Digital Marketing and Electronic Word of Mouth: A Literature Review

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ABSTRACT

This research using literature study as a methods. In addition to variables, a method often used in digital marketing research is to use quantitative methods with the Structural Equation Modeling (SEM) approach. The results showed that the variables that are consist of several variable, there are quality of the website that have the function to measure the reliability of the site, the quality of the information provided by the site, and the desire of consumers to share their experience of using it to the other consumers (E-WOM).

Keywords: Digital Marketing, Electronic Word of Mouth, Literature Study

INTRODUCTION

The rapid advancement of technology and the fast-changing ideas experienced by customers insist corporations adapt to change. Regardless of the types of the products and services, it is imperative to utilize the internet to help businessperson integrate their business systems, such as customers, the massive amount of data and information, physical and virtual communities, as well as internal and external environments that provide direct effects to the company [1].

The trend of today's business has shifted from the era of competition to collaboration. Such collaboration requires a good relationship between customers and the company, provided that the company can satisfy its customer. If the customers feel satisfied, they will share their experiences with other customers through social media, so-called E-WOM [2]. The concept of E-WOM refers to the interactive idea of C2C or the interaction between customers. With the rapid development of social media, customers no longer need to express their feelings in person. Instead, they only need to write a product or service review to influence other customer's perceptions. This strategy is believed to make E-WOM a compelling and credible marketing strategy [3]. Achieving customer satisfaction can provide several advantages, including a harmonious relationship between the company and its customers, providing a sound basis for repurchasing and creating customer loyalty, and forming word-of-mouth

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recommendations to benefit the company [4]. It means that the primary requirement in creating a good E-WOM is to increase the customer's satisfaction. Electronically, it can be achieved when the customers receive responses properly and get accurate and correct information. In addition, the easy use of a website platform is perceived as the vital element in improving the quality of the customer's experience before they decide to do a transaction [5]. The quality of a website can be measured by referring to three dimensions: ease of use, quality of information, and quality of interaction [6].

Nevertheless, the emerging problem nowadays is that many companies are unaware of the effectiveness of the internet to help them promote their products. With its capability to reach a wider audience, the internet can increase the company's market share. Besides, using the internet is considered better than a conventional marketing strategy which is limited by distance, time, location, and user coverage [7].

Based on the above issues, this research aims to understand better the effectiveness of several variables such as the website quality, information quality, satisfaction electronically, and E-WOM. The study was then performed using a model analysis, the analysis and development of a research framework based on previous literature, and the observation of different marketing concepts in the digital and traditional platforms. Also, it understands the customers' behavior patterns that might affect them to share the product information. This research's expected results are to help corporations determine the variables measuring consumers' perceptions to expand their marketing network [8]. Therefore, the study formulated the following research questions.

RQ 1. What are the strategies to collect articles related to variables that will be used to provide a comprehensive understanding and help determine the arrangement of the research framework?

RQ 2. What is the description of consumer behavior, and decide the best method to measure consumer perceptions and perspectives?

RESEARCH METHODOLOGY

Literature Identification and Classification

Careful analysis of the research field requires a systematic and structured literature review. The critical step is source selection and search strategy. Source selection refers to the types of publication aimed by the researchers, such as a journal or proceeding articles. Meanwhile, strategy search will focus on the definition of the search term and the search field and the timeframe to be covered [9]. The flow of stage in conducting literature study in this research are as follows :

1. Literature Identification and classification

2. Collect the data and previous research result based on year of publication

3. Searching process of relevant article with the topic

4. Classification process inclusion and exclusion based on theme, method and research variable

5. Grouping and mapping research variable and research method which is often used

6. Arrange the next research framework

7. Arrange the conclusion of study literature result

Data Collection

The literature search was conducted to select literature that was published between 2015 and 2020. The literature (articles) focused on scientific research journals published nationwide or internationally, such as Emerald Insight, IEEE, Springer, Portal Garuda, and Science Direct. The papers were then found related to e-commerce and other variables mentioned in this research. The search was performed using keywords associated with E-commerce, Social Commerce, website quality, information quality, customer satisfaction, and E-WOM. The literature search also involved articles from reference books and teaching books relevant to the topic discussed in this research.

Search Process

The search process was conducted by tracing sources that focused on scientific journal articles published nationwide and internationally. Further, some report and statistical data were included in this literature study, yet fewer portions. The time frame of the journal publication was selected between 2015 and 2020, as shown in Figure 2. All selected articles emphasized the themes related to variables used in the search and selection process. As a result, 144 related articles were found.

The criteria of inclusion and exception

The selection of keywords associated with digital marketing, customer behavior, information quality, electronic satisfaction, word-of-mouth electronically, the analysis of digital customer perceptions, and website quality was used to highlighting publications relevant to the use of the website as a marketing tool to attract customer's attention. In fact, the general terms of digital marketing are exclusive to advocate existing theories. Meanwhile, several research themes related to digital marketing, such as systems development methods and conventional marketing methods, are not included.

Data Synthesis

Data synthesis aims to reveal the distribution of topics related to digital marketing carried out by business people when marketing their products. The result was displayed in mapping form. According to Han, Xu, and Chen (2018), the purpose of this stage is to arrange each article accurately to record the information to be obtained from each selected paper [10]. The present research utilized Mendeley and Microsoft Excel to collect and integrate data related to research variables in research titles, themes, theory and variables, research method, implementation year, and the obtained results.

Research Theme

Deciding on a theme in research is helpful to understand better the topics concerning the use of digital marketing variables to measure customer perception. In several scientific articles, sometimes, several research themes are related to one another. In this research, the author did not limit the type of the company. Instead, it focused on using the research variables that would be used in future research, such as website quality, information quality, electronic satisfaction, word-of-mouth electronically. Besides the main topics, the author also added sub-categories by tracing other scientific articles not directly related to the research themes. The purpose was to strengthen the theory and concept that will be discussed in the research.
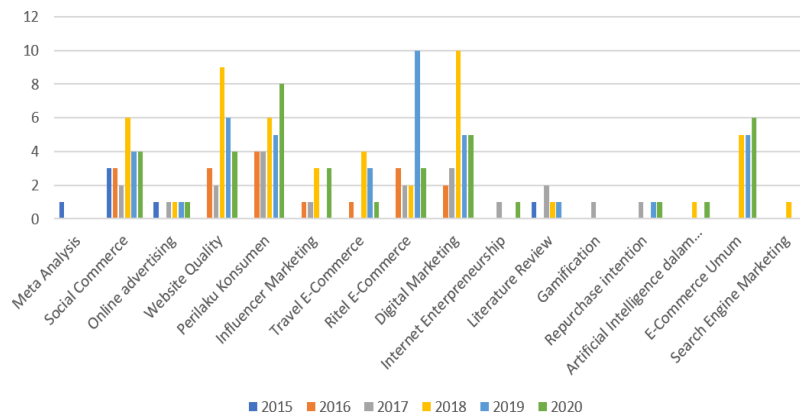
Figure 1. Classification of Reseach Theme

The classification of scientific articles was carried out by searching for appropriate themes. In the process, the author figured out that many articles had more than one theme. It was exemplified by research that measured customer perception, although, at the beginning of the study, it was also carried out to measure the accuracy of the digital marketing strategy policies applied to the business company.

The articles' theme was related to the implementation of digital marketing strategies, as shown in Figure 2. The results showed that there had been much research on the use of social media as a marketing medium or what is known as social commerce in doing digital marketing. Other themes such as e-commerce are also widely carried out in research, especially in the retail and travel industry.

Basic Theory

Customer behavior in the context of social trade becomes one of the key aspects for companies or marketers that aim to influence customers through their experienced feelings either before or after the transaction. To understand their behavior and predict the results as expressed in the social cognitive theory, people tend to perform specific actions when they expect the benefits and suitability obtained according to the desired expectations. For that reason, it is imperative to map variables that are commonly used by previous researchers from the literature obtained in digital marketing research to see the variables that will be used to measure consumer perceptions.

RESULTS AND DISCUSSION

What are the strategies to collect articles related to variables that will be used to provide a comprehensive understanding and help determine the arrangement of the research framework?

In order to collect relevant articles, an investigation was conducted to examine titles, abstracts, and article relevancy towards topics related to the research questions. This research discovered 1427 articles and literature related to the use of digital marketing to increase sales in the industry both in micro, small, and medium enterprises and medium industries. After selecting the articles, the next stage is to carry out a search procedure which is taken from 35000 existing journals. The search was then matched with the

research themes and variables. As a result, 531 journals were discovered and classified in more detail through research that connected related variables. From this stage, 124 journals were found, and the rest (20 journals) was considered supporting literature such as books, secondary data, and articles.
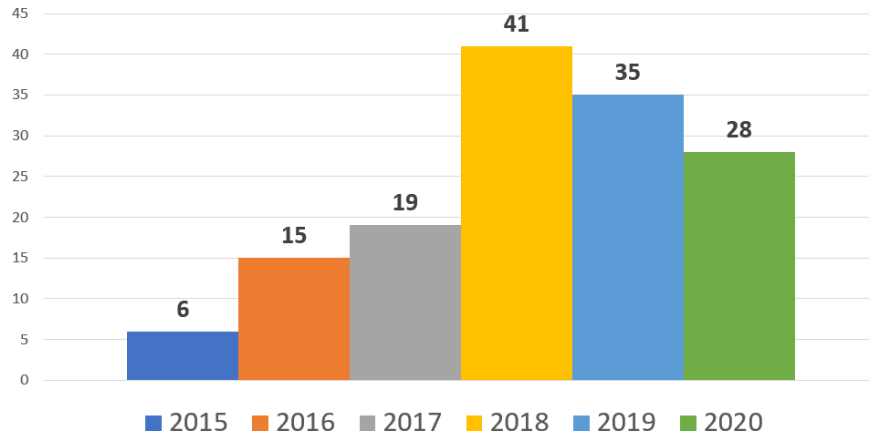

Figure 2. Number of Journal Publication

Most of the literature in this research was grouped as scientific journals, both national and international journals. The number of scientific journals used in this research is shown in Figure 3. The scientific journal was chosen as the primary source of literature in this research because it refers to a scientific work that can be accounted for materially. Further, the content is regularly updated following the development of digital marketing nowadays. Table 1 provides a list of details and names of publishers that have published scientific articles relevant to this research.

One of the strategies to determine variables when writing a research framework is by mapping selected journals and looking at the frequency and variables that are frequently used in the research and interrelated with the digital marketing theme that will be worked on. The results of each variable that was found from earlier research are mapped in Table 1.

Table 1. Mapping of Research Variable

No	Variable/Domain	Source of Literature
1	Information Quality	[11], [12], [13], [14], [15], [16], [17], [18], [19], [20], [21], [22], [23]
2	Website Quality	[13], [24], [25], [26], [27], [28], [29]–[33], [18], [6], [33], [34], [19], [35], [4], [36], [37]
3	E-WOM	[38], [26], [39], [40], [1], [35], [41], [3], [42], [43]–[48], [2], [49]
4	Service Quality	[25], [17], [5], [28], [34], [50], [51]–[53]
5	Consumer Satisfactions	[26], [27], [5], [28], [54], [32], [6], [34], [20], [50], [52], [55], [51], [23], [36], [56], [57]
6	Interest of Purchase	[39], [40], [33], [1], [58]
7	Trust factor	[52]
8	Loyalty Factor	[5], [52]
9	Interest of Repeat Buying	[8], [59], [54], [20], [50]
10	Internet of Things	[60]

Table 1 summarizes the mapping results of the previous research. It reveals that the most frequently used variable in the digital marketing research included website quality, information quality, electronic satisfaction, and E-WOM. For that reason, the researcher formulated a research model that is applicable to measure the perceived level of customers using those variables. It can be achieved by creating a relationship among variables, as illustrated in Figure 3.
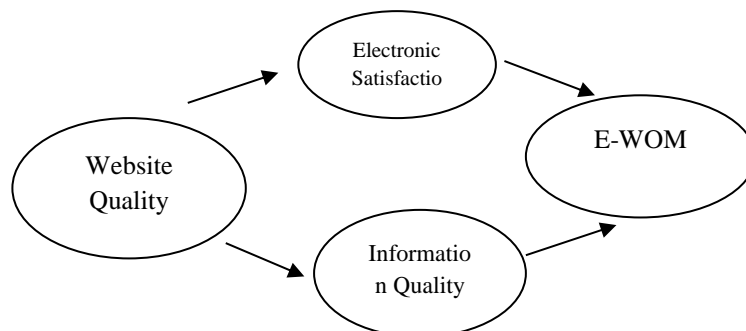

Figure 3. Research Framework

Figure 3 describes the proposed framework or description regarding the relationship between variables that are considered suitable for conducting further research, which could be directed to measure customer perception by assessing the quality of the website that affects electronic satisfaction and information quality. Further, it eventually evaluates

if customers could recommend or share their feeling (good or bad) after transacting using its website to other customers or potential customers. The last variable used as the purpose in measuring this relationship is the E-WOM variable.

The description of customer behavior through research variables was obtained from previous mapping research and presented in variable relationships as illustrated in Figure 4. The table shows that most customers used digital media to transact goods, both products or services. Also, they were willing to share their feelings with customers or other potential customers through the review and comments column. This is defined as E-WOM.

Having found the experience and the ease in using the website, good quality of information, relevant information, and punctuality, a sense of satisfaction electronically will be formed, which is indicated by their willingness to share it with other consumers. The mapping results in the previous research suggested the author seek the frequent use method that has been proven to gain significant results so that it can be recommended and employed by the corporations to measure their customer behavior. The search for research methods is shown in Table 2.

Table 2. Mapping of Research Method

No	Research Method	Source of Literature
1	Literature Study	[8], [2], [11], [61] [12]
2	SEM-PLS	[62], [14], [63], [43], [38], [64], [37], [65], [15], [21], [57], [22], [63], [53], [66], [37], [17]
3	SEM	[58], [14], [38], [30], [67], [48], [50], [54], [44], [3]
4	Confirmatory Factor Analysis	[24], [26], [54]
5	Qualitative Method	[21], [2]
6	Expentancy Confirmation Theory	[57], [16]
7	Regression Analysis	[32], [36], [33], [6], [27], [18], [68], [59]
8	Qualitative Comparative	[69]

The mapping results shown in Table 3 presented that generally, the most frequently used method in digital marketing research was the SEM method. Research about digital marketing can be expanded using the SEM method involving the purposive sampling technique. The sampling technique provides an equal portion to selected samples according to the needs of the study [30].

CONCLUSION

This literature study was conducted on 144 scientific articles that were obtained from previous journals published nationwide and internationally. The study was also supported by other sources such as books and articles released between 2015-2020. Further, the study revealed that the correct variable used in digital marketing included website quality, information quality, electronic satisfaction, and electronic WOM.

Further research could be directed to examine the relationship between these variables using the Structural Equation Modelling (SEM). Results of the study indicated a prospective analysis regarding the variable forming the desire to share feelings with other customers that are manifested from the perception of the customer satisfaction level regarding the use of the company website to increase the company's strength in front of consumers through positive communication between consumers.

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