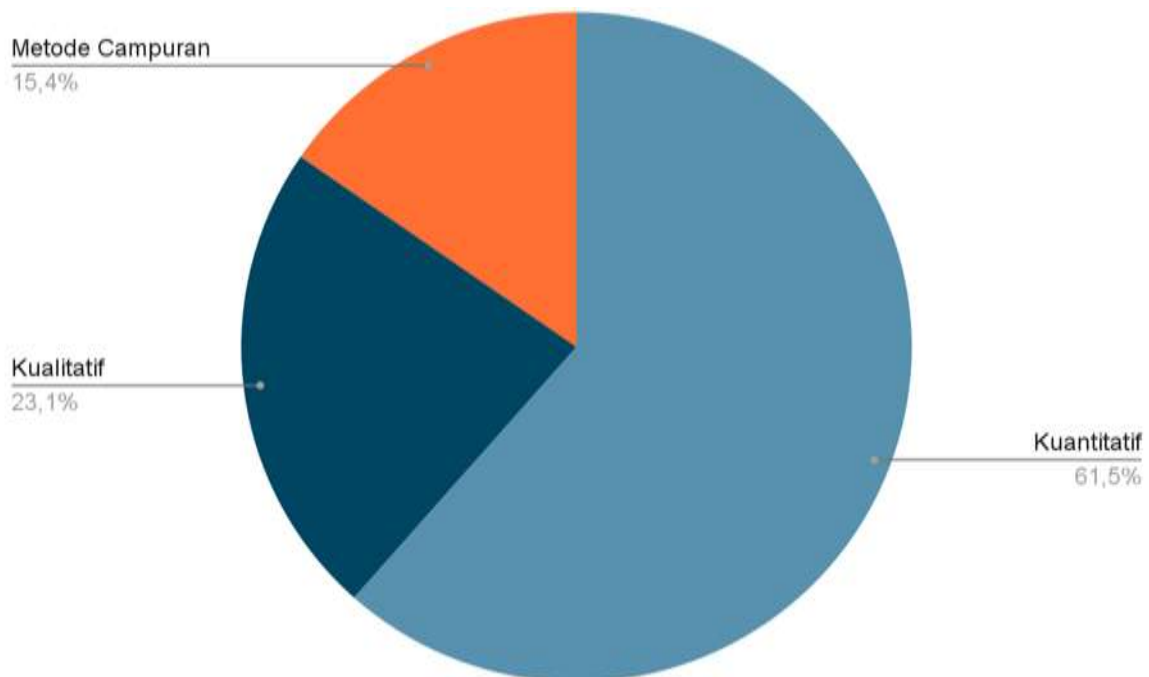


Figure 8. Research Method Category Diagram

In this category, journal articles are grouped based on the research method used. Of the 13 journal articles, 8 articles or 61.5% articles were analyzed using quantitative research methods, 3 articles or 23.1% articles were analyzed using qualitative methods, and 2 articles or 15.4% articles were analyzed using mixed or combined research methods of quantitative and qualitative methods.

Research conducted with quantitative methods was carried out using survey data collection methods both online and offline. Survey is a method of collecting data from a sample of individuals whose responses to several questions are obtained (Check and Schutt, 2012). Research with qualitative methods can be done with data collection techniques through interviews and interviews content analysis. Furthermore, research is carried out using a mixed method, which is a form of pragmatism-based research with a gradual data collection method to answer research questions. Data collection can be in the form of numerical or textual information (Creswell, 2003). Data collection techniques carried out on selected journal articles include surveys and content analysis.

4.2 Discussion

Based on the exposure to the research results, it can be seen that digital marketing can influence consumer behavior, especially young people at the *awareness stage* to *purchase*. Furthermore, it can be seen that *brand attitudes* and brand attachment are important mediators of product purchase intentions or can be called the *purchase stage* in the consumer behavior model by Lavidge and Steiner (1961). In addition, it can also be seen that *brand awareness* does not have a significant impact on product purchase intentions (Liu, et. al., 2019). Next, there is an article that discusses digital marketing of unhealthy commodities where the article also discusses the implications for regulations relating to underage consumers who have a very high possibility of being exposed to the digital marketing content. Furthermore, through this research, it can also be seen that one way of unhealthy commodity *brands or companies to promote their brand value* is by

exchanging their economic capital for access to social capital, in this context the English Premier League (Ireland, et. al., 2022) and can have an impact on health. In addition, this study identified that young consumers who have never consumed unhealthy commodities have a high prevalence of viewing marketing for these products *online* or through conventional media such as television (Krueger, et. al., 2021). In addition, from the results of the study, it can be seen the importance of the discussion from the point of view of marketers or advertisers. The main difficulties faced by *brands* when managing digital marketing campaigns include lack of marketing budget, lack of professionals to produce social media content, and trust when working with *influencers*. This affects the quality of content and the number of audiences targeted by *brands* in digital marketing.

Overall, from the research results, it can be seen that digital marketing is very influential on the behavior of young consumers from the *awareness stage* to *purchase*. However, there are several things that must be considered, including how messages conveyed through digital marketing can have an impact on the tendency of young people to consume unhealthy commodities such as alcohol, tobacco, and foods that can trigger obesity. Others relate to breaches of privacy and consent, as well as targeting and manipulation of behavior. In addition to using the Lavidge and Steiner (1961) model, consumer behavior can be seen in stages through several models such as AIDA (*awareness, interest, desire, and action*) (Lewis, 1898) or AIDCA (*attention, interest, desire, conviction, and action*) (Bedell, 1940; Kitson, 1921). In essence, each model goes through the same stages, namely through the *cognitive stage, affective stage, and behavior stage*.

V. Conclusion

This systematic literature review has submitted a collection of articles on the factors influencing youth consumer behavior towards digital marketing. This study reviews previous studies and from this research it is concluded that digital marketing in various forms can influence the behavior of young consumers at various stages. The stages of consumer behavior include *awareness, interest, conviction, purchase, and post-purchase behavior*. Not only that, but there are also other negative impacts, such as exposure to digital marketing from unhealthy commodities which can eventually shape an unhealthy lifestyle for young people. On the other hand, the digital revolution provides more ways for companies to reach consumers and seek to build brand loyalty and consumption through *brand involvement*. This has an impact on brand awareness, consumption goals and behavior. Having a better understanding of young consumers is important because they spend a lot of time on social networking sites as well as other *online spaces* (Zarouali, et. al., 2020).

Future researchers should consider applying this stage model of consumer behavior to better understand and explain the relationship and influence of digital marketing. Further research is also advised to focus on efforts to examine things that have not been reviewed from previous studies, namely the study of the level of effectiveness of digital marketing on consumer behavior. This study can be useful in explaining the basic relationships or propositions that exist at each stage of consumer behavior, namely *awareness, interest, desire, conviction, purchase, and post-purchase*.

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