

The Impact of Marketing Strategies on Consumer Well-being in the Digital Era

Apep Indra Saputra ¹

ABSTRACT

Digital transformation has fundamentally changed the marketing landscape, moving from a traditional mass approach to an increasingly specific and technology-integrated strategy, significantly impacting consumer interactions with brands. This dynamic change raises crucial questions about its impact on consumer well-being (CWB). This research aims to examine how various marketing strategies in the digital era shape consumer perceptions, behaviors, and ultimately, well-being. Using a qualitative literature review approach, this study analyzes the relevant literature on digital marketing strategies and consumer well-being. The results of the literature review show that digital marketing has a multifaceted impact on CWB. It was found that elements such as the credibility of social media influencers can increase CWB, while negative experiences, such as brand hatred caused by self-mismatch, can decrease well-being. In addition, consumer motivation and the influence of technology that is increasingly profound (as in the era of Industry 4.0) play an important role in shaping consumer experience and its implications for well-being. The conclusions affirm the importance of understanding the complex interactions between digital marketing strategies and CWBs for responsible marketing practices and future research in an ever-evolving digital landscape.

Keywords: Marketing Strategy, Consumer Wellbeing, Digital Age, Digital Marketing, Literature Review

1 Introduction

Digital transformation in marketing has had a significant impact on consumer welfare and purchase nit in the modern era. Social media influences play a crucial role in shaping consumer well-being through the quality of arguments, source credibility, and kindness, which ultimately influences purchase intent [1]. The COVID-19 pandemic has accelerated the focus on well-being in virtual communities, driving digital marketing strategies, particularly in the tourism and gaming industries [2]. The effectiveness of traditional mass marketing has declined, with a shift towards more specific strategies that leverage digital platforms to reach specific target audiences [3]. This dynamic change raises crucial questions about the impact on consumer well-being. As artificial intelligence and deep personalization develop, consumer interactions with brands and products are increasingly intense and layered [4]. It is therefore important to examine how various marketing strategies in this digital age not only aim to drive purchases, but also significantly shape consumer perceptions, behaviors, and ultimately, well-being in various aspects of their lives.

2 Literature Review

Marketing strategy is an effort by an organization to create, communicate, and provide value to customers to achieve business goals. It is generally defined as the formulation of how an organization creates, communicates, and delivers superior value to customers [5]. The main components of a marketing strategy involve market analysis, segmentation, targeting, and positioning (STP) [6]. as well as the management of marketing mix elements such as products, prices, venues, promotions, and other

¹Universitas Muhammadiyah Malang

additional elements of people, processes, and physical evidence for services [7]. The goal is to achieve sustainable competitive advantage [8] and optimal business performance. As times evolve, marketing strategies continue to evolve to be more personalized, data-driven, and focused on user experience. Customer-oriented kin marketing with analytics and technology support, as the volume of data from social media increases, demands more sophisticated analytical approaches [9], [10].

Consumer well-being (CWB) has emerged as a significant area of research, encompassing cognitive and emotional reactions to consumer experiences [11]. In recent literature, reviews have identified key themes in CWB research, including subjective, psychological, food, financial, environmental, social, and societal well-being [12]. These themes affect consumers on a micro, meso, and macro level. Research on CWB so far has largely focused on the service industry and developed countries, so more studies are needed in emerging markets [11]. A variety of metrics have been developed to measure CWB, including measures from the public sector, such as cost of living and consumer complaints, as well as academic metrics such as shopping satisfaction and need satisfaction [13]. CWB is highly related to aspects of safety, security, satisfaction, sustainability, positive emotions, security, and freedom [14], which underscores the importance of sustainable development and consumer quality of life.

Recent research explores the impact of marketing strategies on consumer well-being. Social media influences have a positive influence on consumer well-being and purchase intent through the quality of arguments, credibility, and kindness [15]. Conversely, brand hatred stemming from self-inconsistency can negatively impact the consumer divide, especially on tech products [16]. Consumer motivation plays an important role in well-being, where different motivational profiles show varying levels of subjective well-being [17]. An innovative approach that combines product marketing, mixed reality technology, and neuroscience theory can effectively enhance the consumer experience by aligning existential aspirations and creating an environment full of emotional engagement [18].

3 Research Methods

This study uses a literature review approach with qualitative analysis. Literature studies are used to review relevant literature related to marketing strategies that have an impact on consumer welfare. Data sources come from relevant scientific journals, books, articles and digital documents.

Stage 1: Initial Search and Data Collection

The initial stage of this research began with the data collection process by searching for journals with the keywords marketing strategy and well-being as a reference in the search.

Stage 2: Data Analysis

Data analysis is by identifying themes, patterns, and relationships between marketing strategies and consumer welfare.

4 Results and Discussion

Recent research highlights the significant impact of digital technology on consumer well-being and marketing strategies. The emergence of industrial 4.0 technology has transformed core sectors, blurring the boundaries between the digital, physical, and biological domains, and affecting individual, social, and environmental well-being [19]. Digital transformation has revolutionized marketing communications, with a shift away from traditional mass marketing to a niche strategy that leverages digital platforms [20]. The increasing role of information technology in consumers' lives, accelerated by the COVID-19 pandemic, has driven increased interest in research into its impact on consumer well-being [21]. Consumer well-being, which includes satisfaction, positive emotions, and perceptions of quality of life, has seen significant research growth, with a primary focus on the service industry and the use of theories such as self-determination and attribution [21].

Recent research shows how digital transformation and technology-based marketing are affecting consumer well-being. Several studies, such as those conducted by Jamil et al. (2023) and Attiq et al. (2022) [16], [22], arguing that the quality, credibility of sources, and the goodness of social media influencers can affect consumer well-being and purchase intent. On the other hand,

self-incompatibility with brands can lead to resentment towards brands that negatively affect consumer well-being, especially in technology products. More in-depth research was also found in the study of Bhardwaj and Karlo (2023) [11], which explains the relationship between consumer motivation and subjective well-being, showing that different motivations affect well-being in different ways, as seen in the latent profile analysis conducted by Xiao et al. (2023) [14].

In addition, research focusing on consumer welfare theory is also growing. For example, research by Roy et al. (2023) and Benvenuti et al. (2023) [19], [21] highlighting how digital technology, especially in the Industry 4.0 era, affects consumer welfare through changes in marketing communication and increased engagement with target audiences through digital platforms.

5 Conclusion

Digital transformation has fundamentally changed marketing practices, shifting them from traditional models to more personalized and data-driven digital strategies. These changes, accelerated by external factors such as the pandemic, have increased consumer interaction with brands in the digital space, creating a significant and multifaceted impact on consumer well-being (CWB). Through a literature review, this study confirms that marketing in this digital era not only affects purchase intentions but also directly shapes consumer perceptions, behaviors, and quality of life, showing potential positive and negative impacts that need to be considered. The impact on CWB varies depending on the elements of the digital marketing strategy and the characteristics of the consumer.

The literature shows that factors such as the credibility of social media influencers and content quality can increase CWB and positive consumer intentions. Conversely, negative experiences such as self-incompatibility with brand or product image can trigger hatred towards the brand and lower CWB. In addition, the research highlights the important role of consumer motivation and the influence of increasingly integrated technology in shaping consumer experience and well-being. Therefore, understanding the complex interactions between digital marketing strategies and CWBs becomes crucial for marketers to operate responsibly and for researchers to continue to explore the far-reaching implications of the digital landscape on consumers' lives.

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