

The Role of Digital Marketing in Behavioral Intention and Customer Acquisition in the Medical Equipment Industry: A Systematic Review

Sara Serajpour¹, Majid Fattahi^{2*}, Mohammad Reza Eghbal³

1. PhD Student in Business Management, Sari Branch, Islamic Azad University, Sari, Iran. sara_serajpour@ymail.com
2. Assistant Professor, Department of Business Management, Sari Branch, Islamic Azad University, Sari, Iran (**Corresponding Author**) majid.fattahi59@gmail.com
3. Assistant Professor, Department of Business Management, Sari Branch, Islamic Azad University, Sari, Iran. eghbal@iausari.ac.ir

Received: 25 Feb 2024

Revised: 03 March 2024

Accepted: 28 March 2024

ABSTRACT

The medical equipment industry is a vital yet highly competitive sector within healthcare. Digital marketing has emerged as a powerful and innovative tool in identifying, attracting, and retaining customers in this industry. This qualitative study, employing content analysis, examines scholarly literature and research documents on the role of digital marketing in shaping behavioral intentions and customer acquisition. After reviewing abstracts, 52 documents were selected, including scholarly articles, reports, conference papers, theses, and book chapters. The inclusion criteria were the availability of full-text original research articles, case studies, and reviews. The collected documents were consolidated, duplicates were removed, and those relevant to the research objective were selected for in-depth analysis and entered into the software. A total of 52 documents were analyzed, and the concept of the role of digital marketing in shaping behavioral intentions and customer acquisition was extracted. The results of the document analysis, obtained from the software output, indicate that the criteria for digital marketing in shaping behavioral intentions and customer acquisition in the medical equipment industry can be divided into five main categories: increasing brand awareness, targeted marketing, creating valuable content, optimizing user experience, and analytics and optimization.

KEYWORDS: Digital Marketing, Behavioral Intention, Customer Acquisition, Medical Equipment Industry

This is an open access article under the CC BY license.

© 2024 The Authors.

How to Cite This Article: Serajpour, S.; Fattahi, M, Eghbal, M.R. (2024).“ The Role of Digital Marketing in Behavioral Intention and Customer Acquisition in the Medical Equipment Industry: A Systematic Review”. *The Open Access Journal of Resistive Economics*, 12(2): 46-60.

1. Introduction

The growth and advancement of digital technologies, both in hardware and software, have brought about numerous changes and innovations in human life and work (Dornberger, 2020). The density of progress and changes in the industrial and production sectors has been significantly higher (Gaglio et al., 2022), and with the introduction of Industry 4.0, the necessity for digital transformation has become even more evident (Vial, 2019). With the advancement of the Fourth Industrial Revolution, industrial companies and businesses strive to adapt to the global trend of digitalization and bring about real transformations in their foundations, practices, and current approaches. This level of transformation and change is known as digital business model transformation (Tonder et al., 2020).

Digital marketing has attracted the attention of many researchers, both academically and in practice. There are numerous concepts related to digital transformation. According to Hess (2016), "Digital marketing pertains to the changes that digital technologies can bring about in a company's business model, leading to changes in products, organizational structures, or process automation" (Hess, 2016). These changes can be observed in the increasing demand for internet-based media, which has led to the transformation of entire business models. According to Microsoft, digital transformation is the rethinking of how organizations gather people, data, and processes to create new value (Toy, 2021). Digital marketing has helped businesses improve production and profit growth. It not only supports businesses but also promotes growth and serves as a source of competitive advantage (Zhang & Rao, 2021; Ash'ari et al., 2025).

Digital marketing has provided new opportunities for developing innovative business models that leverage digital technologies and innovation performance (Matt et al., 2020). On the other hand, the global spread of the COVID-19 pandemic has further highlighted the importance of digital business models (Tripathi, 2021). Digital marketing assists businesses in improving production and profit growth, supports businesses, promotes growth, and serves as a source of competitive advantage. Digital marketing is an inevitable trend due to the rapid changes in customer demands driven by technological advancements and market competition (Ez et al., 2019; Henrik et al., 2022).

At the same time, digital marketing in businesses is considered a challenge—a complex process with a low success rate. The fact that only 11% of surveyed firms succeed in digital marketing (Forjan, 2018) raises an important question: What enables some businesses to successfully digitalize and thrive, while many others fall behind in the competitive digital marketing landscape, both for researchers and business managers (Ash'ari et al., 2025)? The medical equipment industry is one of the most critical and highly competitive sectors in healthcare. This industry involves the production and distribution of devices, tools, and equipment used for diagnosing, treating, and caring for patients (Bhalla et al., 2022). Given technological advancements and the increasing

demand for advanced medical equipment, companies in this sector face numerous challenges in attracting and retaining customers. In this context, digital marketing serves as a powerful and modern tool, playing a key role in identifying, attracting, and retaining customers (Hussain et al., 2019; Al-Shuraida et al., 2025).

Therefore, digital marketing in the medical equipment industry is not merely a promotional tool but a comprehensive strategy for building effective customer relationships, increasing brand awareness, and facilitating the decision-making process of buyers. Given the complexities and intense competition in this industry, companies that can intelligently and strategically utilize digital tools will be able to increase their market share and achieve sustainable long-term success. Thus, exploring and implementing modern digital marketing methods in this industry is not only a necessity but also a strategic opportunity for business growth and development.

2. Research Methodology

This research adopts a qualitative approach utilizing the content analysis method to examine scientific and research sources on the role of digital marketing in behavioral intention and customer acquisition. Initially, concepts are extracted from texts through open coding, followed by axial coding to identify shared features and establish categories. From the collected documentation, concepts related to the role of digital marketing in behavioral intention and customer acquisition are derived. The study specifically focuses on exploring extracted concepts related to criteria for digital marketing's role in influencing behavioral intention and customer acquisition. Other relevant areas are recommended for future research. The process continues until reaching theoretical saturation, where additional sources provide similar insights and no new themes emerge (Bowen, 2008).

The study analyzed scholarly databases both domestically and internationally alongside Google Scholar to retrieve relevant literature. Particular emphasis was placed on studies examining the dimensions, components, and criteria of digital marketing as addressed by researchers and stakeholders. After reviewing the abstracts, 52 documents were selected, including scholarly articles, reports, conference papers, theses, and book chapters. Criteria for document selection included full-text availability of original research, case studies, and reviews. After consolidating and removing duplicate records, the remaining documents were reevaluated based on titles and abstracts for deeper analysis. Related documents were integrated into specialized software for further analysis. To ensure comprehensiveness, top global universities' websites were examined through purposive sampling and case studies to confirm that all concepts in the domain of research data management had been identified. This method ensures the validity and reliability of the findings in qualitative research. This systematic review approach is increasingly used for policy-making and practical decision-making, combining results from prior studies to identify best practices (Weber, 2017).

3. Findings

The analysis of the documents, as summarized in Tables 1, reveals that the criteria for digital marketing influencing behavioral intention and customer acquisition in the medical equipment industry fall into five essential categories:

1. **Increasing Brand Awareness**
2. **Precise Customer Targeting**
3. **Creating Valuable Content**
4. **Optimizing User Experience**
5. **Performance Analysis and Improvement**

A summary of the findings from domestic research documents is provided in the tables below.

Table1: Research Studies in Digital Marketing Management

Author(s) and Year	Summary of Findings
Ashori et al. (2025)	The adoption of digital marketing is influenced by internal factors such as perceived ease of use (PEU), perceived usefulness (PU), and perceived behavioral control (PBC). Subjective norms did not have a significant impact. Effective training plays a key role in increasing the adoption of digital marketing.
Alshurideh et al. (2025)	The brand image of banks is significantly influenced by learning, customer retention, acquisition, communication, and engagement. Learning has the greatest impact on the brand image of banks.
Edward C.S. Kuo (2024)	Perceived humanization, perceived warmth, and AI-assisted customer exchange (CAIX) positively influence digital marketing innovation and customer satisfaction. Customer satisfaction also impacts the intention to continue using service robots.
Hosseini et al. (2024)	Identified five key competencies for online consumers: product identification, self-control, decision-making power, consumer support, and decision-making support. This model improves purchase quality and increases sales.
Rahmani et al. (2023)	Identified six categories of factors: causal conditions, contextual factors, strategies, central phenomena, intervening factors, and outcomes. Competitiveness and economic development were the most influential on digital marketing.
Mosibi Amidabadi et al. (2023)	Five main components were identified: digital marketing strategy, personalization, content marketing, consumer engagement, and the digital marketing mix. The digital marketing strategy was found to be the foundation of the model.
Dimitrios et al. (2023)	Social media plays a key role in the marketing of luxury hotels. Customer reviews on social media can strengthen or weaken a hotel's credibility. The COVID-19 crisis has altered the digital marketing strategies of hotels.

Author(s) and Year	Summary of Findings
Erdmann and Ponzoa (2022)	E-commerce is optimizing digital attraction marketing. Differences in digital marketing optimization were observed between traditional and online stores, as well as across countries.
Sadeghi Boroujerdi et al. (2022)	Personalization in social media positively impacted brand loyalty, perceived value, and brand attachment. Perceived value and brand attachment also influenced brand loyalty.
Tariqi & Sajadi (2021)	Designed an e-marketing model for Iranian sports federations with good fit and potential to improve marketing in this sector.
Velleras and Villegas (2021)	The proposed conceptual framework helps practitioners avoid myopia in digital marketing analysis. This framework is applicable across various industries and aids in improving marketing strategies.
Abdolmohammad Saqqa et al. (2021)	Banks utilize social media for information dissemination, product offerings, event promotion, customer support, and advertising. Public engagement and social responsibility were key factors in fostering customer interactive engagement.
Pezutti et al. (2021)	Assertive and clear messages on social media increase consumer engagement. Verbal assertiveness makes brands appear more powerful, with stronger effects among consumers with higher "power distance" beliefs.
Rangaswamy et al. (2020)	Marketing on digital platforms creates value by increasing interactions and reducing transaction costs. Challenges remain in creating and allocating value on these platforms.
Kamali, Arablou, and Mohammadi (2020)	Social media marketing has a significant impact on entrepreneurs' success, provided that marketing knowledge is effectively utilized.
Babashahi et al. (2020)	The digital marketing managers' competency model identified 114 codes and 26 concepts within three categories: technical-specialized, human-behavioral, and analytical competencies. This model aids in talent recruitment and selection.
Pak Parvar et al. (2020)	Identified 10 components, including intelligent digital marketing tools, consumers, analytics, concepts, applications, communications, e-commerce, intelligent knowledge production, and secure smart transactions.
Shirshamsi et al. (2020)	Six factors influencing e-tourism marketing were identified. Strengthening these factors can lead to significant advancements in the tourism industry.
Khaleghi, Moeini, and Jamipour (2019)	The greatest opportunity was precise identification of customer needs via social media, while the biggest challenge was consumer distrust in social media platforms.
Yazdanfar et al. (2019)	Identified 31 components, including micro and macro environment analysis, target audience behavior analysis, customer touchpoints, content strategy, service delivery, pricing, and branding. Introduced five core elements of digital marketing strategy.

The Role of Digital Marketing in Behavioral Intention and Customer Acquisition in the Medical Equipment Industry: A Systematic Review

Author(s) and Year	Summary of Findings
Mohammadian et al. (2019)	Applications of IoT were identified in seven areas of the marketing mix: product, place, price, promotion, processes, physical evidence, and human resources. The highest applications were in promotion and product domains.
Halbich & Mackey (2019)	Digital content marketing increases engagement, trust, and consumer value. Instead of direct purchasing incentives, it focuses on building long-term customer relationships.
Gi-Kikas (2019)	Artificial intelligence in digital marketing improves accuracy and customer experience, pushing producers toward greater customization of products and services.
Chen & Lin (2019)	Social media marketing activities influence satisfaction and purchase intention through social identity and perceived value. These findings aid in improving social media marketing strategies.
Plasmeijer et al. (2018)	Digital marketing strategies impact online booking volumes and hotel performance. These effects are stronger for chain hotels and higher-rated hotels.
Shaltoni et al. (2018)	E-marketing orientation in SMEs involves managerial beliefs, preliminary activities, and execution. Perceived relative advantages and customer pressure are key factors in e-marketing adoption.
Wahid et al. (2018)	E-marketing has a significant relationship with consumer buying behavior, unaffected by gender. Emerging technologies play a role in customer attraction and retention.
Fathollahzadeh (2015)	Social media has revolutionized internet marketing. These platforms serve as spaces for corporate advertising and customer acquisition.
Alizadeh Fakjour and Shahroudi (2015)	Women's sports marketing via social media had the greatest impact on pricing, followed by production, promotion, and distribution. Social media is a powerful tool for reaching target audiences.
Norouzi et al. (2015)	Social media marketing positively and significantly affects users' e-loyalty towards brands.
Mehdizadeh (2015)	Social media has a positive and significant impact on the online purchasing behavior of consumers.
Hudák et al. (2017)	Email marketing is one of the most effective communication tools in online commerce. Delivery rate, open rate, and click-through rate are key metrics for evaluating email marketing success.
Tor et al. (2017)	Social media marketing positively influences consumers' behavioral intentions, with consumer connection playing a mediating role.
Atikan et al. (2015)	Around 53% of social media users are identified as active spectators. Over time, they evolve into contributors and active participants.

Author(s) and Year	Summary of Findings
Nawaz et al. (2015)	Social media users' decision-making is influenced by shared information and critiques from other users.
Piero & Crescini (2015)	Product and service information on social media positively impacts consumers' purchase intentions. Electronic word-of-mouth is influential in purchase decisions.
Storica (2014)	Social media significantly influences consumer behavior before purchase. Pricing strategies are shaped by consumer buying behavior.
Chen (2014)	Chinese users are more information receivers than producers. Companies in China use social media for marketing, but the field is still in its early stages.
Bilal, Ahmed, & Shehzad (2014)	Pakistani users rely on social media to gather information about products and services. Facebook is the most popular platform for this purpose.
Bangiyan Tabrizi and Sarvar (2014)	Implementing marketing strategies in social media has a positive and significant impact on achieving strategic marketing goals.
Nasir, Vel, & Mateen (2012)	Pakistani women perceive traditional word-of-mouth advertising as more credible than social media advertising, with the study focusing on the apparel industry.
Darban (2012)	Social media platforms like Facebook enable consumers to interact and share experiences, influencing their purchase decisions.
Gonzalez (2012)	Social media affects consumer attitudes before purchase. Positive and negative feedback on social media significantly impacts purchase decisions.
Rajabi (2012)	Enjoyment of group membership, satisfaction, group commitment, individual motivation, trust in the group, and group members influence individuals' willingness to participate in travel events.
Jafari Momtaz and Aghaei (2012)	Presented three general categories for opinion leaders' characteristics: structural, relational, and individual. Reviewed methods for identifying and selecting opinion leaders in social media.

4. Conclusion

Digital marketing, utilizing digital tools and platforms, can assist companies in the medical equipment industry to effectively engage with their customers and address their needs. Some of the key roles of digital marketing in this industry include:

1. Increasing Brand Awareness: By employing strategies such as SEO (Search Engine Optimization), PPC (Pay-Per-Click) advertising, and social media, companies can introduce their brand to target audiences and strengthen their market position. Producing educational and specialized content about new products and technologies can help build trust and brand credibility.

2. Precise Customer Targeting: Digital marketing enables precise audience targeting. Using data analytics tools, companies can identify potential customers based on criteria such as geographic location, expertise, and specific needs. Digital advertisements can be tailored to display only to relevant audiences, thereby increasing conversion rates.

3. Creating Valuable Content: Producing educational, technical, and scientific content about products and their applications can help attract customers. This content may include articles, instructional videos, webinars, and case studies. High-quality content not only aids customers in decision-making but also positions the company as a trusted authority in the industry.

4. Optimizing User Experience: Designing user-friendly websites and optimizing them for search engines (SEO) can help customers easily find the information they need. Utilizing chatbots and online support can address customer inquiries and facilitate the decision-making process.

5. Analyzing and Improving Performance: Digital analytics tools such as Google Analytics allow companies to evaluate the performance of their marketing campaigns and optimize strategies based on real data. By analyzing user behavior, companies can identify strengths and weaknesses and implement necessary improvements.

6. Leveraging Social Media and Influencer Marketing: Social media platforms such as LinkedIn, Twitter, and YouTube can serve as channels to connect with healthcare professionals and introduce new products. Collaborating with influencers in the health and medical fields can enhance brand credibility and attract new customers.

Digital marketing in the medical equipment industry is not merely a promotional tool but a comprehensive strategy for building effective customer relationships, increasing brand awareness, and facilitating the buyer decision-making process. Given the complexities and intense competition in this industry, companies that can strategically and intelligently utilize digital tools will be able to increase their market share and achieve long-term success. Therefore, exploring and implementing modern digital marketing methods in this industry is not only a necessity but also a strategic opportunity for business growth and development.

Thus, it is essential for decision-makers in the medical equipment industry to plan meticulously for effective relationship management. This management encompasses everything from employee behavior to the technologies used. Therefore, it is recommended that companies in the medical equipment industry plan for effective customer engagement by focusing on these themes and their components. For example, by producing content, optimizing search engines, managing customer relationships, and paying attention to digital marketing, they can establish two-way interactions with customers and enhance the productivity of their stores to attract medical equipment customers.

Furthermore, it is suggested that digital marketing be used to enhance purchase intent, which includes understanding and meeting customer needs and desires, increasing customer engagement, strengthening visual stimuli for customers, and boosting customer participation. Additionally, it is

The Role of Digital Marketing in Behavioral Intention and Customer Acquisition in the Medical Equipment Industry: A Systematic Review

recommended that managers in the medical equipment industry leverage digital marketing to influence customer attitudes, including customer satisfaction, changing customer perceptions, and gaining customer trust, ultimately leading to brand strengthening. This involves developing brand equity, enhancing social brand power, and fostering brand loyalty. Finally, it is recommended that medical equipment sellers focus on high-speed internet by creating various channels such as websites, mobile applications, and integrated channels, as well as maintaining an active presence on key social media platforms like Instagram, LinkedIn, and YouTube to provide customers with a delightful digital experience and achieve a competitive advantage.

Additionally, the following practical recommendations are proposed:

- **Implement Referral Programs:** Create campaigns to encourage existing customers to refer products to others.
- **Participate in Virtual Events:** Engage in virtual trade shows and events related to the medical industry to increase brand recognition.
- **Offer Free Demos or Trials:** Provide free demonstrations or trial versions of medical equipment to potential customers.
- **Utilize Email Marketing:** Send technical information, catalogs, and case studies to target customers via email.

By implementing these recommendations, the effectiveness of digital marketing strategies in attracting medical equipment customers can be significantly enhanced.

References

- Ahmed, A. (2016). Business intelligence for sustainable competitive advantage, in Mohammed Quaddus, Arch G. Woodside (ed.) *Sustaining Competitive Advantage Via Business Intelligence, Knowledge Management, and System Dynamics (Advances in Business Marketing and Purchasing, Volume 22A)* Emerald Group Publishing Limited, 220-2123.
- Ahammad, M. F., Basu, S., Munjal, S., & Clegg, J., & Shoham, O. B. (2021). Strategic agility, environmental uncertainties and international performance: The perspective of Indian firms. *Journal of World Business*, 56.
- Algesheimer, R., Dholakia, U.M., Herrmann, A., (2005). The social influence of brand community: evidence from European car clubs. *J. Mark.* 69 (3), 19–34.
- Ajina, Ahmed S. (2019). The perceived value of social media marketing: An empirical study of online word-of mouth in Saudi Arabian context, *Entrepreneurship and Sustainability Issues* 6(3), 1512-1527.

Alshurideh, M. T., Alserhan, A. F., Mohammad, A. A. S., Alanazi, T., Alzeetawi, O. A. M., Al-Tit, A. A., ... & Al-Adamat, A. M. (2025). Impact of digital marketing on mental image of banks in Saudi Arabia. In *Intelligence-Driven Circular Economy: Regeneration Towards Sustainability and Social Responsibility—Volume 2* (pp. 195-209). Cham: Springer Nature Switzerland.

Ashaari, H., & Yusoff, Y. M. (2025). Understanding Factors Influencing the Adoption of Digital Marketing Among Small Businesses: The Application of Decomposed Model of the Theory of Planned Behaviour (TPB). *Journal of Advanced Research in Applied Sciences and Engineering Technology*, 43(2), 134-147.

Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014). The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty Among Generation Y. *Procedia-Social and Behavioral Sciences*, 148, 177-185.

Bicks, Becky (2016), "All You Need to Know about Content Marketing vs.Traditional Marketing,"at: <https://ozcontent.com/blog/content-marketing-vs-traditional-marketing/>, Accessed date: 3 April 2018

Bhalaji, R. K. A., Sankaranarayanan, B., Alam, S. T., Ibne Hossain, N. U., Ali, S. M., & Karuppiah, K. (2022). A decision support model for evaluating risks in a collaborative supply chain of the medical equipment manufacturing industry. In *Supply Chain Forum: An International Journal* (Vol. 23, No. 3, pp. 227-251). Taylor & Francis.

Berman, S.J.(2012) Digital transformation: opportunities to create new business models. *Strategy Leadersh.* 40, 16–24

Brahim, S. B. (2016). The Impact of Online Advertising on Tunisian Consumers' Purchase Intention , *Journal of Marketing Research & Case Studies*, 13-1.

Braojos-Gomez, J., Benitez-Amado, J. and Llorens-Montes, F. J. (2015), "How do small firms learn to develop a social media competence", *International Journal of Information Management*, Vol. 35 No. 4, pp. 443-458

Bravo, R., Buil, I., Chernatony, L., Martínez, E. (2017). Managing brand identity: effects on the employees. *International Journal of Bank Marketing*, 35(1), 1–34.

Bronnenberg, B. J., Kim, B. J., & Mela, C. F. (2016). Zooming in on choice: How do consumers search for cameras online? *Marketing Science*, 35(5), 693–712.

Chaffey, D., & Patron, M. (2012). From web analytics to digital marketing optimization: Increasing the commercial value of digital analytics, *Journal of Direct, Data and Digital Marketing Practice*, 14(1), 30-45.

Chen, S.C., Lin, C.P., (2015). The impact of customer experience and perceived value on sustainable social relationship in blogs: an empirical study. *Technol. Forecast. Soc. Chang.* 96, 40–50.

Chen, Shih-Chih, Chieh-PengLin(2019) Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction, *Technological Forecasting and Social Change*, 140, 22-32.

Choi, K. S. cho, w.h.lee,h., & kim, c.(2009). The relationships among quality, value, satisfaction and behavioral intention in health care provider choice: a south Korean study. *Journal of business research*, 57(8), 913- 921.

Cocco, A. (2017). How internet of things is impacting digital marketing: Samsung case: Family hub refrigerator.

Dann, S., (2010). Redefining social marketing with contemporary commercial marketing definitions. *J. Bus. Res.* 63 (2), 147–153

Dholakia, R. and Kshetri, N. (2004), “Factors impacting the adoption of the Internet among SMEs”, *Small Business Economics*, 23(4), 311-322.

Dornberger, R. (2020). *New Trends in Business Information Systems and Technology: Digital Innovation and Digital Business Transformation*. Basel, Switzerland: Springer Nature.DOI: 10.1007/978-3-030-48332-6.

EMarketer. (2019). Global ecommerce 2019. <https://www.emarketer.com/content/global-ecommerce-2019>.

EMarketer. (2020). Global digital ad spending 2019. <https://www.emarketer.com/content/global-digital-ad-spending-2019>.

Erdmann, A., & Ponzoa, J. M. (2022). Digital inbound marketing: Measuring the economic performance of grocery e-commerce in Europe and the USA. *Technological forecasting and social change*, 162, 120373. <https://doi.org/10.1016/j.techfore.2020.120373>

Eze, S., Ijomah, W., & Wong, T. C. (2019). Accessing medical equipment in developing countries through remanufacturing. *Journal of remanufacturing*, 9, 207-233.

Furjan, M.T., Strahonja, V. & Tomičić-Pupek, K. (2018). Framing the Digital Transformation of Educational Institutions. In: *The Central European Conference on Information and Intelligent Systems* (pp. 97-104). Varaždin, Croatia: Faculty of Organization and Informatics.

Gaglio Cyrielle, Erika Kraemer-Mbula, Edward Lorenz,(2022) The effects of digital transformation on innovation and productivity: Firm-level evidence of South African manufacturing micro and small enterprises, *Technological Forecasting and Social Change*, Volume 182.

Gill, D., Byslma, B., & Ouschan, R. (2007) "Customer perceived value in a cellar door visit: The impact on behavioural intentions." *International Journal of Wine Business Research*, 19, 257–275.

Gkikas Dimitris C. , Theodoridis Prokopis K. , (2019), “Artificial Intelligence (AI) Impact on Digital Marketing Research”, University of Patras, 1319-1327, DOI: 10.1007/978-3-030-12453-3_143.

Guchait, P.; Namasivayam, K. & Lei, P.-W. (2011). Knowledge management in service encounters: impact on customers' satisfaction evaluations. *Journal of Knowledge Management*, 15(3), 513-527.

Ha, H. Y., John, J., John, J. D., & Chung, Y. K. (2016). Temporal Effects of Information from Social Networks on Online Behavior: The role of cognitive and affective trust. *Internet Research*, 26(1).

Hess, T., Matt, C., Benlian, A., Wiesböck, F. (2016) Options for formulating a digital transformation strategy. *Manage. Inf. Syst. Q. Executive* 15, 123–129

Hinrichs-Krapels, S., Ditewig, B., Boulding, H., Chalkidou, A., Erskine, J., & Shokraneh, F. (2022). Purchasing high-cost medical devices and equipment in hospitals: a systematic review. *BMJ open*, 12(9), e057516.

Hollebeek, L., & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45, 27-41.

Holliman, Geraint and Jennifer Rowley (2014), “Business to Business Digital Content Marketing: Marketers' Perceptions of Best Practice”, *Journal of Research in Interactive Marketing*, 8, 4, 269 – 93

Hossain, M. A., Ahmad, M., Islam, M. R., & David, Y. (2019). Evaluation of performance outcomes of medical equipment technology management and patient safety: skilled clinical engineer's approach. *Global Clinical Engineering Journal*, 1(2), 4-16.

Huang, Tseng-Lung. (2019). Psychological mechanisms of brand love and information technology identity in virtual retail environments. *Journal of Retailing and Consumer Services*, 47 (2019), 251–264.

Hudak, Martin & Kianičková, Eva & Madleňák, Radovan. (2017). The Importance of E-mail Marketing in E-commerce. *Procedia Engineering*. 192. 342-347. 10.1016/j.proeng.2017.06.059.

Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. (2015). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism Management*, 47, 68-76.

Hussain, I. (2012). A study to evaluate the social media trends among university students. *Procedia-Social and Behavioral Sciences*, 64, 639- 645.

Ifinedo, P. (2011), “An empirical analysis of factors influencing Internet/E-Business technologies adoption by SMEs in Canada”, *International journal of information technology and decision making*, 10(4), 731-766.

Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda, *International Journal of Research in Marketing*, 34(1), 22-45.

Kelley, J. & Alden, D. (2016). Online brand community: through the eyes of Self-Determination Theory. *Internet Research*, 25(4), 1–35.

Kemp, S. (2015). *Digital, Social & Mobile in APAC in 2015. We are Social*. Pakistan: Pakistan Advertisers' Society.

The Role of Digital Marketing in Behavioral Intention and Customer Acquisition in the Medical Equipment Industry: A Systematic Review

- Kim, A.J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486, doi: 10.1016/j.jbusres.2011.10.014.
- Ku, E. C. (2024). Digital marketing innovation and industrial marketing: evidence from restaurants' service robots. *Asia Pacific Journal of Marketing and Logistics*, 36(11), 3099-3117.
- Lambrecht, A., & Misra, K. (2016). Fee or free: When should firms charge for online content? *Management Science*. <http://dx.doi.org/10.1287/mnsc.2015.2383>.
- Levenburg, N.M., Schwarz, T.V. and Motwani, J. (2015), "Understanding adoption of Internet technologies among SMEs", *Journal of Small Business Strategy*, 16(1), 51-70
- Lieb, Rebecca (2011), *Content Marketing: Think Like a Publisher*. Indianapolis: QUE.
- Lingqvist, O., Plotkin, C. L. & Stanley, J. (2015). Do you really understand how your business customers buy, *McKinsey Quarterly*, 1, 74-85.
- Malcolm, H. (2015). Cyber Monday clocks record sales as mobile sales surge. *USA Today* Dec 2. Accessed from: <http://www.usatoday.com/story /money/2015/12/01/ cyber-monday-sales-results /76602534./>
- Malciute, J.(2012). *Customer Brand Engagement On Online Social Media Platforms*. Master of thesis in science in Marketing, Aarhus University.
- Matt, D.T., Modrák, V. & Zsifkovits, H. (2020). *Industry 4.0 for SMEs: Challenges, opportunities and requirements*. Leoben, Austria: Springer Nature. DOI: 10.1007/978-3-030-25425-4.
- Numerator Intelligence, N. 2020. The impact of Coronavirus (COVID-19) on consumer behavior. <https://www.numerator.com/resources/blog/update-impact-coronavirus-covid-19-consumer-behavior-us-10>.
- Nyadzayo, M.W., Matanda, M.J. and Ewing, M.T. (2011), "Brand relationships and brand equity in franchising", *Industrial Marketing Management*, 40(7), 1103-1115.
- Nyadzayo, M.W., Matanda, M.J. and Ewing, M.T. (2015), "The impact of franchisor support, brand commitment, brand citizenship behavior, and franchise experience on franchisee-perceived brand image", *Journal of Business Research*, 68(9), 1886-1894.
- Pelsmacker, P.D., Tilburg, S.V., & Holthof, C. (2018). Digital marketing strategies, online reviews and hotel performance. *International Journal of Hospitality Management*, 72, 47-55.
- Peppers, Don and Martha Rogers (2011), *Managing Customer Relationships: A Strategic Framework*, 2e. Hoboken, NJ: Wiley.
- Pulizzi, Joe and Newt Barrett (2009), *Get Content, Get Customers*. Bonita Springs: Voyager.
- Purwanto, E., & Syam AR, M. M. (2022). Pengaruh Satisfaction, Brand Love terhadap Brand Loyalty dan Word of Mouth. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 5(1), 17 - 32. <https://doi.org/10.36407/jmsab.v5i1.434>

- Rangaswamy, A., Moch, N., Felten, C., van Bruggen, G., Wieringa, J. E., & Wirtz, J. (2020). The Role of Marketing in Digital Business Platforms. *Journal of Interactive Marketing*, 51, 72-90. <https://doi.org/10.1016/j.intmar.2020.04.006>
- Rao, L. (2015). Online shoppers spent a record \$4.45 billion on Black Friday and Thanksgiving. *Fortune* Nov 28, accessed.
- Royle, J., & Laing, A. (2014), The digital marketing skills gap: Developing a digital marketer model for the communication industries, *International Journal of Information Management*, 34(2), 65-73.
- Schneier, B.(2015). How the internet of things limits consumer choice. *The Atlantic* Dec24. Accessed from: https://www.schneier.com/essays/archives/2015/12/how_the_internet_of_.htm
- Shaltoni, Abdel & West, Douglas & Alnawas, Ibrahim & Shatnawi, Tamather. (2018). Electronic Marketing Orientation in the SMEs Context. *European Business Review*. 30. 00-00. 10.1108/EBR-02-2017-0034.
- Shobeiri, S., Laroche, M., Mazaheri, E., (2013). Shaping e-retailer's website personality: The importance of experiential marketing. *J. Retail. Consum. Serv.* 20 (1), 102–110.
- Stephen, A. T. (2016), The role of digital and social media marketing in consumer behavior, *Current Opinion in Psychology*, 10, 17-21.
- Tajfel, H., Turner, J.C., 2004. The social identity theory of intergroup behavior. In: Jost, J.T., Sidanius, J. (Eds.), *Political Psychology: Key Readings*. Psychology Press, London, pp. 276–293.
- Taylor, Gabriela (2012), *Digital Content Marketing*. USA: Create Space Independent Publishing Platform.
- Toor Areeba, Mudassir Husnain, Talh, Hussain. (2017). The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator, *Asian Journal of Business and Accounting* 10(1), 167.
- Tripathi, S. (2021). Determinants of Digital Transformation in the Post-Covid-19 Business World. *IJRDO - Journal of Business management*, 7(6): 75-83.
- Tonder, C., Schachtebeck, C., Nieuwenhuizen, C. & Bossink, B. (2020). A framework for digital transformation and business model innovation Management. *Journal of Contemporary Management Issues*, 25(2): 111-132. DOI: 10.30924/mjcmi.25.2.6.
- Thuy, N.V. (2021). Strategy, Culture, Human Resource, IT Capability, Digital Transformation and Firm Performance—Evidence from Vietnamese Enterprises. In: Sriboonchitta, S., Kreinovich, V., Yamaka, W. (eds) *Behavioral Predictive Modeling in Economics*. Studies in Computational Intelligence, 897. Springer, Cham. https://doi.org/10.1007/978-3-030-49728-6_16.
- Vera, J., & Trujillo, A. (2013). "Service quality dimensions and superior customer perceived value in retail banks: An empirical study on Mexican consumers". *Journal of Retailing and Consumer Services* 20: 579–586.

Vial, G. (2019). Understanding digital transformation: A review and a research agenda. *The journal of strategic information systems*, 28(2): 118-144. DOI: 10.1016/j.jsis.2019.01.003

Vollrath, M., & Villegas, S.G. (2021). Avoiding digital marketing analytics myopia: revisiting the customer decision journey as a strategic marketing framework. *Journal of Marketing Analytics*, 1 - 8.

Waheed, A., & Jianhua, Y. (2018). Achieving consumers' attention through emerging technologies: The linkage between e-marketing and consumers' exploratory buying behavior tendencies. *Baltic Journal of Management*, 13, 209-235.

-Yangjuan Hu(2020) When luxury brands meet China: The effect of localized celebrity endorsements in social media marketing, *Journal of Retailing and Consumer Services*, 54(2).1-7.

Yoon, H. (2015). Use of Social Networking Sites and Word-of-Mouth in Tourism Services. In *Advances in Hospitality and Leisure* (pp. 21-40). Emerald Group Publishing Limited.

Zadtootaghaj, P., Mohammadian, A., Mahbanooei, B., & Ghasemi, R. (2019), Internet of things: A survey for the individuals' e-health applications, *Journal of Information Technology Management*, 11(1), 102-129.

Zhang, Z., & Rao, W. (2021). Key risks and development strategies for china's high-end medical equipment innovations. *Risk Management and Healthcare Policy*, 3037-3056.

Zheng, X., Cheung, C. M., Lee, M. K., & Liang, L. (2015). Building brand loyalty through user engagement in online brand communities in social networking sites. *Information Technology & People*, 28(1), 90-106.

COPYRIGHTS

© 2025 The Author(s). This is an open access article distributed under the terms of the Creative Commons Attribution (CC BY 4.0), which permits unrestricted use, distribution and reproduction in any medium, as long as the original authors and source are cited. No permission is required from the authors or the publishers.



ACKNOWLEDGMENTS

The current study has not received any grant, fund or contribution from private or government institutions. Also, the authors declare that there is no conflict of interests

ETHICAL CONSIDERATION

Authenticity of the texts, honesty and fidelity has been observed.

CONFLICT OF INTEREST

Author/s confirmed no conflict of interest.