

# A systematic literature review on digital marketing strategies: A TCCM framework approach

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**Purpose:** This study aims to framework all the studies in Digital marketing strategy via adapting TCCM model.

**Methodology:** The TCCM framework is a systematic technique commonly utilised in literature reviews, particularly in management, social sciences, and education, to present previous research in a logical, analytical, and structured manner. In the TCCM model, only papers that have been published in Q1 journals have been included in four steps (Theory, Context, Characteristics, Method).

**Results:** TCCM model offers a comparative analysis of many theories utilised in the industrial setting, emphasising marketing systems and their dynamics. The meta-ecosystems idea highlights the incorporation of marketing systems within larger ecological and commercial contexts. It asserts that marketing systems operate not alone, but as components of interconnected ecosystems that perpetually adapt. This method is especially effective in examining the alignment of marketing plans with environmental and societal ecosystems, taking into account both sustainability and systemic relationships. Quantitative approaches are employed to evaluate intricate interactions among variables such as marketing systems, ecosystems, and business networks, frequently utilising system modelling or statistical analysis.

**Originality:** TCCM framework offers a strategic perspective for academics and practitioners to enhance and create digital marketing strategies with more accuracy and clarity.

**Keywords:** TCCM framework, marketing, digital marketing, and strategies

## 1. INTRODUCTION

A digital marketing strategy is a detailed plan employed by organisations to promote their brand, products, or services using diverse digital platforms, including social media, search engines, email marketing, websites, and mobile applications. This technique is crucial in the contemporary technology-driven landscape, where customers increasingly depend on online platforms for information and purchasing. An effective digital marketing strategy synchronises marketing objectives with business goals, guaranteeing that each digital initiative yields quantifiable results such as customer acquisition, brand recognition, lead generation, or sales conversion (Carvalho, Ramos, and Fortes 2024). A fundamental element of a digital marketing plan is comprehending the target audience. Utilising data analytics and market research instruments, enterprises may discern client preferences, behaviours, and requirements. This facilitates the creation of tailored content and campaigns that effectively engage people. For instance, employing SEO (Search Engine Optimisation) guarantees content visibility via search engines, whereas PPC (Pay-Per-Click) advertising can rapidly generate targeted visitors. Social media platforms like Instagram, LinkedIn, and Facebook are utilised to enhance consumer interaction, cultivate communities, and magnify corporate messaging (Lopes et al. 2025).

The execution of a digital marketing plan necessitates ongoing optimisation and assessment. Marketers must evaluate performance measures like as click-through rates, bounce rates, and conversion rates to determine the efficacy of diverse strategies. A/B testing and consumer feedback facilitate the optimisation of campaigns and enhancement of ROI. The fluidity of digital platforms

necessitates that tactics remain adaptable and responsive to technology advancements and consumer trends, including the transition to video content, mobile-centric browsing, and AI-driven marketing automation (Sesar, Martinčević, and Boguszewicz-Kreft 2022).

Ultimately, a digital marketing plan is crucial for augmenting competitive advantage. By incorporating digital technologies and innovation into their marketing strategies, firms may enhance market reach, elevate consumer experiences, and cultivate loyalty. Furthermore, via the utilisation of digital analytics and CRM systems, organisations may enhance decision-making and tailor interactions to address individual client requirements. In the digital era, a well implemented marketing plan not only propels business expansion but also enhances brand positioning in a more saturated market (Ortiz-Ospino, González-Sarmiento, and Roa-Perez 2025).

The Theory of Planned Behaviour and the Technology Acceptance Model are two significant frameworks utilised to comprehend and anticipate human behaviour, especially in relation to technology usage and adoption. The Theory of Planned Behaviour asserts that an individual's intention to behave is influenced by three primary factors: attitude towards the behaviour, subjective standards, and perceived behavioural control. Attitude denotes an individual's positive or negative assessment of engaging in a behaviour; subjective norms indicate the perceived social pressure to either engage in or refrain from the behaviour; and perceived behavioural control pertains to the individual's perception of the ease or difficulty of executing the behaviour, similar to self-efficacy (Fauzi et al. 2025; Johnstone and Lindh 2018). This theory offers an extensive comprehension of behavioural intention by amalgamating psychological and social factors, and it is extensively utilised in marketing, health, education, and technology adoption studies to elucidate the reasons behind individuals' decisions to participate in certain actions (Cabeza-Ramírez et al. 2022; Tiwari et al. 2024).

This study aim framework all the studies in Digital marketing strategy bu adapting TCCM model

## 2.METHODOLOGY

The TCCM framework is a systematic technique commonly utilised in literature reviews, particularly in management, social sciences, and education, to present previous research in a logical, analytical, and structured manner. This methodology aids researchers in synthesising prior studies by dissecting each into three essential components: goal, context, and content. The main objective of the literature review is to clarify the phenomena, variables, relationships, or theories being studied. Additionally, it is essential to clarify the context and conditions in which the study was performed, encompassing geographic location, industry, timeframe, and sample attributes. We must highlight the methodology utilised in the research, the substantial findings achieved, and the inferences drawn from them. (Vyas, Rathore, and Kumar 2024; Wijngaard, De Vries, and Nauta 2006).

In the TCCM model, only papers that have been published in Q1 journals have been included in four steps (Theory, Context, Characteristics, Method)

**Theories:** Demonstrates the theories in literature, such as meta-ecosystems theory, Sociology and Institutional Theory, Boundary making theory, and so on

**Context:** Illustrates The publishers and journal ranks published such as Springer Nature, Elsevier, Taylor & Francis, Emerald, and SAGE.

**Characteristics:** Illustrates the variables that have been used un the literature such as such as marketing systems, ecosystem, business ecosystem, provisioning systems, marketing systems, prescriptive supply systems, market system, boundary making, marketing systems, multicultural marketing and so on.

**Method:** Illustrates the methods types such as literature review methods, and quantitative method. See Figure 1.

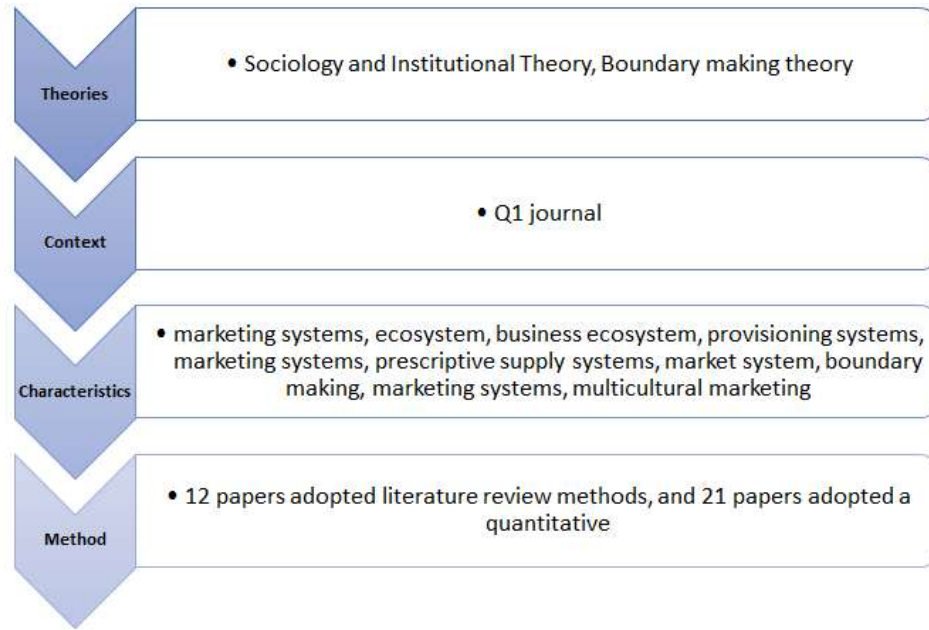


Figure: TCCM Model

### 3.RESULTS

(Kadirov et al. 2024) Contend that the marketing converse is predicated on collective natural occurrences, ecosystem processes, and the exchange of services and disservices within and across ecosystems. The self-regulatory mechanisms of the marketing ecoverse encompass material-moral signalling, resilience moderation, source-sink restrictions, and artefact dissemination. This example examines the expansion and partial decline of fourth-generation bike-sharing networks and their effects on rural communities in Africa to better elucidate the marketing converse processes.

(Lim and French 2024) demonstrate that interactions among market participants illustrate border interweaving throughout the domains of location, language, and foodways. This article illustrates that collaborative initiatives among market participants at macro, meso, and micro levels may promote the integration, social inclusion, and cohabitation of many ethnic cultures inside the marketing system, rather than creating divisions among different ethnic groups. Boundary interweaving enhances cultural well-being, cultivates a sense of belonging, and promotes social cohesiveness among diverse ethnic groups. This study emphasises the impact of culture on the operation, development, and progression of a marketing system.

(Stoyanov 2024) Explore the diverse interconnections between chemistry and marketing, detailing how chemistry may enhance marketing from both theoretical and practical viewpoints. We do not aim to draw conclusive assertions or present significant scientific proof; rather, we seek to establish a novel multidisciplinary study domain termed the chemistry of marketing, emphasising its potential applications and prospective research trajectories. To create the foundational scientific connection between marketing and chemistry, we depend on: 1) metaphors, which have historically served as figures of speech in the evolution of marketing science, and 2) general systems theory, acknowledged as a dominant mode of generalisation. Furthermore, we propose a new elucidation of closed and isolated marketing systems, show preliminary data for their increasing significance in the commercial realm, and make recommendations for their prospective application to the first and second principles of chemical thermodynamics.

(Üçok Hughes, Martin, and Coskuner-Balli 2024) Enhance comprehension of the many conflicts that may emerge within a market system and the techniques employed by market participants to establish and maintain a marketing system. The authors examine the sustainability of marketing systems notwithstanding the difficulties inherent in the logics underlying the social matrix paradigm proposed by Layton. The authors want to address the question: how may market participants overcome conflicts among logics to manage particular aspects inside the social matrix of a marketing system? The authors employ institutional theory to address our study issue and examine the conflicts that emerge inside an

eco-village. The authors define an ecovillage as a marketing system including a network of individuals collaborating to establish a sustainable community. Ecovillages function as a marketing system, incorporating participatory procedures and arising in reaction to or in anticipation of demand.

(Williams et al. 2024) Analyses the marketing structure of baby formula. The Systems of Provisioning method conceptualises marketing system failure due to regulatory intervention at the junction of the newborn health system and the baby formula marketing system. Favourable population-based results for breastfeeding rates and adverse stigmatising effects at the individual consumer level arise when the two provisioning systems react to regulatory interventions. The processes by which intervention limits participant choice and the coevolution of the marketing system leading to failure are outlined. Utilising a Systems of Provisioning framework, we enhance the comprehension of marketing system failures and advocate for co-design approaches that engage many stakeholders as a solution to address these issues.

(Leenders, van Bueren, and Nguyen 2024) Contend that Layton's Marketing Systems approach is essential for addressing the triple-bottom-line of economic, social, and environmental concerns in a comprehensive manner. This systemic approach can enhance the creation of successful marketing interfaces for a more sustainable circular economy. Marketing possesses a history of comprehending and augmenting consumption; nevertheless, it is also a crucial component in advancing a more sustainable society, as seen by examples of ecocommunities and sustainable food marketing systems. The paper urges marketing researchers to fully leverage Layton's research on multi-level systems to effectively tackle the urgent triple-bottom-line dilemma and to contribute comprehensively to the Sustainable Development Goals.

(Kelleci 2024) Integrates Follett's power dichotomy with Alderson's systems method to classify marketing systems within a political economic framework, emphasising the significance of power dynamics in formulating an alternative marketing theory. This work seeks to enhance theoretical understanding from a higher-order viewpoint by synthesising several phenomena, such as marketing systems and power, which have been previously examined in a fragmented manner across different domains. The author advocates for the "power-with orientated marketing system" as the optimal marketing framework, designed to enable resource transfers and equitable distribution of co-created value in a presumption-oriented, post-capitalist marketing epoch.

(Batat 2024) Offers a comprehensive examination of the changing dynamics in business and marketing education, highlighted by technological progress, globalisation, and the rise of digital competition. I emphasise the issues faced by traditional educational institutions due to internet giants like Google and new e-learning sites like Udemy. The intensification of these difficulties in the post-pandemic context is characterised by rising mental health challenges, a lack of practical skills development, changing student choices, and discussions on the worth of college tuition and corporate credentials. Despite attempts to include immersive technology and experiential learning methods, a significant lack of practical skills and learner-centred teaching approaches remains in higher education frameworks. I present MECCDAL a comprehensive, execution-focused seven-pillar framework designed to address modern difficulties in an AI-enhanced, mental wellness-conscious post-pandemic environment. MECCDAL is an acronym originating from Latin terms: Mens (mind), Executio (execution), Cor (heart), Corpus (body), Digitus (digital), Anima (soul), and Lingua (language). This case study at the American Institute of Business Experience Design demonstrates MECCDAL's effectiveness in improving business and marketing education delivery methods, while promoting both collective and individual well-being, as well as enhancing innovation and implementation skills among students.

(Chan and Little 2024) Examines ordinary consuming behaviour via a practice theoretical lens, specifically with domestic cleaning. Cleaning is an integral aspect of daily household life, typically performed unconsciously. Cleaning procedures have progressively grown more resource-intensive, leading to excessive water use and contamination from harmful chemicals. A critical ethnography of ten Malaysian Chinese households elucidates the pre-formation, development, and entrenchment of detrimental cleaning behaviours, enhancing comprehension of how these problematic behaviours are influenced by consumer culture and market dynamics. Three catalysts for evolutionary practice were identified: diseases and paranoia (meanings), socio-cultural modernisation (competencies), and

technological advancement (materials). In reaction to perceived existential threats and desires for modernity, consumers simultaneously fought and acquiesced to market forces, becoming ensnared in repetitive cycles of recontamination, resetting, and reinforcement. Cleaning habits, reflecting broader societal conflicts, both reinforced and contested a poisonous system, as households perpetually disputed perceived borders of 'safe' and 'dangerous' within and beyond the home. Drawing from these findings, the study contests established rationales for policy intervention, advocating for more ethical and contextually relevant answers to complex issues.

(Shaw, Harris, and Ali 2024) provides a more profound theoretical insight into the rationale for the utilisation of partnerships in national social marketing initiatives. The findings reveal a novel approach to conceptualising partnerships in macro-social marketing: comprehensively as a strategic notion that facilitates system-wide behavioural change. The findings indicate that partnerships can serve a strategic function in the long-term creation and implementation of solutions to address complex socioeconomic issues. Two kind of partnerships strategic partnerships and signposting (tactical) relationships are delineated and described.

(Valor, Ronda, and Abril 2025) Envision moral dramas as an innovative sustainable communication form capable of promoting ethical discourse. Moral dramas are narrative writings that reveal environmental and societal violations, elicit profound emotional reactions, and provide avenues for redemption and ethical development. The authors critically analyse the circumstances in which moral dramas might function as a normatively suitable genre for sustainable communication, concentrating on ethical online markets as an emergent sustainable industry. Ultimately, the authors examine the ramifications for academic research on sustainable communication and transformational marketing.

(Jauffret, Hallem, and Aubrun 2025) Elucidate the impact of bio digital influencers on tourist marketing and the ramifications of this technological transition inside the social media marketing framework. An worldwide qualitative research conducted in person with 55 experts from 31 nations examined the possibilities of bio digitalization in tourist marketing. Findings suggest that predominant attitudes towards bio digitalisation oscillate between optimism, caution, and scepticism, with no significant negative effects on corporate economic and social micromarketing. The mostly positive perspective on bio digitalisation suggests that investors, tourism managers, and marketers ought to regard bio digitalisation as a strategic technology innovation to augment their creative and transformative capabilities.

(Jagadale and Shaikh 2025) Indicates that governmentality, as a governing paradigm, skews interactions inside the marketing system, resulting in misalignments in the motives of system participants, which eventually adds to the system's failure. This paper examines the topic of stubble burning in India, emphasising the intricate interrelations of governmental structures, market dynamics, and individual participants within the agricultural marketing system. The mismatch of these factors leads to adverse system effects. The qualitative research delineates three key themes: the interaction between governmentality, dominant commissioning agents, and the marginalisation of farmers. The research advocates for the establishment of an inclusive 'farm waste' value chain that highlights agricultural circularity and promotes fair benefit distribution, thus safeguarding the regenerative potential of agricultural systems.

(Cheung Chan and Te Lu 2002) examines uptake and continued usage behaviour in the context of Internet banking services in Hong Kong. A study methodology utilising the expanded Technology Acceptance Model and Social Cognitive Theory was established to discover factors influencing the adoption and continued usage of Internet Banking. Structural Equation Modelling was utilised to analyse the comprehensive pattern of inter-correlations among the eight suggested constructs and to experimentally evaluate the associated claims. The findings indicate that both subjective norm and computer self-efficacy significantly influence the inclination to use Internet Banking indirectly. The perceived ease of use significantly influences the desire to adopt or continue using through perceived usefulness, although its direct impact on the intention to adopt is not significant in this study.

(Lin and Chang 2011) attempts to address this research gap by formulating and evaluating a model that incorporates technological readiness inside the technology acceptance paradigm. The results demonstrate that consumer technology readiness improves perceived utility, perceived ease of use,

attitude towards usage, and intention to use. Findings indicate that technological readiness diminishes the favourable correlation between perceived ease of use and attitude towards using self-service technologies.

(Wu et al. 2024) Demonstrated the distinct age-related impact on service adoption intention from the experiential distance viewpoint of construal level theory. Empirical findings indicated that the younger cohort prioritised effort expectation, whereas the older cohort emphasised performance expectancy, social imitation, and perceived harshness. Moreover, the younger cohort concentrated mostly on the effects of perceived vulnerability, whereas offline medical practices shown no substantial effect on either group's intention to adopt, contradicting the initial hypothesis. The data can assist Mobile Chronic Disease Management Service providers in choosing marketing tactics aimed at various age demographics.

(Majeed and Kim 2024) strives to establish the theoretical foundations of online hyperconnected stimuli's impact on customer psychological responses regarding brand choice and experience. The authors identified many technical cues in the online hyperconnected environment that may affect consumer online hyperconnected brand selection, perceived online hyperconnected brand experience, perceived well-being, and behavioural intention.

(Farias-Gaytan, Aguaded, and Ramirez-Montoya 2023) Conduct a thorough literature review to find research pertaining to digital transformation and digital literacy in higher education institutions. The inquiry yielded 830 items published in the Scopus and Web of Science databases between 2015 and 2022. Quality questions and inclusion and exclusion criteria were utilised, resulting in the selection of 202 publications for the research. The findings indicate (a) the engagement of educational institutions in empirical research involving the integration of technology for pedagogical purposes, (b) challenges related to the enhancement of training programs aimed at cultivating digital competencies among educators and learners, (c) a lack of enthusiasm for advancing media literacy, and (d) the methodological dimensions of the studies facilitate the exploration of novel perspectives on digital transformation in higher education. This article may interest academics, decision-makers, and trainers of future professionals in integrating educational technology into learning processes to meet the complex needs of the workforce and society.

(Hajjani and Crocco 2024) Examine the determinants that affected employee engagement in the realm of remote work due to the COVID-19 epidemic and contrast them with the precursors of employee engagement in conventional workplaces. The authors found 18 antecedents of remote work, categorised into individual antecedents, such as mindfulness and digital literacy, and organisational antecedents, including job autonomy and supportive leadership. The findings were juxtaposed with the antecedents of employee engagement in conventional workplaces to produce fresh insights into the influence of remote work on employee engagement following the significant transition to remote work in 2020.

The research status and focal points of digitalisation in Chinese education are categorised into four dimensions: investigations into lifelong education within digital open universities and the transformation of online teaching in higher education; analyses of digital educational publications, the development and utilisation of digital learning resources in vocational institutions, and the equity of basic education resources within a digital framework; examinations of artificial intelligence technologies facilitating the digital transformation of education in China; and studies on the digital integration of production and pedagogy in rural revitalisation, alongside the enhancement of digital literacy among university students and faculty. Future research trends in digital education in China are expected to concentrate on the normalisation of online education, the advancement of online educational resources within the framework of new infrastructure, the integration of new technology with education, the influence of digital games on learning, an increasingly diversified digital divide in education, as well as issues pertaining to digital rights, digital ethics, digital maturity, and the Global Digital Education Development Index (Shi and Wan 2024).

(Roongruangsee, Srisomwongse, and Patterson 2024) Studies the impact of trust, technology fear, and contentment with existing financial advising services on the desire to utilise them. It also examines the moderating influences of switching prices and the appeal of alternatives. Data from 401 Thai investors

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is analysed using structural equation modelling. The findings demonstrate that trust directly affects the desire to utilise roboadvisors and also mediates the impact of technological concerns and existing service satisfaction on usage intention. The appeal of alternatives enhances the influence of trust, although switching costs do not have a substantial effect. This study expands the knowledge on services marketing and relationship marketing, emphasising the crucial mediating role of trust in the use of robo-advisors during and after the epidemic.

(Saezow and Sukhabot 2025) Intends to integrate research methodologies and essential elements that bolster the resilience of small and medium companies amid the COVID-19 pandemic via a systematic literature review. Data were methodically retrieved from the SCOPUS and Web of Science databases, covering the period from 2013 to 2023, with the last search conducted in January 2024.

The selection criteria favored robust academic research that examines how SMEs endure and recover. Not all things Only significant studies Quality assessments were conducted mostly utilizing the Mixed Methods Appraisal Tool for empirical studies and AMSTAR-2 for review articles, but not all publications conformed precisely to these criteria.

The study subsequently synthesized evidence from 49 distinct publications. Diverse nations employ varied methodologies, each with unique narratives. A narrative synthesis was employed, allowing patterns to emerge organically rather than imposing them. Gradually, four significant concepts repeatedly emerged. Networks of Entrepreneurial Orientation, Digital Proficiency, Flexibility, Repeatedly

There are, undoubtedly, constraints. Resilience does not possess a uniform definition across authors, resulting in varied and sometimes ambiguous interpretations. Certain industries remain mostly unaffected, allowing context to potentially be overlooked. The findings align with a valuable framework based on the Resource-Based View theory.

The framework identifies gaps in the literature. It also suggests what SMEs may effectively undertake—utilize digital tools and rely on relationships—even in resource-constrained situations. This is when theory converges with practice. Particularly for enterprises in impoverished countries, where just survival frequently constitutes the primary strategy.

(Elsa, Indrawati, and Caska 2025) Present a summary of the progression of digital transformation research in small and medium-sized enterprises (SMEs) worldwide and suggest potential future research avenues to further the study of digital transformation in SMEs. Research on digital transformation in small and medium-sized enterprises has markedly intensified, particularly following 2015. Through bibliometric analysis and scientific mapping, seven primary research themes were identified: digital technologies, dynamic capabilities, digitalisation, small and medium companies, big data, manufacturing sector, and innovation. Seven prospective themes in digital transformation research were identified: digital technology adoption, dynamic competence, adaptive leadership, digital literacy, sustainable innovation, managerial preparation, and external assistance. Table 1 provides an example of the TCCM framework from this study's literature.

**Table 1:** TCCM farmwork

| Source                            | Theory                             | Context  | Characteristics                                                                                 | Method       |
|-----------------------------------|------------------------------------|----------|-------------------------------------------------------------------------------------------------|--------------|
| (Kadirov et al. 2024)             | meta-ecosystems theory             | Industry | Variables: marketing systems, ecosystem, business ecosystem                                     | Quantitative |
| (Renton, Hooper, and Renton 2024) | Sociology and Institutional Theory | Industry | Variables: provisioning systems, marketing systems, prescriptive supply systems, market systems | Quantitative |
| (Lim and French 2024)             | Boundary making theory             | Industry | Variables: boundary making,                                                                     | Quantitative |

|                                                       |                              |          |                                                                                                                                           |              |
|-------------------------------------------------------|------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------|--------------|
|                                                       |                              |          | marketing systems, multicultural marketing                                                                                                |              |
| <b>(Stoyanov 2024)</b>                                | general systems theory       | Industry | Variables: chemistry of marketing, closed marketing systems                                                                               | Quantitative |
| <b>(Üçok Hughes, Martin, and Coskuner-Balli 2024)</b> | institutional theory         | Industry | Variables: marketing systems, Roger Layton, institutional logics, ecovillages                                                             | Quantitative |
| <b>(Williams et al. 2024)</b>                         | marketing systems theory     | Industry | Variables: marketing system failure, provisioning systems                                                                                 | Quantitative |
| <b>(Leenders, van Bueren, and Nguyen 2024)</b>        | Layton's theory              | Industry | Variables: Layton's theory, marketing system, marketing interfaces, circular economy, sustainable food marketing                          | Quantitative |
| <b>(Kelleci 2024)</b>                                 | Alternative Marketing Theory | Industry | Variables: marketing systems, power, fair distribution, value distribution, decentralized governance, consumer behavior, marketing theory | Quantitative |
| <b>(Rodríguez-Reyes and Cortés Lara 2024)</b>         | marketing systems theory     | Industry | Variables: community, efficiency, housing subsidies, marketing systems                                                                    | Quantitative |
| <b>(Batat 2024)</b>                                   | theory-practice balanced     | Industry | Variables: marketing education                                                                                                            | Quantitative |
| <b>(Chan and Little 2024)</b>                         | practice theory              | Industry | Variables: mundane consumption, macro-social marketing                                                                                    | Quantitative |
| <b>(Jagadale 2024)</b>                                | cultural capital theory      | Industry | Variables: Consumers                                                                                                                      | Quantitative |
| <b>(Shaw, Harris, and Ali 2024)</b>                   | Systems Theory               | Industry | Variables: macro-social marketing, behaviour change, partnerships, micromarketing,                                                        | Quantitative |

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|                                                           |                                  |          |                                                                                                                        |                              |
|-----------------------------------------------------------|----------------------------------|----------|------------------------------------------------------------------------------------------------------------------------|------------------------------|
|                                                           |                                  |          | strategy                                                                                                               |                              |
| <b>(Shultz et al. 2025)</b>                               | economic theory                  | Industry | Variables: micromarketing, happiness, marketing systems,                                                               | Quantitative                 |
| <b>(Valor, Ronda, and Abril 2025)</b>                     | narrative theory                 | Industry | Variables: responsible marketing, sustainable communication                                                            | Quantitative                 |
| <b>(Jauffret, Hallem, and Aubrun 2025)</b>                | uncanny valley theory            | Industry | Variables: tourism marketing                                                                                           | Quantitative                 |
| <b>(Frias and Ghosh 2025)</b>                             | novel microlevel theory          | Industry | Variables: product-form strategy, innovation                                                                           | Quantitative                 |
| <b>(Kelleci 2025)</b>                                     | marketing theory                 | Industry | Variables: marketing systems evolution, sustainable markets                                                            | Quantitative                 |
| <b>(Watkins et al. 2025)</b>                              | Theory of Marketing Systems      | Industry | Variables: marketing ethics                                                                                            | Quantitative                 |
| <b>(Jagadale and Shaikh 2025)</b>                         | Constructing grounded theory     | Industry | Variables: climate change, circular economy, stubble burning, marketing system failure, sustainable development goals, | Quantitative                 |
| <b>(Cheung Chan and Te Lu 2002)</b>                       | Social Cognitive Theory          | Industry | Variables: Continue-Use Behavior                                                                                       | Quantitative                 |
| <b>(Lin and Chang 2011)</b>                               | Innovation diffusion theory      | Industry | Variables: self-service technology                                                                                     | systematic literature review |
| <b>(Zhu et al. 2022)</b>                                  | the protection motivation theory | Industry | Variables: Customer Intention                                                                                          | systematic literature review |
| <b>(Wu et al. 2024)</b>                                   | consumer behavior theory         | Industry | Variables: consumers' perceived value                                                                                  | systematic literature review |
| <b>(Majeed and Kim 2024)v</b>                             | the social exchange theory       | Industry | Variables: Brand selection, Digital technology, Consumer psychology, Brand choice, Consumer behavior, Marketing        | systematic literature review |
| <b>(Farias-Gaytan, Aguaded, and Ramirez-Montoya 2023)</b> | the social exchange theory       | Industry | Variables: Digital transformation and digital literacy                                                                 | systematic literature review |

|                                                         |                                          |          |                                                    |                              |
|---------------------------------------------------------|------------------------------------------|----------|----------------------------------------------------|------------------------------|
| <b>(Timsal, Shah, and Hodgson 2024)</b>                 | Communication Theory                     | Industry | Variables: Socio-Digital Disadvantage              | systematic literature review |
| <b>(Hajjami and Crocco 2024)</b>                        | event system theory                      | Industry | Variables: Technology                              | systematic literature review |
| <b>(Cosa and Torelli 2024)</b>                          | entrepreneurial orientation theory       | Industry | Variables: Decision-making, Digital transformation | systematic literature review |
| <b>(Shi and Wan 2024)</b>                               | empowerment theory                       | Industry | Variables: digitalization                          | systematic literature review |
| <b>(Roongruangse, Srisomwongse, and Patterson 2024)</b> | marketing theory                         | Industry | Variables: technology anxiety                      | systematic literature review |
| <b>(Saezow and Sukhabot 2025)</b>                       | the Resource-Based View theory           | Industry | Variables: Management                              | systematic literature review |
| <b>(Elsa, Indrawati, and Caska 2025)</b>                | the theory of resources and capabilities | Industry | Variables: Digital transformation                  | systematic literature review |

#### 4. DISCUSSION

TCCM model offers a comparative analysis of many theories utilised in the industrial setting, emphasising marketing systems and their dynamics. The meta-ecosystems idea highlights the incorporation of marketing systems within larger ecological and commercial contexts. It asserts that marketing systems operate not alone, but as components of interconnected ecosystems that perpetually adapt. This method is especially effective in examining the alignment of marketing plans with environmental and societal ecosystems, taking into account both sustainability and systemic relationships. Quantitative approaches are employed to evaluate intricate interactions among variables such as marketing systems, ecosystems, and business networks, frequently utilising system modelling or statistical analysis.

Sociology and Institutional Theory provide a sociological perspective, emphasising provisioning systems, prescriptive marketing strategies, and institutional norms that influence market systems. It emphasises that marketing strategies are integrated within social and institutional frameworks that affect consumer behaviour, market accessibility, and regulatory limitations. Researchers in this field utilise quantitative methods to investigate the influence of sociological conceptions and institutional regulations on marketing system efficacy, supply chain dynamics, and service delivery. This paradigm facilitates a systematic comprehension of the influence of industry norms and cultural systems on business practices, especially within regulated or traditionally organised marketplaces.

The Boundary Making Theory introduces a cultural and organisational aspect by focussing on the delineation and negotiation of boundaries within marketing systems. This theory examines how organisations delineate their markets, segment their consumers, and establish mechanisms of inclusion or exclusion using cultural signals. Variables such as multicultural marketing and boundary-making indicate an emphasis on the management of varied consumer groups and the influence of cultural subtleties on strategic marketing. Quantitative methodologies in this field frequently encompass surveys, behavioural segmentation, and statistical models that measure the impact of cultural barriers on marketing results and brand equity.

Both General Systems Theory and Institutional Theory underscore systemic concepts, however they exhibit subtle differences in emphasis. General Systems Theory analyses the internal dynamics and interrelations inside closed marketing systems, emphasising the integration and feedback mechanisms that sustain marketing efficacy. This systemic perspective is essential for comprehending highly

regulated market contexts, such as franchising or vertically integrated enterprises. Simultaneously, Institutional Theory examines the influence of institutional rules, conventions, and players on the formation of marketing systems, frequently referencing the work of Roger Layton. Both theories employ quantitative methods to model system variables, monitor performance measures, and substantiate theoretical assertions on systemic behaviour and institutional impact. Collectively, these methodologies provide comprehensive frameworks for examining the structure and operation of marketing systems inside industrial contexts.

## 5.CONCLUSION

The TCCM framework is a systematic method frequently employed in literature reviews, especially in management, social sciences, and education, to articulate prior research in a coherent, analytical, and organised fashion. This technique assists researchers in synthesising previous studies by analysing each into three fundamental components: objective, context, and content. The primary aim of the literature review is to elucidate the phenomena, variables, correlations, or ideas under investigation. Furthermore, it is important to elucidate the context and settings under which the study was conducted, including geographic location, industry, period, and sample characteristics. We must emphasise the technique employed in the research, the significant findings obtained, and the conclusions derived from them.

In the TCCM approach, only articles published in Q1 journals are incorporated in the four stages (Theory, Context, Characteristics, Method). The investigation reveals the existence of 33 ideas, including meta-ecosystems theory, sociology and institutional theory, and boundary-making theory, among others. The study demonstrates that all publications have been published in Q1 journals by esteemed publishers, including Springer Nature, Elsevier, Taylor & Francis, Emerald, and SAGE.

The analysis demonstrates that numerous variables are encompassed within the topic of digital marketing, including marketing systems, ecosystems, business ecosystems, provisioning systems, prescriptive supply systems, market systems, boundary delineation, and multicultural marketing, among others. The analysis reveals that 12 studies employed literature review methodologies, whereas 21 papers utilised quantitative approaches.

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