

Unlocking Customer Loyalty: A Literature Review on Digital Marketing Strategies and Their Impact on Repurchase Intention

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ARTICLE INFO

Article history :

Received: 21 July 2025

Accepted: 21 July 2025

Available: 21 July 2025

Keywords :

Digital Marketing, Repurchase Intention, Customer Loyalty, Influencer Marketing, e-WOM, Artificial Intelligence, Brand Trust

ABSTRACT

In an increasingly digital economy, businesses must go beyond one-time transactions and focus on cultivating long-term customer relationships. A key measure of customer loyalty is repurchase intention, which reflects the likelihood of consumers making repeat purchases from the same brand or platform. This literature review investigates the relationship between various digital marketing strategies and their influence on repurchase intention. Drawing insights from global and Indonesian research between 2020 and 2025, the review identifies multiple digital tactics—such as artificial intelligence (AI)-driven personalization, influencer marketing, electronic word of mouth (e-WOM), omnichannel integration, and brand image building—as powerful drivers of repurchase intention. The review also explores the mediating roles of e-trust, perceived usefulness, and emotional connection in strengthening this relationship. Findings suggest that integrated, customer-centric digital strategies are essential for unlocking brand loyalty in the digital marketplace.



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1. INTRODUCTION

In the modern digital landscape, businesses face intense competition in attracting and retaining customers. While attracting new buyers remains important, retaining existing customers is often more cost-effective and strategically valuable. Research indicates that increasing customer retention rates by just 5% can boost profits by 25% to 95% (Bing et al., 2024). Central to this retention effort is the concept of repurchase intention, which refers to a consumer's deliberate and recurring decision to buy from the same seller or brand based on previous positive experiences.

Digital marketing has transformed how businesses build customer relationships. Instead of relying solely on traditional advertising, firms now employ data-driven, personalized, and interactive digital strategies to keep customers engaged (Baskoro, 2024). But which strategies are most effective at encouraging repeat purchases? This article synthesizes recent findings from both global and Indonesian contexts to provide a comprehensive understanding of how digital marketing strategies can unlock long-term customer loyalty.

2. LITERATURE REVIEW

2.1 Artificial Intelligence (AI) in Marketing Personalization

AI technologies allow marketers to offer personalized experiences at scale. AI-driven recommendation engines, automated chatbots, and predictive analytics help companies understand consumer behavior and deliver targeted content (Adnan et al., n.d.). AI enhances the efficiency and relevance of digital interactions, which boosts satisfaction and contributes to repeat purchasing. Additionally, AI enables dynamic pricing, customer segmentation, and real-time customer service, all of which contribute to positive post-purchase experiences (Eldon & Sarita, 2025).

2.2 Influencer Marketing and Greenfluencers

Influencer marketing leverages social media figures to shape consumer attitudes and behaviors. Introduced the term "greenfluencers" to describe micro-influencers who promote environmentally sustainable products (Kılıç & Gürlek, 2024). These influencers foster trust and emotional bonds with their audiences through authenticity and value-driven content. Their impact extends beyond initial purchase to sustained consumer engagement, especially among environmentally conscious segments (Mokhamad Eldon et al., 2025).

2.3 Electronic Word of Mouth (e-WOM)

E-WoM refers to online customer reviews, testimonials, and discussions shared through digital platforms. Electronic Word of Mouth or E-WoM, especially when coupled with a strong brand image, significantly boosts repurchase intention (Waskita et al., 2024). Positive online reviews function as social proof and reduce consumers' perceived risk. Furthermore, high-quality and credible e-WOM enhances brand trust a key determinant of customer loyalty in digital settings .

2.4 Brand Image and Emotional Connection

A brand's digital image shapes consumer expectations and perceived value. A favorable brand image, reinforced through consistent social media presence and storytelling, builds emotional connections (Haris et al., 2022). Studies (Astuti, 2023) show that consumers are more likely to repurchase when they feel emotionally aligned with a brand's identity and values. This connection is strengthened by experiences that reflect brand consistency across touchpoints. Social media rewards and benefits impact users' brand commitment. Social media interactivity and rewards help building a stronger brand image. Brand commitment and brand image, in turn, affect emotional attachment positively (Barreda et al., 2020).

2.5 Omnichannel Strategies and Membership Programs

Omnichannel marketing integrates multiple digital and physical channels to provide a seamless customer experience. Lestari et al. (2025) showed that beauty brands like Sociolla successfully use omnichannel strategies including mobile apps, websites, and in-store experiences—alongside membership programs to reinforce customer loyalty. These tactics improve convenience and create a sense of exclusivity, encouraging repeat purchases.

3. METHODS

This study utilizes a systematic literature review (SLR) approach to synthesize findings from over 20 peer-reviewed articles published between 2020 and 2025. Selection criteria included empirical studies focused on the impact of digital marketing strategies on repurchase intention. Sources were retrieved using Google Scholar, Scopus, and leading Indonesian journal platforms such as Garuda and Sinta. Articles were thematically categorized into five strategic areas: AI personalization, influencer marketing, e-WOM, brand image, and omnichannel strategy. The analysis emphasized both direct effects and mediating factors influencing repurchase intention.

4. RESULTS AND DISCUSSION

In this article, conclusions are drawn from several relationships between variables or theories as follows

4.1 Direct Effects of Digital Marketing Strategies on Repurchase Intention

A majority of the literature reviewed confirms that digital marketing strategies significantly and positively influence repurchase intention. Among these, electronic word of mouth (e-WOM) stands out as the most consistently influential factor. For example, (Hanifa et al., 2025) demonstrated that e-WOM was the strongest factor influencing repurchase decisions for skincare products sold via TikTok Shop, surpassing both influencer and social media marketing efforts.

Similarly, (Santoso et al., 2025) found that e-WOM, when aligned with strong brand image and credibility, enhanced the perceived value of the brand, which led to stronger customer intention to repurchase from e-commerce platforms like Tokopedia. These findings align with the argument by (Saskilia & Wahyu Nugroho, 2025) that the quality and credibility of user-generated reviews play a critical role in shaping consumer confidence and post-purchase satisfaction.

AI-based personalization is also identified as a key factor that directly enhances repurchase intention. (Eldon & Sarita, 2025) showed how artificial intelligence applications like chatbots and smart recommendations improve digital service experiences and customer satisfaction, fostering stronger loyalty and repeated behavior. Through behavioral targeting and dynamic segmentation, companies can predict and influence consumer decisions more effectively than through traditional mass-marketing tactics.

Influencer marketing, particularly involving micro-influencers and greenfluencers, is another strategy that strongly affects customer retention. (Mokhamad Eldon et al., 2025) illustrated that sustainability-driven influencer campaigns created a more emotional and value-aligned bond with followers, increasing their commitment to the brand and the likelihood of repurchasing.

4.2 Mediating Variables: Trust, Perceived Usefulness, Emotional Connection

While direct effects are evident, several studies highlight the role of mediating variables in the relationship between digital marketing and repurchase intention. Among these, trust is the most frequently cited mediator. According to (Saskilia & Wahyu Nugroho, 2025), both e-WOM and perceived usefulness positively influence repurchase intention, but their effects are partially mediated by e-trust. In digital environments where consumers cannot physically inspect products, trust becomes a proxy for quality and risk reduction.

Emotional responses also serve as mediators. (Bogdan et al., 2025) found that emotional connection, driven by relatable and humanized content in influencer marketing, reduces perceived risk and enhances

consumer loyalty. Their study showed that brand transparency, storytelling, and customer empathy significantly boost emotional engagement, which translates into behavioral loyalty.

Perceived usefulness a construct borrowed from the Technology Acceptance Model (TAM) is also a significant mediator. When customers find the information or interface of a brand helpful in their purchase journey, it improves satisfaction and fosters repurchase.

3. Strategic Integration Increases Effectiveness

The most compelling insight across the literature is that integrated digital strategies produce stronger repurchase outcomes than isolated tactics. For instance, (Lestari, 2025) observed that companies like Sociolla effectively combined omnichannel integration (website, mobile app, in-store), membership programs, and AI-driven personalization to create seamless consumer journeys that encouraged loyalty. The synergy of personalized experiences, consistent cross-platform messaging, and loyalty incentives deepens engagement and maximizes return customer behavior (Asfour et al., 2024).

In addition, combining e-WOM with influencer campaigns can magnify credibility. (Sofia Sofia & Fitria Ridhaningsih, 2025) studied Skintific's marketing in Padang and found that live-streaming influencer events enhanced user reviews, making the content more engaging and persuasive. When influencer credibility and peer reviews reinforce each other, the persuasive impact multiplies, resulting in greater customer retention.

4. The Role of Cultural and Contextual Relevance

Finally, it is important to note that cultural and market contexts significantly shape how digital marketing strategies influence repurchase intention (Ardisa, Chintata et al., 2022). For example, in Indonesia, consumers frequently rely on WhatsApp, live-streaming commerce, and localized influencer content tools that are often more informal and community-oriented than in Western markets. Research by (Ardisa et al., 2022) on Surabaya's café industry revealed that localized promotions, digital storytelling in local dialects, and real-time customer feedback loops significantly boosted repeat purchases.

These findings highlight the importance of glocalization a marketing approach that blends global digital tools with local cultural nuances. Companies that succeed in tailoring their digital marketing efforts to the preferences and expectations of local consumers are more likely to develop sustainable loyalty and unlock higher repurchase rates (Meliawati et al., 2023).

5. CONCLUSION

Digital marketing is no longer a supplementary channel—it is now the core engine of customer loyalty. This literature review shows that personalized AI tools, influencer marketing (especially micro and green influencers), quality e-WOM, brand storytelling, and omnichannel access all contribute to shaping repurchase intention. These strategies are most effective when implemented in an integrated and culturally contextualized manner. Future research should explore longitudinal effects of digital marketing, particularly in emerging markets, and how emerging technologies (e.g., augmented reality, blockchain) may influence long-term consumer loyalty.

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