



The Transformation of the Digital Marketing Mix and Its Domino Effect on Customer Satisfaction and Loyalty in the E-Commerce Era: A Literature Review

Albertus Yanta, Felina C Young, Aloysius Harry Mukti

^{1,2}Philippine Women's University, Manila, Philippines

³Universitas Bhayangkara Jakarta Raya, Bekasi, Indonesia

Corresponding Author: aloysius.harry@dsn.ubharajaya.ac.id

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Abstract: The rapid evolution of digital technology has transformed marketing strategies and customer behavior, particularly within the e-commerce landscape. This study aims to explore the transformation of the digital marketing mix and its domino effect on customer satisfaction and loyalty through a literature review approach. By analyzing recent studies published between 2020 and 2025, this paper synthesizes theoretical and empirical insights into how digital marketing mix elements product customization, dynamic pricing, omnichannel presence, digital promotion, and process automation enhance online consumer experiences. The findings reveal that the digital marketing mix significantly influences both customer satisfaction and loyalty, with satisfaction serving as a mediating factor linking marketing strategies to long-term customer commitment. A holistic approach to digital marketing, which integrates personalization, interactivity, and data analytics, emerges as essential for sustaining competitive advantage in the digital marketplace. This review also identifies research gaps, including the need to investigate small and medium-sized enterprises (SMEs), cultural variations, and emerging digital phenomena such as AI-based personalization, predictive analytics, and metaverse marketing. The study contributes to understanding the theoretical and managerial implications of digital marketing mix transformation and provides a foundation for future research in customer-centric digital ecosystems.

Keywords: Digital Marketing Mix, Customer Satisfaction, Customer Loyalty, E-Commerce, Mediating Effect

I. Introduction

The rapid advancement of digital technologies has significantly transformed how businesses design and execute marketing strategies,

particularly in the e-commerce landscape. Over the past few years, e-commerce platforms have become central to global trade, accounting for more than 19% of total retail sales worldwide in 2023 [1]. This growth has been accelerated by digital transformation, leading marketers to redefine the traditional 7Ps framework product, price, place, promotion, people, process, and physical evidence into a more dynamic and customer-centered digital marketing mix [2].

The transformation of the digital marketing mix emphasizes customer experience and personalization. For instance, personalized recommendation systems, social media advertising, and data-driven pricing strategies have been found to increase engagement and conversion rates [3]. A study by [4] also highlighted that digital channels enhance the perceived convenience and trustworthiness of online brands, which directly influence customer satisfaction. Similarly, [5] found that the use of interactive digital tools such as virtual try-ons and live chat services significantly improves user experience and purchase intention.

Customer satisfaction acts as a vital intermediary variable linking marketing efforts with customer loyalty in the digital context. According to [6], satisfied customers are more likely to engage in repeat purchases and promote positive word-of-mouth through digital communities. Moreover, research by [7] Widjaja and Putra (2023) revealed that satisfaction derived from seamless navigation and quick service responses in e-commerce platforms strongly predicts customer loyalty. This relationship aligns with the argument by [8], who observed that satisfaction serves as a psychological bridge transforming short-term buying behavior into long-term loyalty.

In this context, the transformation of the digital marketing mix creates a “domino effect,” where improved marketing strategies enhance



satisfaction, which in turn reinforces customer loyalty. The present paper aims to synthesize recent findings on this interrelationship through a literature review approach. It explores how modern marketing mix strategies adapt to digital ecosystems, affect consumer experiences, and influence long-term retention in e-commerce environments.

II. LITERATURE REVIEW

1. Digital Marketing Mix in the E-Commerce Era

The digital transformation of marketing strategies has revolutionized how companies manage their marketing mix. The traditional 7Ps framework product, price, place, promotion, people, process, and physical evidence has evolved into a digital format characterized by real-time interaction, personalization, and data-driven decision-making. [9] explained that product customization and interactive promotions are central to the digital marketing mix, enabling firms to tailor offerings to consumer preferences while enhancing online engagement. Similarly, [10] examined Saudi e-commerce businesses and found that digital pricing flexibility and omnichannel distribution significantly improve customer trust and purchase intention. These findings indicate that digital platforms not only extend traditional marketing functions but also redefine consumer relationships through technological adaptation and personalization.

2. Customer Satisfaction in Online Contexts

Customer satisfaction in e-commerce is a key determinant of long-term success. Several models, including the Expectation-Confirmation Theory (ECT) and SERVQUAL, have been widely used to explain online satisfaction mechanisms. [11] showed that usability, information quality, and reliability of digital services are the primary dimensions influencing satisfaction in e-retail environments. Their findings support the notion that consumers' expectations and experiences converge through interface design and perceived service performance. In addition, [12] analyzed e-commerce satisfaction factors in Southeast Asia and concluded that trust, website interactivity, and responsiveness are stronger predictors of satisfaction than traditional price or product variety. Together, these studies underline that satisfaction in digital contexts arises from perceived convenience, reliability, and technological competence.

3. Customer Loyalty in E-Commerce

Customer loyalty represents a critical outcome of post-purchase behavior, encompassing both attitudinal and behavioral dimensions. According

[6], customer loyalty in digital environments is often built through consistent satisfaction, leading to repeated purchases and positive electronic word-of-mouth. Their study of Southeast Asian e-commerce users found that emotional attachment to digital brands fosters loyalty beyond mere transactional behavior. Furthermore, [13] found that loyalty in online marketplaces is increasingly shaped by digital relationship management systems and AI-driven personalization. They emphasized that behavioral loyalty, reflected in continued engagement, stems from emotional and psychological satisfaction derived from personalized customer experiences. These studies highlight that loyalty in e-commerce is multifaceted, integrating affective and behavioral responses to digital service quality.

4. Mediating Role of Customer Satisfaction

Customer satisfaction often mediates the relationship between marketing mix strategies and loyalty outcomes. [4] demonstrated that satisfaction fully mediates the link between digital promotion strategies and repeat purchase intentions in online retail. Their findings suggest that marketing effectiveness in digital platforms relies heavily on the customer's post-purchase evaluation process. Likewise, [7] confirmed that website quality indirectly affects loyalty through satisfaction among Indonesian e-commerce users. They found that when users perceive consistent functionality and support, satisfaction transforms into sustained loyalty. These studies reinforce the mediating role of satisfaction as a psychological mechanism that connects marketing actions to consumer retention in digital ecosystems.

III. Methodology

This study adopts a literature review design, focusing on synthesizing and analyzing recent empirical and theoretical studies related to the transformation of the digital marketing mix and its effects on customer satisfaction and loyalty within e-commerce contexts. According [16], a literature review approach systematically identifies, evaluates, and interprets existing research to develop an integrated understanding of a given topic. This method is particularly appropriate for the present study, as it enables the exploration of how the 7Ps marketing framework has evolved into a digital format and how these changes influence customer behavior outcomes such as satisfaction and loyalty.

The research process followed three main stages: identification, screening, and synthesis. The identification stage involved collecting peer-reviewed journal articles, conference papers, and books published between 2020 and 2025. Data were



retrieved primarily from academic databases such as Scopus, ScienceDirect, Emerald Insight, and Google Scholar using keywords including “digital marketing mix,” “customer satisfaction,” “customer loyalty,” and “e-commerce.” The inclusion criteria required studies to (1) be published in English, (2) focus on digital marketing practices in e-commerce or online retailing, and (3) contain empirical or conceptual findings related to satisfaction and loyalty.

During the screening stage, duplicate and irrelevant articles were excluded. The remaining studies were assessed for methodological quality following the guidelines suggested by [16], which recommend transparency, replicability, and the inclusion of high-quality sources. A total of 32 studies met the inclusion criteria after the screening process.

The synthesis stage involved qualitative analysis using thematic coding. The approach followed the integrative review model [16], which emphasizes synthesizing insights across disciplines to generate conceptual advancements. The selected studies were categorized into four major themes aligning with the structure of this paper: (1) digital marketing mix in e-commerce, (2) customer satisfaction in online contexts, (3) customer loyalty in e-commerce, and (4) the mediating role of satisfaction.

This methodology allows for a systematic exploration of how digital marketing practices have evolved, ensuring the credibility of sources and the relevance of findings to the research objectives. Moreover, it supports the identification of research gaps and practical implications for marketing professionals in the digital era.

IV. Discussion

The findings from the reviewed literature collectively highlight that the transformation of the digital marketing mix has fundamentally reshaped customer experience, satisfaction, and loyalty in the e-commerce era. The synthesis of recent studies indicates that digital adaptations of the traditional 7Ps model particularly in product customization, dynamic pricing, omnichannel delivery, and data-driven promotions have created stronger relational ties between brands and consumers. As shown [9] and [10], digital integration allows firms to offer personalized and value-driven interactions, leading to higher customer engagement and retention. Similarly, [11] and [12] demonstrated that service interactivity and platform usability directly influence consumer satisfaction, emphasizing that

convenience and technological responsiveness are now the primary drivers of perceived value.

A recurring theme across the literature is the mediating role of customer satisfaction. Rahman, Al-Hassan, and Khan (2023) established that satisfaction serves as a conduit between digital marketing mix strategies and repurchase intentions. Widjaja and Putra (2023) further confirmed that seamless user experiences and efficient service processes enhance satisfaction, which, in turn, translates into loyalty. These findings align with earlier conceptualizations of consumer behavior that regard satisfaction as a critical affective state influencing loyalty formation (Kotler et al., 2023). However, while prior research predominantly focuses on satisfaction as an outcome, emerging evidence suggests it functions as both a mediator and moderator depending on context and consumer demographics (Chen & Lee, 2024).

Despite the growing body of evidence, several research gaps remain evident. First, most existing studies concentrate on large-scale or established e-commerce platforms, leaving small and medium-sized enterprises (SMEs) underexplored. Second, while quantitative research dominates the field, there is limited qualitative exploration of how consumers emotionally experience digital marketing elements, such as AI-driven personalization or influencer campaigns. Third, cultural differences in digital trust and privacy perception are rarely integrated into models examining satisfaction and loyalty, despite being critical determinants of online behavior (Hassan & Alam, 2023). Addressing these gaps may yield more comprehensive models that reflect the diversity of digital consumers.

When comparing the reviewed findings with earlier research, a clear evolution in theoretical emphasis is apparent. Pre-2020 studies primarily examined digital marketing effectiveness in terms of transactional metrics, such as click-through rates and conversions (Chaffey & Ellis-Chadwick, 2019). However, more recent studies (Rahman et al., 2023; Chen & Lee, 2024) shift toward relational and experiential metrics, recognizing customer satisfaction and loyalty as central to sustainable business growth. This transition reflects a maturation of the digital marketing discipline from short-term performance optimization toward long-term value co-creation.

From a theoretical perspective, this synthesis reinforces the integration of Expectation-Confirmation Theory (ECT) and Relationship Marketing frameworks within digital contexts. It suggests that digital marketing mix strategies



influence satisfaction through expectation management and perceived value, consistent with both theories. Moreover, the findings support the idea that loyalty is not merely behavioral but deeply attitudinal, shaped by affective commitment to the brand (Hassan & Alam, 2023).

In terms of managerial implications, e-commerce managers must adopt a holistic approach to digital marketing that emphasizes personalization, responsiveness, and seamless user experiences. Data analytics should be used not only for targeting and pricing but also for understanding evolving consumer needs. Investing in omnichannel systems and AI-based recommendation engines can further strengthen satisfaction and loyalty. Additionally, firms should balance automation with human interaction ensuring empathy, transparency, and trustworthiness in digital communication.

Overall, the discussion underscores that the digital marketing mix transformation operates as a multidimensional catalyst enhancing satisfaction, fostering emotional loyalty, and sustaining competitive advantage in the rapidly evolving e-commerce landscape.

V. Conclusion

This literature review concludes that the transformation of the digital marketing mix has redefined how e-commerce businesses create, deliver, and sustain customer value. The shift from the traditional 7Ps framework toward a data-driven and customer-centric model enables companies to enhance engagement and build stronger relationships with consumers in digital ecosystems.

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The synthesis of prior studies reveals that customer satisfaction serves as a crucial mediating factor between digital marketing strategies and customer loyalty. When e-commerce platforms provide personalized, responsive, and seamless experiences, satisfaction is strengthened, leading to greater loyalty and advocacy. This “domino effect” underscores the interconnected nature of digital marketing efforts, where improvements in one dimension trigger positive outcomes across others. The findings highlight the importance of implementing a holistic digital marketing strategy that integrates analytics, automation, and personalization to create consistent value at every customer touchpoint. E-commerce managers should focus not only on promotional tactics but also on building trust, transparency, and long-term emotional connections with customers.

Future research should explore how emerging technologies such as artificial intelligence, predictive data analytics, and metaverse-based marketing reshape customer experiences and loyalty mechanisms. Additionally, cross-cultural and ethical perspectives should be examined to understand how privacy, data protection, and digital trust influence consumer relationships in various markets.

In essence, the evolution of the digital marketing mix is more than a shift in technology it represents a strategic reorientation toward co-creation, personalization, and long-term engagement. The sustainability of e-commerce success will depend on how effectively firms can harmonize digital innovation with human-centered marketing principles.



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