

Research Article

Systematic Literature Review On Digital Marketing, E-Commerce, And Cultural Influence: Current Trends And Future Directions

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ABSTRACT

Information and communication technology has changed business significantly, with digital marketing and e-commerce as a key driver. Digital marketing uses the internet, mobile devices, and social media to promote products, enabling companies to reach a global audience cost-effectively. E-commerce facilitates online transactions, offering convenience and accessibility to global products. Culture plays a crucial role in influencing consumer behavior and marketing strategies. Local values, consumer preferences, and purchasing habits influence how products are selected, purchased, and used. This systematic literature review uses the PRISMA method to analyze articles from leading databases, addressing how cultural factors influence digital marketing strategies and e-commerce development in various global markets. The findings demonstrate a deep understanding of local and global cultural dynamics as key to effective marketing strategies. The study also identifies challenges and opportunities in digital marketing and e-commerce, including the need to build consumer trust and carefully manage personal data. Of the 36 articles that met the inclusion criteria, the study provides insights into current trends and future directions in digital marketing, e-commerce, and cultural influence.

Keywords: Digital Marketing; E-Commerce; Culture; Trends And Future Directions; Systematic Literature Review

1. INTRODUCTION

In today's increasingly advanced digital era, information and communication technology has significantly changed the way businesses do business. Digital marketing and e-commerce (e-commerce) has been a key driver of this change, having a far-reaching impact on how companies interact with consumers and how consumers respond to and interact with brands and products. Digital marketing, which involves the use of digital technologies such as the internet, mobile devices, and social media to promote products and services, has enabled companies to reach a wider audience globally at a more cost-effective rate than traditional marketing methods. Meanwhile, e-commerce facilitates online buying and selling transactions, changing the way consumers shop by offering convenience, global product accessibility, and the ability to easily compare prices and product features.

An interesting aspect of digital marketing is how culture plays a crucial role in influencing consumer behavior and marketing strategies. Culture, in this context, encompasses a society's values, norms, preferences, and collective identity that influence how they choose, purchase, and use products or services (Rahman & Shahriar, 2020). In an increasingly connected global environment, digital technology has enabled rapid cultural adaptation and change from one market to another, through e-commerce and social media platforms that reach millions of people worldwide. The influence of culture in digital marketing is also reflected in how brands and companies adapt to local preferences and consumer beliefs. For example, a successful marketing strategy in one country or region may not always be directly applicable in another due to differences in cultural and socioeconomic contexts. Therefore, a deep understanding of local and global cultural dynamics is key to developing effective and relevant marketing strategies. While digital marketing and e-commerce offer numerous opportunities for companies to expand their markets and enhance their global presence, they also present significant challenges. One of these is the need to build consumer trust in an online environment that is often anonymous and vulnerable to fraud. Careful management of consumer personal data and providing a safe and enjoyable user experience are key to maintaining long-term customer loyalty.

Furthermore, increasingly fierce competition in the digital marketplace requires companies to continuously develop and implement innovative and adaptive marketing strategies. For example, using big data and analytics to deeply understand

consumer behavior and quickly adapt marketing strategies based on data analysis results can provide a significant competitive advantage.

2. RESEARCH METHOD

This section describes four subsections: resources, inclusion and exclusion criteria, and the systematic review process, including data abstraction and analysis, used in this study.

2.1 Review protocol: PRISMA

Current research adopts the method Preferred Reporting Items for Systematic Review and Meta-Analyses (PRISMA). This is a standard guideline for conducting systematic literature reviews (SLRs) and has been used in various research fields (Moher et al., 2009). Due to its comprehensiveness and capacity to improve review accuracy (Smith et al., 2022) and reduce researcher bias, this guideline is highly respected and widely used across disciplines (De Barcelos Silva et al., 2020). Furthermore, to reduce researcher bias, authors prepare the protocol, others review it, and the authors participate in discussion, review, and literacy. The authors then report the findings of the database search. PRISMA provides a brief overview of the systematic review process, which consists of several stages (Micol Policarpo et al., 2021). Therefore, this study used the PRISMA protocol to conduct a systematic literature review of relevant, high-quality articles.

2.2 Systematic literature review process for selecting articles

2.2.1 Identification Method

SLR consists of three main stages to identify publications relevant to the current research. The initial stage is to identify keywords and search for related and similar terms using dictionaries, encyclopedias, and previous research. For example, the term "Digital Marketing or E-Commerce or Culture". After defining all relevant terms, a search string for the Scopus database was created in May 2024 (see Table 1). Most importantly, this study correctly retrieved 3,411 articles from leading and supporting databases. Furthermore, a hand search based on expert advice yielded an additional 7 articles. The first stage of the systematic review procedure identified 3,411 articles.

2.2.2 Screening

Level screening the first step is to eliminate duplicate articles. The current study screened 3,411 publications based on inclusion criteria derived from primary and secondary databases. Furthermore, the same inclusion criteria were applied across all databases to maintain and minimize bias when scanning papers during the screening process. However, the screening procedure was performed manually on databases that lacked sorting features. It is worth noting that reviewing all available articles is nearly impossible for a single scholar. Consequently, (Okoli, 2015) noted that the screening steps are practically feasible with appropriate resources, namely time, personal, and financial constraints. Meanwhile, (McKenzie et al., 2019) highlighted articles from peer-reviewed journals and how language will be selected as inclusion criteria. Thus, there are five inclusion criteria for this study. First, the search period was between 2014 and 2024. Second, the articles must be in English (see Table 2). Third, only publications peer-review published in the journals to be included. The fourth criterion was that the articles must be open access, and the final inclusion criterion was based on the subject area. This stage resulted in 3,238 articles being excluded from the study for not meeting the inclusion criteria, resulting in 173 articles for use in the eligibility procedure.

2.2.3 Qualifications

The final stage of the SLR is eligibility. After the screening process, the remaining articles were manually reviewed and retrieved. This stage ensures that all selected articles meet all inclusion requirements. Consequently, researchers must review the paper titles and abstracts. However, if the title and abstract are unclear, the article's content will be investigated. This screening stage yielded 173 articles and discarded 137. Articles were discarded primarily due to journal article type, duplication of information across databases, objectives not focused on digital marketing, and papers published in non-English languages (See Figure 1 for a summary of the review process). To ensure the scientific rigor of the review, the articles underwent a quality assessment to ensure they contained detailed methodologies, empirical data, and key findings sections (Alamgir et al., 2022).

Table 1. The search Strings

Database Search String	
Sciendirect	TITLE- ABS-KEY (digital marketing ore-commerce or culture

Table 2. Criteria of the Inclusion and Exclusion

Criteria	Inclusion	Exclusion (Exception)
Timeline	2014 to 2024(3.411 results)	Before 2014
Language	English (3,405result)	Non-English
Article Type	Review Article (173 result)	Books, Conference Paper, Book Chapter, Encyclopedia, Conference Review
Access Type	Open access & Open archive (69 result)	Non Open Access And Non Open Archive
Subject Area	Business, Management and Accounting, Economics, Econometrics and Finance, Engineering, Computer Science, Social Sciences (36 result)	Environmental Science, Decision Sciences, Agricultural and Biological Sciences, Energy, Medicine and Dentistry

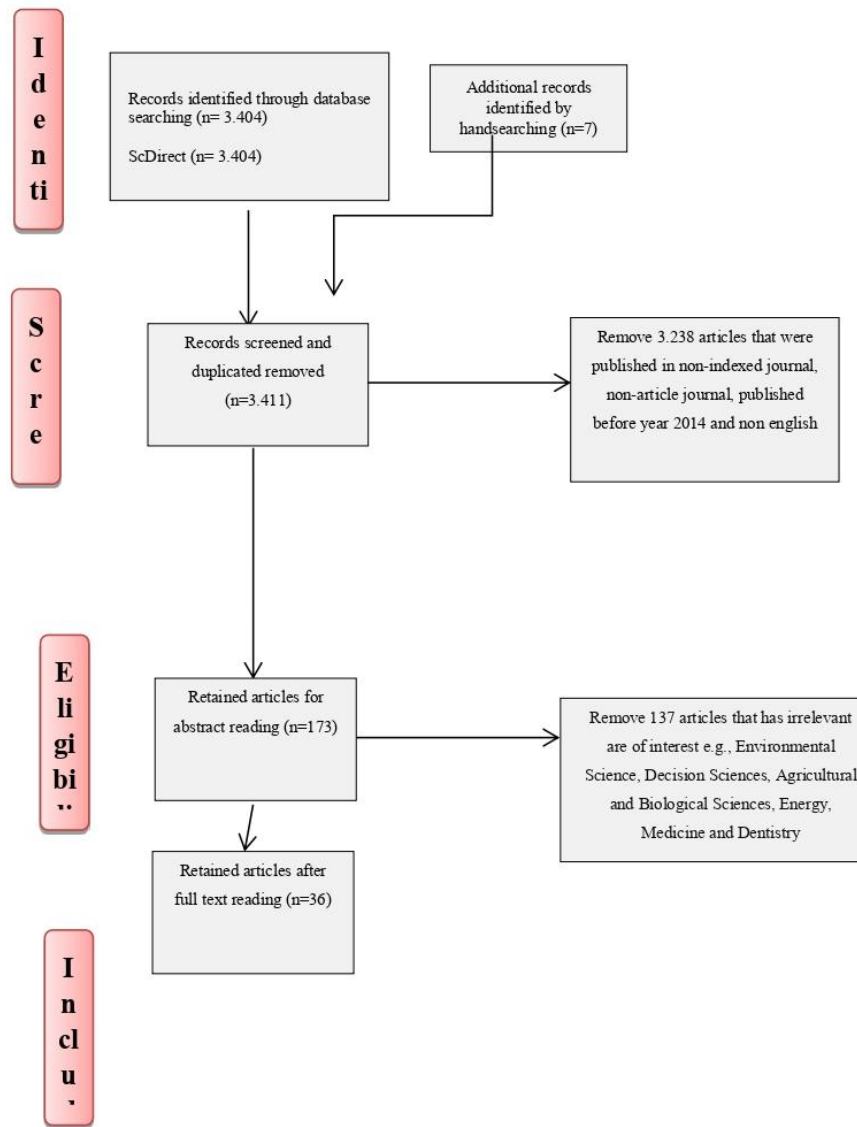


Figure 1. Publication flow of various stages of systematic literature review

3. RESULTS AND DISCUSSION

3.1 Results

The systematic literature review (SLR) process was conducted following the PRISMA framework. Of the 3,411 articles identified through the Scopus database, 36 met the inclusion criteria: published between 2014 and 2024, in English,

published in peer-reviewed open access journals, and relevant to the fields of business, management, economics, engineering, computer science, and social sciences. Bibliometric analysis using VOSviewer revealed the most dominant keywords, "e-commerce" and "digital marketing." These two terms are linked to various other themes, such as trust, customer engagement, satisfaction, social media marketing, and big data.

Table 3. Summary of articles that met the inclusion criteria

Author/Year	Country	Title	The phenomenon being investigated	Research Design/ Analysis Strategy/ Level of Analysis	Key Findings
(Bradley & Corsini, 2023)	English	A literature review and analytical framework of the sustainability of reusable packaging	Reusable packaging, Plastic packaging, Refillable packaging, Returnable packaging.	This article conducts a literature review of 107 articles on reusable packaging to develop an analytical framework that identifies 22 key factors influencing the sustainability of reusable packaging systems.	These findings highlight that customer acceptance and retention are key to achieving long-term sustainability. Furthermore, increasing the return rate of reusable packaging, shortening the supply chain, and improving system standardization are critical factors enabling sustainability. The transition from single-use to reusable packaging systems involves complex system changes that require greater collaboration between industry stakeholders and academic collaboration across disciplines.
(De Giovanni & Zaccour, 2023)	Italy	A survey of dynamic models of product quality	Dynamic quality models both in single agent settings and in competitive frameworks.	This article conducts a literature review on dynamic product quality models.	The findings of this study provide an in-depth look at the current state of the art in dynamic quality modeling, both in single-agent and competitive settings. This helps readers understand the latest developments and innovations in dynamic quality management.
(Neves dkk., 2023)	India	Adoption and use of digital financial services: A meta analysis of barriers and facilitators	The use of digital financial services as a solution to avoid face-to-face interactions due to the COVID-19 pandemic.	This study presents a weighted and meta-analysis that synthesizes previous literature on the use of digital financial services. Using 121 articles, four analyses were conducted for all financial solutions, but also for each key service, such as digital banking, digital payment and management services, and digital wallets.	These findings demonstrate the relevance of technology adoption factors such as perceived usefulness, ease of use, and security and trust dimensions for individuals to use this solution. Moderation analysis results also indicate that more money-oriented cultures tend to use this service more frequently due to perceived ease of use. These research findings support practitioners and future research.
(Bojic, 2024)	Serbia	AI alignment: Assessing the global impact of recommender systems	The widespread influence of AI-based recommendation algorithms used by major online services and platforms. These algorithms are used by online services and platforms to decide what content to display and in what order, and these algorithms can have negative impacts, including the spread of misinformation, social polarization, and echo chambers around important topics.	This study combines descriptive analysis and a comprehensive literature review, complemented by content analysis.	This research investigates the impact of algorithms on not only major social issues but also on every aspect of users' online experiences. Possible impacts on humanity are discussed, such as addition to technology, the weakening of human relationships, and the homogenizing impact on the human mind. One possible direction to address the challenges posed by these algorithms is the implementation of algorithmic regulation to encourage content diversity and facilitate democratic engagement, such as the tripartite solution outlined in the conclusion.
(Kumar et al., 2021)	India	Applications of text mining in services management: A systematic literature review	The application of text mining techniques in management services, which is increasingly important along with increasing access to big data through various digital platforms.	This study adopts a systematic literature review on the application of text mining in service management. First, we analyze literature using text mining methods such as sentiment analysis, topic modeling, and natural language processing (NLP) in reputable business management journals. Next, we apply visualization tools for text mining and topic association to understand dominant themes and relationships.	This study shows the distribution of papers by year, journal list, and text mining application. In the second subsection, the study shows frequently occurring words in the titles and keywords of the authors of the papers, indicating the thematic focus of the studies. In the third subsection, the study shows various domains across various text mining applications. Furthermore, the study also shows association rules mining and network diagrams on the paper keywords to demonstrate the relationships between the knowledge graphs.
(Koutromanos & Kazakou, 2023)	Greece	Augmented reality smart glasses use and acceptance: A literature review	There is increasing interest in ARSG and acceptance of ARSG in various fields.	Quantitative approach	Most research focuses on users who act as consumers of smart glasses, rather than professionals such as doctors, teachers, or athletes who use ARSGs in specific fields. This suggests there is greater interest in how general consumers accept and use this technology in their daily lives.
(Abdillah et al., 2024)	Indonesia	Big data security & individual (psychological) resilience: A review of social media risks and lessons learned from Indonesia	This research focuses on various security risks faced by social media users, including privacy, data security, the spread of false information and cyber attacks.	This research uses a bibliometric analysis approach.	This research provides guidance to national governments on mitigating potential social media security risks. The study synthesizes ongoing debates in the literature and provides guidance on how to mitigate social media security and technology risks.
(Sir dkk., 2024)	California	Convergence of artificial intelligence with social media: A bibliometric & qualitative analysis	The integration of AI and social media has brought numerous benefits, such as enhanced audience analysis, allowing businesses to better understand their target market, and content optimization, which makes information	The analysis used in this study is bibliometric and qualitative analysis.	This research provides a broad overview of the current state of social media AI, highlighting the potential applications and broad implications of this interdisciplinary relationship. The findings have the potential to shape strategic decision-making, policy development, and future research directions in this rapidly evolving field.

(Javaid dkk., 2024)	India	Digital economy to improve the culture of industry 4.0: A study on features, implementation and challenges	distribution more efficient. The digital economy refers to economic activity arising from the interconnectedness of individuals, businesses, devices, data, and operations through digital technology. It encompasses online transactions across various sectors and technologies, such as the internet, mobile technology, big data, and information and communications technology. The key difference from the traditional economy is the reliance on digital technology and online transactions, which are transforming traditional industries.	The analysis used was bibliometric analysis and a systematic literature review was conducted.	These findings highlight how the digital economy and Industry 4.0 technologies are not only transforming the way industries operate, but also directing the evolution of the global economy towards a more connected, adaptive, and innovative direction.
(Samal & Dash, 2023)	Jordan	Ecotourism, biodiversity conservation and livelihoods: Understanding the convergence and divergence	Ecotourism, natural resource conservation and local livelihoods are among the most talked about issues globally.	This study conducted an integrative literature review on ecotourism	These findings indicate that, despite variations over the years, the overall trend of ecotourism publications continues to increase. The majority of ecotourism research is conducted in developing countries, and the results indicate that these countries still struggle to manage their resources.
(Haleem et al., 2024)	India	Exploring the competence of ChatGPT for customer and patient service management	The modern language generation model ChatGPT, created by Open Artificial Intelligence (AI), is known for its ability to understand context and generate relevant content. The model is built on a transformer architecture, which allows it to process large amounts of data and produce cohesive and insightful text. This research examines the transformation phenomenon experienced by traditional commercial activities due to developments in information and communication technology (ICT), particularly with the emergence of e-commerce.	This study uses a qualitative approach with literature review and case study methods to explore the application of ChatGPT in customer and patient services.	This paper briefly discusses ChatGPT and the need for better service. Various perspectives on improving customer and patient service through ChatGPT are discussed. The article also discusses key factors supporting ChatGPT in enhancing customer and patient support. Furthermore, the paper identifies and discusses key application areas for ChatGPT in customer and patient service. With its ability to handle multiple requests simultaneously, respond quickly and accurately to client inquiries, and gain insights from every interaction, ChatGPT is revolutionizing customer and patient service.
(Helmy Mohamad et al., 2022)	Egypt	Impacts of e-commerce on planning and designing commercial activities centers: A developed approach	The study highlights the socio-economic, health, and psychological impacts of the pandemic in the region, such as increased mortality, mental health difficulties, economic downturn, disruptions to supply chains, and disruptions in social interactions.	This research uses literature review, descriptive analysis, case studies, and consumer surveys.	These findings highlight how e-commerce is changing the landscape of traditional commercial activities and emphasize the need for an innovative and integrated approach in commercial planning and design to meet the evolving needs of users in this digital age.
(Ngongolo, 2023)	Tanzania	Impacts, mitigation strategies of Covid-19 on human well-being in Africa: A brief review	The main focus of this paper is to discuss and assess intelligence attributions and value judgments. Artificial Intelligence (AI) and its regulated use in society.	Using a systematic review of various literature.	The findings of this review increase knowledge about the various impacts of COVID-19 on human well-being and provide useful information to policymakers, researchers, and practitioners in formulating plans to mitigate adverse impacts and improve the general well-being of people in the post-pandemic era.
(The dkk., 2023)	India	Informatics on a social view and need of ethical interventions for wellbeing via interference of artificial intelligence Learning from the past to shape the future: A comprehensive text mining analysis of OR/MS reviews	Provides an overview of the evolution and sophistication of the field of Operations Research and Management Science (OR/MS) from 1956 to 2019.	This research uses a qualitative method with a literature study approach and conceptual analysis.	This research raises issues related to the use of AI as a substitute for human thought by questioning the value of humans in the AI era.
(Romero-Silva & de Leeuw, 2021)	New Zealand and China	Manufacturer encroachment and channel conflicts: A systematic review of the literature	Manufacturers are increasingly using direct and indirect sales channels to reach more customers. In particular, the strong growth of internet sales, or e-commerce, has prompted	This study uses a literature review	The results also show that the field of Public Administration research is heavily influenced by OR/MS reviews as 16% of all papers published in the field cite at least one of the 1744 review papers included in the study.
(Tahirov & Glock, 2022)	Germany			This study uses a systematic and comprehensive review approach to multi-channel distribution systems in forward and reverse supply chains.	Based on a literature analysis, this study proposes managerial implications and promising future research directions. These implications include strategies for managing channel conflict, distribution channel optimization, and approaches to improving supply chain performance in an increasingly complex e-commerce environment.

			companies to redesign their distribution channels to capitalize on the opportunities e-commerce offers.		
(Rejeb et al., 2024)	Hungary	Mapping the scholarly landscape of TikTok (Douyin): A bibliometric exploration of research topics and trends	The TikTok platform has experienced tremendous popularity among the younger generation and has influenced various aspects of life and industries.	This systematic literature review, using bibliometric methods, aims to examine the evolution of TikTok research from its early development to its current status.	The study results show several TikTok research clusters that encompass important issues such as the platform's overall impact on society, politics, culture, and humanity-centered issues such as social cohesion, functional ties, and their implications for public health.
(Buhalis et al., 2023)	United Kingdom	Metaverse as a disruptive technology revolutionising tourism management and marketing	The Metaverse is the next disruptive technology that will impact society in the coming decades, by enabling immersive experiences in both virtual and physical environments. Suppliers are increasingly looking for new ways to personalize their offerings and differentiate their products in the competitive digital marketplace. One interesting approach is the use of "pay-as-you-want" schemes, where customers have a say in determining the price of the product or service they receive.	This study uses a systematic approach by reviewing scientific literature, media articles, and industry reports to define and conceptualize the Metaverse ecosystem in the context of tourism and travel.	This research defines and conceptualizes the Metaverse ecosystem for tourism and travel. The report explores the fundamentals of the Metaverse's disruption to tourism destinations and organizations and identifies the foundations of Metaverse tourism.
(Reisman dkk., 2019)	New York, USA	Pricing in consumer digital markets: A dynamic framework	This study investigates the development trends of scientific research on digital transformation in marketing using a systematic and integrated bibliometric analysis.	This study uses an analytical approach by collecting and analyzing existing literature on participatory pricing schemes.	This study expands on existing participatory pricing schemes and proposes a new conceptual framework, called FairPay. This framework overcomes many of the limitations of previous approaches while addressing significant challenges, particularly those faced by many digital product suppliers. The framework offers an attractive pricing solution for both customers and suppliers, ensuring a fair exchange based on value-in-use.
(Sir dkk., 2021)	Iran	Quantitative analysis of the development of digital marketing field: Bibliometric analysis and network mapping	This research explores the phenomenon of sentiment analysis, a method in natural language processing that evaluates and identifies the emotional tone or mood conveyed in textual data.	This study uses bibliometric analysis and mapping of scientific research on digital marketing. The quantitative literature review method allows researchers to use literature data to gauge scholarly opinions and research.	This study successfully identified several popular research topics in digital marketing. These topics reflect the main focus of current research and provide an overview of future research directions in this field.
(Jim dkk., 2024)	Bangladesh	Recent advancements and challenges of NLP-based sentiment analysis: A state-of-the-art review	This study investigates the fragmentation of fundamental theories in the development of empirical research in the fields of information management (IM) and information systems (IS).	This study conducts an in-depth survey of various domains of sentiment analysis applications in the context of existing research.	Sentiment analysis has broad applications across various domains, helping businesses understand customer sentiment, make better decisions, and improve their products or services. The study also found that using representative datasets and appropriate evaluation metrics are crucial to the success of sentiment analysis.
(Wu et al., 2022)	China	Seven important theories in information system empirical research: A systematic review and future directions	This research investigates the phenomenon of user decisions regarding privacy and security in the modern digital context. The primary focus is on privacy categorization, which involves grouping users based on their ability to manage privacy concerns or on the type and amount of personal information they choose to disclose or conceal.	This study analyzes empirical studies in IM and IS over the past twenty years to identify important but under-referenced theories. It uses a systematic review approach to synthesize existing findings related to the seven identified theories.	This study identifies seven theories in the IM and IS fields. These theories are Transactive Memory System, Impression Management, Flow, Structural Holes, Resource Dependence Theory, Social Presence Theory, and The Illusion of Control. This study uses an empirical analysis approach and a systematic review to synthesize existing findings and identify future research directions.
(Inverard dkk., 2023)	Italy	Systematic review on privacy categorisation	This study investigates the increasing use of online food delivery services, which has become the new norm in the food industry due to changing consumer lifestyles and dietary patterns. The primary focus is on online food delivery services in Africa, given the limited availability of previous studies examining this aspect on the continent.	This research uses a systematic literature review method. This design involves identifying, evaluating, and synthesizing existing research on privacy categorization.	This paper aims to present a systematic review of the literature on privacy categorization, which has been defined in terms of profiles, profiling, segmentation, clustering, and personality. Privacy categorization involves the possibility of classifying users according to their specific
(Bannor & Amponsah, 2024)	Ghana	The emergence of food delivery in Africa: A systematic review	This research examines the phenomenon of user decisions regarding privacy and security in the modern digital context. The primary focus is on privacy categorization, which involves grouping users based on their ability to manage privacy concerns or on the type and amount of personal information they choose to disclose or conceal.	This study employed a systematic literature review method. The process involved identifying, evaluating, and synthesizing previous studies on online food delivery in Africa. The review included 22 articles published between 2014 and 2022 from three African countries: South Africa, Ghana, and Tanzania.	The key finding of this systematic review is the emergence of food delivery in Africa. Online food delivery services in Africa are emerging in response to changing lifestyles, as consumers increasingly busy and demanding convenient solutions for their food needs. This study identifies the various food delivery apps used in Africa and how these apps contribute to providing fast and accessible services to consumers.
(Godoy dkk.,	Denmark	Transformation	This research	This research uses a systematic	Literature shows that although Scandinavian societies are

2021)		s of trust in society: A systematic review of how access to big data in energy systems challenges Scandinavian culture	investigates the impact of big data collection and analysis on public trust, particularly in Scandinavian countries. The primary focus is on how practices of collecting, processing, analyzing, and using personal data through smart devices, such as smart meters, influence public responses to and trust in the energy sector.	literature review method of scientific articles indexed in Scopus.	known for their high levels of trust, big data practices can undermine and weaken this trust. Extensive data collection through smart devices in the energy sector, for example, can raise concerns about privacy and personal data control.
(Kondamudi et al., 2023)	India	A comprehensive survey of fake news in social networks: Attributes, features, and detection approaches	This study investigates the phenomenon of the spread of fake news on online social networks and its impact on individual trust in information, including official information from the government. This research investigates the phenomenon of weaknesses in the understanding of Internet of Things (IoT) architecture that hinder progress in the effective implementation of IoT technology.	This research uses a literature survey review method.	This research explains the basic theory of fake news, investigates and analyzes the perspectives of fake news, links misleading information, in-depth analysis of disinformation, and established methods for detecting it.
(Ray, 2018)	India	A survey on Internet of Things architectures	The phenomenon covered in this research is the significant development in the field of Deep Learning (DL), especially large language models (LLMs), which has changed the research landscape within the machine learning community.	This research uses a literature review method.	The IoT architectures reviewed in this literature directly or indirectly attempt to solve real-world problems through the development and implementation of robust IoT concepts. Examples include efficient energy management, enhanced security, and industrial process optimization.
(Khan et al., 2023)	Pakistan	Exploring the frontiers of deep learning and natural language processing: A comprehensive overview of key challenges and emerging trends	The phenomenon covered in this research is the use of Large Language Models (LLMs), such as the GPT model from OpenAI, which began to gain popularity after the introduction of BERT by Google in 2018.	This research uses a comprehensive literature review approach.	The findings of this study are This study provides a comprehensive analysis of recent advances in DL and NLP, while highlighting significant barriers and emerging developments.
(Saka dkk., 2024)	United Kingdom	GPT models in construction industry: Opportunities, limitations, and a use case validation	The phenomenon covered in this research is the construction of a conceptual framework to study the process of co-creation and co-destruction of values supported by information technology (IT).	This research uses a mixed approach involving critical review, discussions with experts, and case study validation to achieve the research objectives.	These findings reveal opportunities for GPT models throughout the project lifecycle. Challenges in utilizing GPT models are highlighted, and a prototype use case for material selection and optimization is developed. The findings of this study will benefit researchers, practitioners, and stakeholders, as they provide a research perspective for LLM in the construction industry.
(Li & Tuunanen, 2022)	Finland	Information Technology-Supported value Co-Creation and Co-Destruction via social interaction and resource integration in service systems	The phenomenon encompassed in this research is the significant evolution in the field of computing systems over the past six decades. This transformation has profoundly impacted society with transformative developments such as the Internet and the commodification of computing.	This study uses a systematic literature review approach that involves data analysis using a service system perspective.	This research demonstrates that communication, dialogue, and trust are elements of social interaction, and resource integration involves access, matching, and resources. This conceptual framework also confirms that IT significantly influences social interaction and resource integration in VCC and VCD processes. IT enables social interaction by providing a platform for dialogue and communication.
(Gill et al., 2024)	English	Modern computing: Vision and challenges	The phenomena covered in this research are the complexity of marine ecosystem and species conservation, which is influenced by social, political, economic and ecological uncertainties.	This research uses an analytical descriptive approach to describe the evolution of computing systems and their impact on society.	This article addresses accessibility issues and potential disparities, emphasizing the need to ensure these technologies have a positive impact on society and everyday life. Integrating recent advances with ongoing challenges in implementing existing technology trends, this work provides an in-depth analysis of the next wave of scientific research in computing.
(Ison dkk., 2024)	Australia	Participatory research in complex marine conservation settings: A review of recent trends and lessons for the future	The phenomenon covered in this research is the critical and challenging procurement process for products and services	This study uses a systematic scoping review approach to synthesize existing literature.	Some key findings in this study are the dominance of implementation in the Global North. Participatory research approaches are more frequently applied in countries in the global north, while in countries in the global south, implementation is still limited. This indicates an imbalance in access and participation in marine conservation processes. Based on the Groups Involved, participation in this approach generally involves representatives from government, industry, and civil society such as community groups. However, indigenous groups and communities are often not significantly involved, despite the importance of their local knowledge and wisdom in marine conservation.
(Moshtari dkk., 2021)	Finland	Procurement in humanitarian organizations: Body of knowledge and practitioner's		This research uses a literature review approach as well as analysis of interviews with humanitarian practitioners and product and service suppliers to gain a comprehensive	The main finding of this study is that procurement of products and services is a critical part of humanitarian operations, with significant costs and a direct impact on the effectiveness of aid provided. Furthermore, despite its importance, the literature on procurement in the humanitarian context is still limited. Further research is needed to fill this knowledge gap.

		challenges	for humanitarian organizations (HOs). Procurement is a crucial part of humanitarian aid operations, accounting for approximately 65% of aid costs. However, despite its importance, procurement in humanitarian operations remains under-researched. Urbanization is recognized as one of the megatrends in our society, leading to major efforts to create effective and smart cities.	understanding.	Furthermore, humanitarian practitioners face various challenges and dilemmas in procurement, including logistical issues, supply reliability, security, and compliance with ethical and legal standards.
(Quan & Solheim, 2023)	Norway	Public-private partnerships in smart cities: A critical survey and research agenda	This study investigates the impact of activity-based learning and the use of ChatGPT on students' academic performance within an educational framework.	This study uses an in-depth integrative literature review approach to synthesize the existing literature on PPPs in smart city projects.	The main findings of this study include four main themes. Through in-depth content analysis, four key themes emerged in the context of PPPs in smart cities: localness, stakeholder complexity, tension, and trust-building. These themes are interrelated and influence the smart city development process.
(Al Shloul dkk., 2024)	United Arab Emirates	Role of activity-based learning and ChatGPT on students' performance in education	This research highlights the importance of recognizing and integrating customer skills and competencies in businesses to serve customers more effectively and efficiently.	This research method uses a comparative approach, analyzing the results of students who participate in activity-based learning compared to students who use conventional methods.	Findings revealed that activity-based learning increased student engagement, motivation, and critical thinking skills. Students participating in activity-based learning demonstrated improved academic achievement, driven by active engagement and practical application of knowledge. Similarly, the ChatGPT integration offers a new avenue for interactive learning and individualized support, fostering student understanding and exploration of complex concepts.
(Agrawal & Rahman, 2015)	India	Roles and Resource Contributions of Customers in Value Co-creation		This research uses a literature review approach. It begins by reviewing existing literature on shared value creation from a customer perspective. The study analyzes various forms of customer contribution within this context.	This study looks at various forms of value co-creation from the customer's perspective while outlining the various resources contributed by customers and presenting a conceptual framework of value co-creation.

Table 3 shows that e-commerce and digital marketing dominate the literature, with 12 articles covering the 2018–2024 period. Research in this category largely highlights the use of social media, digital advertising, and mobile apps as key strategies for reaching consumers. Trust and security also occupy a prominent position, with seven articles emphasizing the urgency of data privacy, payment security, and platform transparency. Furthermore, customer engagement and satisfaction are examined in six articles, focusing on their relationship to consumer loyalty. A new emerging trend is cross-border e-commerce (five articles), which addresses cross-border trade and cultural dynamics. Meanwhile, recent developments point to the use of cutting-edge technologies (six articles), such as AI, big data, and augmented reality.

3.2 Discussion

The research results show that e-commerce development is not solely dependent on technological aspects, but is also heavily influenced by cultural factors, consumer trust, and customer engagement. The dominance of research on digital marketing through social media and mobile applications reinforces Kannan and Li's (2017) view that digital marketing not only expands distribution channels but also enables more intense two-way interactions with consumers. Consequently, companies need to optimize their digital strategies to build long-term relationships with customers. The second focus on trust and security aligns with previous literature. Abdillah et al. (2024) emphasized that cybersecurity plays a crucial role in maintaining users' psychological resilience to digital media risks. Therefore, trust is a key foundation for the sustainability of online transactions. From a practical perspective, companies need to improve data security, transaction transparency, and privacy protection as strategies to strengthen consumer loyalty. Discussions on customer engagement and satisfaction confirm that these two aspects are key to e-commerce success. Xu et al. (2021) showed that customer satisfaction is influenced not only by product quality but also by delivery speed, payment flexibility, and interactive shopping experiences. This confirms that customer engagement is a significant predictor of customer loyalty. He cross-border e-commerce This also adds to the literature on the importance of cultural dimensions. He and Harris (2020) emphasize that digital marketing strategies must consider social values, local customs, and consumer preferences in each country. The practical implication is the need to adapt digital marketing strategies to local cultural contexts to effectively penetrate the global market. Thus, the focus on cutting-edge technologies such as AI, big data, and augmented reality points to a new direction in e-commerce development. Saheb et al. (2024) emphasize that integrating AI with social media increases the effectiveness of marketing campaigns, while Koutromanos and Kazakou (2023) add that augmented reality can create immersive shopping experiences that increase consumer engagement. The practical implication of these findings is that companies need to invest in intelligent technologies to create added value that differentiates them from competitors. Overall, this discussion confirms that a sustainable e-commerce strategy must integrate three key elements: (1) a digital strategy that adapts to changing consumer behavior, (2) trust and security as key pillars, and (3) the use of cutting-edge technology to enhance the consumer experience. Furthermore, cultural factors remain a crucial variable in determining the success of cross-border marketing. These findings not only enrich the academic literature but also provide practical implications for companies in designing more inclusive and innovative digital marketing strategies.

3.2.1 Bibliometric Analysis

In this study, VOSviewer software was used to visualize the network of 36 articles. VOSviewer is a popular tool in bibliometric analysis, enabling researchers to identify collaboration patterns, relationships between keywords, and the distribution of themes in the literature. Through the resulting network visualization, this study was able to reveal connections and interactions between various relevant concepts and authors in the research field. The use of VOSviewer allows for a more intuitive and informative data presentation, providing in-depth insights into the structure and dynamics of existing research. This supports a better understanding of scientific developments and the identification of future research trends (P. Cheng et al., 2021). In conducting bibliometric analysis, researchers ensure that all articles that meet the inclusion criteria are included in the analysis, so that the resulting data can represent a comprehensive and accurate picture.

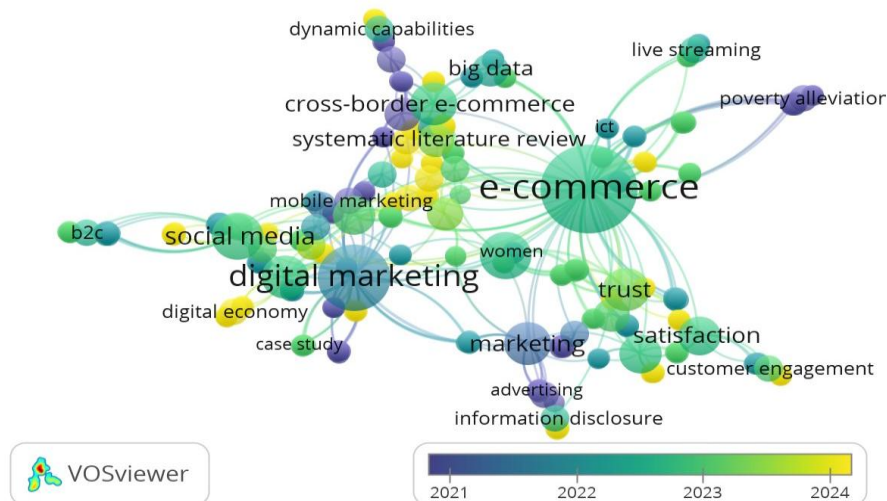


Figure 2. Network visualisation results

The network visualization results of the images generated using VOSviewer software show that “e-commerce and digital marketing” is a central topic with many connections to other keywords. This visualization utilizes color gradients to show temporal changes in the research, with a color spectrum from blue representing 2021 to yellow representing 2024. At the center of the network, "e-commerce" emerged as the primary topic with the largest node size and a significant number of connections to various other topics. This indicates that e-commerce is a central focus of related research. Topics such as "trust," "satisfaction," and "customer engagement" also featured prominently with numerous connections, indicating that these aspects are crucial in the context of e-commerce, playing a role in how online businesses build relationships with their customers. Topic "digital marketing" And "social media" are close, indicating a close relationship in research on how social media is used as a digital marketing tool. This reflects the growing trend in the use of social media platforms to reach and engage consumers. In addition, the topic "mobile marketing" indicates the importance of marketing through mobile devices, which is becoming increasingly relevant as smartphone usage increases. Besides that "Big data" also emerged as a significant topic, indicating that big data analytics is becoming a crucial part of digital marketing and e-commerce strategies. The ability to collect and analyze large amounts of data enables companies to make better decisions and target consumers more effectively.

Topic "cross-border e-commerce" And "systematic literature review" shows a focus on specific aspects of e-commerce. Research on cross-border e-commerce reflects an interest in international trade and how businesses can reach global markets. Meanwhile, "systematic literature review" signifies a more methodological and structured approach in evaluating the existing literature in this field. The social aspects of e-commerce are also evident in topics such as "poverty alleviation" and "women," indicating attention to the impact of e-commerce on social and economic issues. This reflects how research in this field focuses not only on the business aspect, but also on its contribution to social development. The use of color gradients provides additional information regarding temporal trends in research. Brighter colors, such as yellow and light green, for some topics indicate that research in that area is newer and possibly emerging. Conversely, blue and dark green indicate topics that have been the focus of research for longer and may be more mature. Overall, this visualization provides a comprehensive overview of recent research trends and the interconnections between key topics in e-commerce and digital marketing. This not only helps understand current research focuses but also identifies emerging areas that could potentially become key areas of focus in the future.

Research Question: How do cultural factors such as local values, consumer preferences, and purchasing habits influence digital marketing strategies and e-commerce development in various global markets?

Cultural factors such as local values, consumer preferences, and purchasing habits play a crucial role in determining the success of digital marketing strategies and e-commerce development in various global markets. Local values influence how consumers perceive products and services, so companies must adapt their marketing messages to suit local cultures. For example, in Asian markets that highly value relationships and harmony, marketing that emphasizes community and togetherness tends to be more effective than an individualistic approach that might be successful in Western markets. Varied consumer preferences across regions also influence the types of products offered and how they are presented. In some countries, consumers prefer shopping via mobile platforms over desktop platforms, so companies need to develop user-friendly and responsive mobile applications (Kannan & Li, 2017).

Purchasing habits, including shopping patterns and preferred payment methods, are also heavily influenced by culture. For example, consumers in Germany prefer payment methods such as invoices or bank transfers, while in China, payment through platforms such as Alipay and WeChat Pay is dominant (He & Harris, 2020). Understanding and adapting to these preferences is crucial for facilitating a seamless shopping experience and increasing sales conversions. Other studies have also confirmed that adapting to local cultural factors can increase customer trust and satisfaction, which in turn contributes to better customer loyalty and retention (Xu et al., 2021). Thus, companies that are able to effectively integrate local values, consumer preferences, and purchasing habits into their digital marketing strategies can gain a significant competitive advantage in the global marketplace.

4. CONCLUSION

This study confirms that the success of e-commerce development is not only determined by technological advances, but is also greatly influenced by cultural factors, consumer trust, and customer engagement. An effective digital marketing strategy must integrate three main pillars, namely: (1) a digital strategy that is adaptive to changes in consumer behaviour, (2) trust and security as the main foundation of online transactions, and (3) the use of cutting-edge technologies such as AI, big data, and augmented reality to enhance the consumer experience. Bibliometric analysis using VOSviewer shows that the central topic of e-commerce is closely related to issues of trust, customer satisfaction, engagement, digital marketing, mobile marketing, and the utilisation of big data. These findings reveal a research trend that is increasingly moving towards the integration of smart technology with a more interactive and personalised consumer experience. Furthermore, cultural factors, including local values, consumer preferences, and purchasing habits, have been proven to play a crucial role in determining the effectiveness of cross-border digital marketing strategies. Thus, both academically and practically, this research makes an important contribution to enriching the literature and serves as a reference for companies to design e-commerce strategies that are more inclusive, innovative, and globally competitive while still paying attention to the local cultural context.

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