

THE EVOLUTION OF CONSUMER BEHAVIOR IN THE DIGITAL AGE: A SYSTEMATIC REVIEW OF E-COMMERCE MARKETING STRATEGIES

PERKEMBANGAN PERILAKU KONSUMEN DI ERA DIGITAL: TINJAUAN SISTEMATIS STRATEGI PEMASARAN E-COMMERCE

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ABSTRACT

Rapid changes in consumer behavior in the post-digital era demand adaptation of e-commerce marketing strategies, especially related to the increasing demand for value-based content. This research aims to identify and analyze effective marketing strategies in meeting consumer expectations for relevant, ethical and meaningful content. By using the approach Systematic Literature Review (SLR) through the PRISMA framework, this research finds that a value-based storytelling approach, the use of AI, and integration of sustainability are the main strategies in meeting this demand. The implications of this research indicate that e-commerce companies need to adopt value-based content to build stronger relationships with consumers and create long-term loyalty.

Keywords: E-commerce, value-based marketing, value-based content, post-digital era, marketing strategy, AI technology.

ABSTRAK

Perubahan perilaku konsumen yang cepat di era pasca-digital menuntut adaptasi strategi pemasaran e-commerce, terutama terkait dengan meningkatnya permintaan konten berbasis nilai. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis strategi pemasaran yang efektif dalam memenuhi harapan konsumen akan konten yang relevan, etis, dan bermakna. Dengan menggunakan pendekatan Systematic Literature Review (SLR) melalui kerangka kerja PRISMA, penelitian ini menemukan bahwa pendekatan penceritaan berbasis nilai, penggunaan AI, dan integrasi keberlanjutan merupakan strategi utama dalam memenuhi permintaan tersebut. Implikasi dari penelitian ini menunjukkan bahwa perusahaan e-commerce perlu mengadopsi konten berbasis nilai untuk membangun hubungan yang lebih kuat dengan konsumen dan menciptakan loyalitas jangka panjang.

Kata kunci: E-commerce, pemasaran berbasis nilai, konten berbasis nilai, era pasca-digital, strategi pemasaran, teknologi AI.

1. INTRODUCTION

The post-digital era signifies a transformative phase in consumer behavior, particularly within the realm of e-commerce, where the saturation of digital technologies has led consumers to seek not just the presence of technology but its ability to create meaningful experiences. In this context, companies are encouraged to innovate by leveraging technologies such as artificial intelligence (AI), data analytics, and virtual reality (VR) to enhance customer interactions and provide added value. For instance, AI has been shown to significantly influence consumer decision-making processes and interaction dynamics, highlighting the importance of consumer trust and acceptance in the effectiveness of AI-driven marketing strategies (Yazdani, 2023; Ai-zhong & Zhang, 2022). The integration of AI into the customer journey can lead to improved personalization and engagement, thereby enriching the overall shopping experience (Ai-zhong & Zhang, 2022; Ameen et al., 2021).

Moreover, the post-digital landscape presents new challenges as consumers increasingly demand that brands align with their personal values, such as sustainability and

social justice. This shift necessitates a move towards value-based marketing, where companies must not only offer products but also demonstrate a commitment to ethical practices and social responsibility (Josimovski, 2023; Yin & Qiu, 2021). Research indicates that consumers are more likely to engage with brands that reflect their values, which underscores the importance of understanding consumer identity and the emotional connections they forge with brands (Wang et al., 2023; Loureiro, 2023). For instance, the emotional resonance of AI-enabled interactions can enhance consumer loyalty and trust, provided that these technologies are perceived as transparent and beneficial (Lopez & Garza, 2023; Hasan et al., 2021).

The role of data analytics in this context cannot be overstated. It allows businesses to glean insights into consumer preferences and behaviors, enabling them to tailor their offerings accordingly. This capability is crucial in fostering a sense of community and belonging among consumers, which is increasingly sought after in the digital marketplace (Xin et al., 2021; Payne et al., 2021). Additionally, the use of VR and augmented reality (AR) technologies facilitates immersive experiences that can further engage consumers, making the shopping process not just transactional but relational (Wang, 2021). In summary, the post-digital era compels e-commerce businesses to innovate continuously, focusing on creating emotionally and socially relevant experiences that resonate with consumers' values. The effective use of AI, data analytics, and immersive technologies is essential in this endeavor, as they not only enhance consumer interactions but also align with the growing demand for ethical and value-driven marketing strategies.

Value-based content has emerged as a critical component of modern marketing strategies, particularly in the context of e-commerce. This type of content transcends mere product promotion by embedding messages that resonate with consumers' values and aspirations, such as sustainability and community support. Research indicates that e-commerce campaigns emphasizing these values are particularly effective in attracting millennial and Gen Z consumers, who are increasingly discerning about brand integrity and social responsibility (Shah & Khan, 2019). In the post-digital era, consumers are not only looking for products but also for brands that align with their ethical beliefs and lifestyle choices, making conventional marketing strategies insufficient for fostering long-term customer relationships (Durmaz et al., 2020).

The integration of sustainability into e-commerce is not just a trend but a necessity for maintaining competitive advantage. Companies that adopt sustainable practices in their operations and marketing strategies are likely to enhance their brand reputation and customer loyalty. For instance, Oláh et al. highlight that sustainable e-commerce practices are essential for the growth and sustainability of online businesses, as they directly influence consumer perceptions and purchasing decisions (Oláh et al., 2023). Furthermore, Luo emphasizes that establishing sustainable supply chains is crucial for e-commerce companies to meet stringent environmental regulations and social expectations, thereby reinforcing their market position (Luo, 2023).

Moreover, the role of relationship marketing in building long-term customer loyalty cannot be overstated. Effective relationship marketing strategies focus on creating and maintaining strong connections with customers, which is vital in today's competitive landscape. Research shows that relationship marketing significantly impacts customer satisfaction, trust, and commitment, which are essential for customer retention (Rosário, 2023; Dwiyantri & Saifuddin, 2022). For instance, Fishman et al. discuss how long-term customer relationships can be cultivated through consistent engagement and value delivery, which ultimately leads to enhanced customer loyalty and profitability (Fishman et al., 2016). Additionally, ethical marketing practices, including transparency and honesty, are fundamental in establishing trust and fostering enduring relationships with customers (Alshurideh et al., 2016). In summary, value-based content that emphasizes sustainability and ethical practices is essential for engaging modern consumers, particularly younger generations. The integration of relationship

marketing strategies further enhances customer loyalty and retention, positioning companies for long-term success in an increasingly competitive and values-driven marketplace.

Modern consumers increasingly favor brands that demonstrate a commitment to social and environmental values, with research indicating that over 60% of global consumers prefer to purchase from socially responsible companies. This trend is particularly pronounced in the e-commerce sector, where there is a growing demand for content that is educational, inspirational, or socially responsible. However, many e-commerce companies face challenges in effectively addressing these consumer preferences. The literature suggests that advertising messaging plays a crucial role in enhancing consumer well-being and societal change. For instance, Dodds emphasizes that transformative advertising can positively impact consumer perceptions and behaviors, thereby aligning brand messaging with societal values (Dodds, 2024). This aligns with findings from Vredenburg et al., who argue that successful brand activism must be authentic and resonate with consumer expectations, as brands that take a stand on social issues can enhance their equity and reputation (Vredenburg et al., 2020). Furthermore, Alharbi et al. highlight the importance of consumer-brand congruence, suggesting that brands that align their values with those of their consumers can foster loyalty and preference, especially when they engage in socio-political advocacy (Alharbi et al., 2022).

Moreover, the impact of corporate social responsibility (CSR) initiatives on consumer behavior cannot be overlooked. Research by Wekesa indicates that CSR significantly influences consumer preferences, leading to a willingness to pay premium prices for ethically produced goods (Wekesa, 2024). This is supported by the work of Mathur et al., who note that consumer personality traits and social media interactions can enhance brand loyalty and preference, particularly when brands engage in socially responsible practices (Mathur et al., 2022). The interplay between social media marketing and consumer engagement is further explored by Wang et al., who assert that effective social media strategies can help brands retain sustainable consumers by fostering a sense of community and shared values (Wang et al., 2019).

Despite the clear consumer preference for socially responsible brands, many e-commerce companies struggle to effectively communicate their values. This challenge is compounded by the need for transparency and consistency in brand messaging, as highlighted by Schembri, who notes that consumers expect brands to take clear stands on societal issues (Schembri, 2022). Additionally, the risks associated with societal advertising, as discussed by Livas, suggest that brands must navigate the complexities of aligning their marketing strategies with genuine social impact (Livas, 2020). In conclusion, while modern consumers are increasingly inclined to support brands that contribute positively to society, e-commerce companies must enhance their understanding of consumer values and effectively communicate their commitment to social and environmental issues. This requires a strategic approach that integrates authentic brand activism, effective use of social media, and a strong emphasis on CSR initiatives.

The landscape of digital marketing has been extensively studied, particularly regarding technical strategies such as search engine optimization (SEO) and user interface design (UI/UX). However, there remains a significant gap in the literature regarding the integration of consumer values into e-commerce marketing strategies. This gap is particularly evident in the limited research that addresses how consumer values influence their responses to marketing narratives and campaigns. Research indicates that while digital marketing strategies facilitate communication between marketers and consumers, they often overlook the value dimension that shapes consumer behavior. For instance, Kanapathipillai and Kumaran highlight the mediating effect of relationship marketing strategies on consumer purchase decisions, suggesting that effective communication can influence consumer choices, yet they do not delve into the underlying consumer values that drive these decisions (Kanapathipillai & Kumaran, 2022). Similarly, Purwanto et al. emphasize the importance of digital content marketing in enhancing customer engagement, but their findings reveal a lack of focus on how values

impact consumer responses to such marketing efforts (Purwanto et al., 2022). This oversight creates a critical need for further exploration into value-based marketing strategies that resonate with consumers on a deeper level.

Moreover, the role of digital marketing as a facilitator of information exchange between manufacturers and consumers is well-documented. Andriyanova and Kruchinina argue that contemporary digital marketing serves as a framework for enhancing the relationship between these two parties, yet they do not address how this relationship is influenced by consumer values (Andriyanova & Kruchinina, 2021). This suggests that while digital marketing tools are effective in reaching consumers, they may not fully capture the complexities of consumer motivations and values, which are essential for crafting meaningful marketing strategies. The post-digital era necessitates a shift in focus toward understanding consumer values and their integration into marketing strategies. For example, Liu discusses how luxury brands must leverage technology to provide unique experiences that align with consumer values, indicating a trend toward value-driven marketing (Liu, 2023). This aligns with the findings of Hollebeek and Macky, who propose that digital content marketing should foster consumer engagement and trust by aligning with consumer values (Hollebeek & Macky, 2019). Such insights underscore the importance of developing marketing strategies that not only communicate product benefits but also resonate with the values and beliefs of the target audience. In conclusion, the existing body of research on digital marketing strategies predominantly emphasizes technical aspects while neglecting the critical role of consumer values. This gap highlights the need for more comprehensive studies that explore how e-commerce can effectively integrate consumer values into their marketing strategies, particularly in the context of the evolving digital landscape. Addressing this gap will not only enhance the effectiveness of digital marketing campaigns but also foster stronger connections between brands and consumers.

The aim of this research is to identify relevant e-commerce marketing strategies in the context of value-based content. This research aims to collect and analyze various marketing strategies that have been implemented by leading e-commerce companies in creating content that is in line with consumer values. The main focus of this research is to understand how these companies leverage digital technologies, including artificial intelligence (AI) and data analytics, to deliver relevant messages to their audiences, thereby attracting attention and increasing consumer engagement. In addition, this research aims to analyze the approaches used by e-commerce companies to meet consumer expectations in the post-digital era, which increasingly demands ethical, relevant and value-based content. This research will also explore the extent to which companies utilize different narratives, content formats and platforms in delivering marketing messages. By examining these various aspects, this research is expected to provide in-depth insight into the most effective strategies in responding to consumer demand for value-based content in the ever-evolving digital era.

In the post-digital era, consumer behavior is experiencing significant changes, triggered by developments in digital technology and increasing awareness of social, ethical and sustainability issues. Modern consumers are not just looking for products or services, but also want deeper experiences that reflect their values. Therefore, e-commerce marketing strategies must adapt to this new trend by prioritizing value-based content that can create emotional connection and trust between brands and consumers. Relevant, authentic and ethical content is key to building stronger, longer-term relationships with audiences, while technology such as artificial intelligence (AI) is playing an increasingly important role in personalizing consumer experiences.

Based on these changing dynamics, this research aims to examine how e-commerce companies can adapt their marketing strategies to face the increasing demand for value-based content in the post-digital era. This research will investigate the best practices and approaches used by leading companies in delivering relevant, ethical and values-based content. Thus,

research question The main guidelines in this research are: **How should e-commerce marketing strategies adapt to the increasing demand for value-based content in the post-digital era?**

2. METHODS

2.1. Research Design

This research uses the method Systematic Literature Review (SLR) to identify, evaluate and synthesize relevant research related to value-based marketing strategies in the context of e-commerce in the post-digital era. PRISMA Framework (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) used as a guide in the process systematic selection of articles, ensuring transparency, replication and quality of results.

2.2. Types of research

This research is exploratory-descriptive in nature to provide an in-depth understanding of trends and best practices in value-based e-commerce marketing strategies. The focus of the research is to uncover effective patterns and strategies in this era post-digital.

2.3. Inclusion and Exclusion Criteria

2.3.1. Inclusion Criteria

1. Language: Articles written in English to ensure global coverage.
2. Research Focus: A research study e-commerce and value-based marketing strategies, including the application of ethically and socially relevant technology and content.
3. Publication Quality: Articles published in highly reputable journals (Scopus Q1 or Q2) during the last 5–10 years (2014–2024), to capture the latest trends and relevance of results.

2.3.2. Exclusion Criteria

1. Context: Studies that are not relevant to the context of digital or e-commerce, such as research on conventional or physical product-based marketing that does not use digital platforms.
2. Accessibility: Articles that cannot be accessed in full or whose abstracts are not relevant to the research topic.

2.4. Data source

The primary data sources come from highly reputable academic databases that include journals, conferences, and research articles:

1. Scopus: To ensure the quality of articles from journals of international reputation.
2. Web of Science: For broad multidisciplinary coverage.
3. IEEE Xplore: For related technology-based research e-commerce.
4. SpringerLink: Fork access articles relevant to marketing strategy and innovation digital.

The search strategy is supported by the use of specific keywords and Boolean operators, such as:

- "value-driven content" AND "e-commerce marketing" AND "post-digital era"
- "consumer behavior" AND "digital marketing strategies" AND "value-based content"

2.5. Analysis Stages

1. Identification

This process involves searching for articles using pre-designed keyword combinations, with adjustments to each database. Initial data is collected and arranged in bibliographic format which includes title, abstract, keywords and publication sources.

2. Selection

Articles obtained through the initial search were screened based on inclusion and exclusion criteria. This process is carried out in two stages:

- Initial Screening: Based on the title and abstract to remove irrelevant articles.
- Full Evaluation: Read the article in its entirety to ensure relevance to the research topic.

3. Data Extraction

Key information taken from the article includes:

- Marketing strategies used by e-commerce companies.
- Supporting technologies (e.g., AI, big data, personalization).
- Values-based content narratives (e.g., sustainability, social inclusion).

4. Thematic Analysis

The collected data was analyzed using a thematic approach to identify marketing strategy patterns and categories. This analysis will result in a categorization of strategies based on:

- Relevance: The extent to which the strategy reflects the needs of modern consumers.
- Effectiveness: The results or impacts resulting from implementing the strategy, such as increasing customer loyalty or sales growth.

3. RESULTS

3.1. Article Selection Results

The article selection process was carried out systematically using the PRISMA framework (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). The PRISMA diagram records the number of articles identified, screened, and evaluated based on inclusion and exclusion criteria. The selection results are as follows:

1. Initial Identification:
 - A total of 150 articles were found through initial searches in various databases.
2. Filtering:
 - After reading the title and abstract, 49 articles were eliminated because they were not relevant to the topic or were outside the context of e-commerce and the post-digital era.
3. Full Evaluation:
 - From 101 remaining articles, as many as 51 articles were excluded because they did not meet full access criteria or were not relevant to value-based marketing.
4. The final result:
 - A total of 50 articles selected for further analysis based on relevance to value-based marketing strategies.

3.2. Marketing Strategy Categorization

From analysis of 50 articles, value-based marketing strategies in e-commerce can be categorized into several main approaches:

1. Based Approach Personal Branding And Storytelling
 - Companies use personal narratives to create emotional connections with consumers. Storytelling that reflects values such as social inclusion or sustainability can attract the attention of consumers who look for authenticity in brands.
2. Use of Educational Content to Improve Engagement

- E-commerce that provides educational content, such as product usage guides or value-based social campaigns, tends to be more successful in attracting attention and building consumer trust.
- 3. Implementation of AI Technology in Understanding Consumer Value Preferences
 - Artificial Intelligence (AI) is used to analyze big data to deeply understand consumer value preferences, such as purchasing behavior or response to specific campaigns. This technology allows for more effective personalization.
- 4. Integration of Sustainability and Ethics Aspects in Marketing
 - Campaigns that emphasize sustainability, such as using recycled materials or donating to social causes, increase customer loyalty. Brands that are transparent in their operations are more likely to gain consumer support.

3.3. Key Findings

From the results of the analysis, several key findings were found:

1. The Most Effective Strategy in Meeting Consumer Demand
 - Approaches that integrate personalization with sustainability values are the most effective. Consumers tend to support brands that not only offer quality products but also contribute to social and environmental issues.
2. Gap between Consumer Expectations and Current Marketing Implementation
 - Many e-commerce companies do not yet fully understand or consistently implement value-based strategies. This creates a gap between consumers' expectations for value-based content and companies' ability to provide it.
 - Most companies are still focused on price promotion-based strategies, while consumers are starting to look for more meaningful experiences.

4. DISCUSSIONS

4.1. Interpretation of Findings

4.1.1. Relevant Strategies in the E-commerce Context

The findings from the study indicate that e-commerce companies that effectively address consumer demand for value-based content are increasingly integrating personalization with universal values such as sustainability, equity, and inclusion. This integration is achieved through strategies that leverage storytelling, value-based education, and campaigns that advocate for social issues, thereby fostering an emotional connection with consumers. For instance, storytelling that emphasizes the journey of eco-friendly products or social campaigns aimed at empowering local communities can significantly enhance customer loyalty. This trend suggests that consumers are not solely focused on the quality of products; they also seek to engage with brands that resonate with their personal values and contribute to broader societal goals (Geng et al., 2020; Xiao et al., 2019; Yang et al., 2023).

The emotional engagement fostered by these strategies is crucial in the context of e-commerce, where consumers often face an overwhelming array of choices. Research has shown that effective content marketing, particularly through storytelling, can lead to increased consumer engagement and loyalty (Geng et al., 2020; Xiao et al., 2019). Moreover, the incorporation of sustainability and social equity into marketing narratives not only aligns with consumer values but also enhances brand reputation and trust (Chawla & Kumar, 2021; Chalirafi et al., 2021). This alignment is essential as consumers increasingly prefer brands that demonstrate a commitment to social and environmental issues, indicating a shift towards a more conscious consumer base (Xiao et al., 2019; Zhu et al., 2022).

Furthermore, the emotional connection established through these value-driven strategies can lead to a more profound consumer experience, where individuals feel part of a larger movement or cause. This is particularly relevant in the context of social commerce, where community and shared values play a pivotal role in consumer decision-making (Chen et

al., 2021; Zhu et al., 2022). The findings underscore the importance of not just selling products but also creating a narrative that consumers can relate to, thereby fostering a sense of belonging and loyalty that transcends traditional transactional relationships (Liu et al., 2023; Yang et al., 2023).

In summary, e-commerce companies that successfully meet consumer demand for value-based content do so by adopting strategies that intertwine personalization with universal values. These strategies, which include storytelling and campaigns focused on sustainability and social equity, not only enhance customer loyalty but also align with the evolving expectations of consumers who seek to engage with brands that reflect their values and contribute positively to society (Geng et al., 2020; Chawla & Kumar, 2021; Xiao et al., 2019; Yang et al., 2023).

4.1.2. The Role of Consumer Values in Shopping Preferences

In the post-digital era, consumer preferences are increasingly shaped by values such as sustainability, inclusion, and transparency. This shift is particularly evident as consumers gravitate towards brands that demonstrate a commitment to environmental sustainability. For instance, brands employing recycled packaging or actively supporting green initiatives resonate more with consumers who prioritize ecological responsibility. Research indicates that the psychological dynamics influencing consumer decision-making are significantly affected by these external values, as consumers are now more aware of global trends and norms that advocate for sustainability (Sudirjo, 2024). Furthermore, the COVID-19 pandemic has accelerated this shift, prompting consumers to reassess their purchasing behaviors and align them with their values, particularly in relation to sustainability (Dunchezor, 2021).

Social justice has also emerged as a critical factor influencing consumer behavior. The increasing awareness of business ethics has led consumers to favor brands that actively engage in socially responsible practices. This trend is reflected in the growing demand for transparency in corporate operations, where consumers expect brands to uphold ethical standards and contribute positively to society. The literature suggests that businesses that prioritize ethical practices not only enhance their brand image but also foster stronger relationships with their consumers, who are increasingly vigilant about corporate accountability (Widiarty, 2024; Uribe-Linares et al., 2023).

Inclusion is another pivotal aspect shaping consumer preferences in the contemporary marketplace. Brands that embrace diversity and inclusivity in their marketing strategies are more likely to build meaningful connections with consumers from various backgrounds. This is particularly relevant in the context of marketing to marginalized communities, where inclusive practices can enhance brand loyalty and consumer trust (Mulders et al., 2022; Gould et al., 2020). Studies have shown that inclusive marketing not only addresses the needs of diverse consumer groups but also serves as a strategic advantage for brands looking to differentiate themselves in a competitive market (Trkulja, 2024; "Impact of LGBT Inclusive Branding Practices on Buying Intention amongst Gen Z Consumer", 2024). The incorporation of diverse perspectives in branding and marketing efforts is essential for fostering a sense of belonging among consumers, which is increasingly valued in today's society (Theofanous, 2024; Nicolás et al., 2023).

In conclusion, the post-digital era has ushered in a paradigm shift in consumer preferences, driven by values of sustainability, social justice, and inclusion. Brands that align their practices with these values are better positioned to meet the evolving expectations of consumers, thereby enhancing their market presence and fostering long-term loyalty. This interpretation emphasizes the relevant research question, namely how e-commerce marketing strategies must adapt to the increasing demand for value-based content in the post-digital era.

4.2. Implications for Marketing Practice

4.2.1. Recommendations for Value-Based Content Integration

Based on the findings, e-commerce companies are advised to:

1. Leveraging Technology to Support Consumer Values
 - AI and big data analytics used to understand consumer preferences regarding specific values, such as sustainability or inclusion, so as to personalize marketing campaigns.
 - Use a personalization algorithm to recommend products that are relevant to consumer values.
2. Developing Meaningful Marketing Campaigns
 - Marketing content should highlight authentic values, such as transparency in the supply chain or contributions to local communities.
 - Values-based education can increase consumer awareness, such as campaigns about reducing carbon footprints through certain product choices.
3. Collaboration between Technology and Human Values
 - Companies must combine a data-driven approach with a deep understanding of human values. Technology is only a tool, while the essence of marketing strategy is to reflect values that are appropriate to consumers.

4.3. Research Limitations

4.3.1. Data Limitations from Certain Sectors

This research includes more context B2C (business-to-consumer) compared to B2B (business-to-business), so the findings may not be completely relevant for the B2B sector.

4.3.2. Potential Bias from Literary Sources

Most of the literature used comes from highly reputable journals, but there may be geographic or sectoral bias. For example, articles from Asia or Africa may be underrepresented compared to North America or Europe.

4.4. Future Research Agenda

1. Empirical Study

Further research is needed to empirically measure the impact of implementing value-based marketing strategies on business metrics such as:

 - Customer retention.
 - Brand loyalty.
 - Increased product sales.
2. Exploration of Implementation in Global Markets

In-depth research can be conducted to explore how these value-based strategies are implemented in markets with different cultures and values, such as in developing vs developed countries.
3. Exploration of Technological and Ethical Dimensions

Investigation of how such technology is used AI And VR (virtual reality) can strengthen or perhaps actually reduce the value you want to highlight in marketing.

5. CONCLUSIONS

5.1. Summary of Findings

This research finds that an effective e-commerce marketing strategy in meeting the demand for value-based content in the post-digital era involves the integration of several key

approaches that are highly relevant to today's consumer dynamics. First, *storytelling* Values-based is proven to be able to build strong emotional connections with consumers through narratives that are relevant to their values, such as sustainability, inclusion and social responsibility. This approach allows e-commerce companies to create deeper relationships with their audiences, which in turn increases loyalty and engagement. Apart from that, consumer education through informative content is also an important aspect of marketing strategy, where companies not only share product information, but also provide knowledge that builds a sense of trust and credibility towards the brand.

Furthermore, leveraging technology such as artificial intelligence (AI) plays an important role in understanding consumer preferences in more depth, enabling companies to personalize customer experiences and tailor marketing content to their needs and expectations. Finally, the integration of ethical and sustainability aspects in marketing strategies is increasingly becoming a determining factor in building customer loyalty, with consumers increasingly appreciating companies that promote these values in their business activities. These findings answer the research question by emphasizing that marketing strategies in the post-digital era must adapt to prioritize values that consumers consider important, including sustainability, inclusion, and ethics, to remain relevant and create long-term relationships with audiences.

5.2. Practical Recommendations

This research provides strategic recommendations that can be directly implemented by e-commerce companies:

1. Build an Authentic Campaign
 - Use authentic stories that reflect brand values, such as transparent production processes or positive impact on local communities.
2. Optimize Technology to Support Value
 - Apply technology AI and machine learning to understand consumer needs regarding their values, for example preferences for environmentally friendly products.
3. Focus on Consumer Education
 - Create content that not only markets products but also provides insights to consumers, such as tips for reducing their carbon footprint through their shopping choices.
4. Encourage Social Engagement
 - Leverage social media to educate, inspire and engage consumers in value-based campaigns.

5.3. Research Contribution

5.3.1. Contributions to Marketing Theory

This research enriches marketing theory by providing new understanding of:

- How consumers in the post-digital era are looking for not only products but also value linkages in their shopping experience.
- The role of technology in bridging human values with data-based marketing strategies.

5.3.2. Contribution to the Academic Community and Industrial Practitioners

- For academics, this research provides a theoretical foundation for further studies on value-based marketing strategies, especially in the context of e-commerce in the post-digital era.

- For industry practitioners, these findings provide concrete guidance for developing marketing strategies that are not only effective but also relevant to modern consumer preferences.

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