

Filling in Marketing Mix Gaps: A TCCM-Framework Based Systematic Literature Review

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Abstract: This study presents a systematic literature review (SLR) on the evolution of marketing mix strategies over the past decade, with a focus on how traditional frameworks have been adapted in response to digital transformation, sustainability demands, and shifting consumer behavior. The review follows PRISMA guidelines and analyzes 54 peer-reviewed articles published between 2015 and 2025, sourced from Scopus and other reputable academic databases. The analysis employs the TCCM (Theory, Context, Characteristics, Methodology) framework to classify findings across theoretical foundations, research contexts, thematic focus, and methodological approaches. The results indicate that classical marketing mix models, particularly the 4Ps and 7Ps, remain dominant in both academic research and practical application, especially in emerging economies such as China, Indonesia, Malaysia, and Iran. Quantitative methodologies, particularly structural equation modeling, are still widely used; however, there is a growing shift toward mixed-method and qualitative approaches that provide richer contextual insights. Emerging themes include green marketing, digital marketing, artificial intelligence applications, and sustainability-oriented strategies, reflecting an expanding research agenda beyond traditional marketing boundaries. Despite these developments, several gaps remain evident, including limited theoretical integration, insufficient longitudinal research designs, and underrepresentation of specific sectors such as agriculture and cultural industries. This review synthesizes fragmented literature and proposes future research directions emphasizing theoretical pluralism, integration of Service-Dominant Logic and Dynamic Capabilities, and methodological innovation through big data analytics and experimental designs. Overall, this study provides a comprehensive synthesis that contributes to both academic development and managerial practice in evolving marketing environments.

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INTRODUCTION

The marketing mix has regained significant attention in marketing literature as both a theoretical framework and a practical business tool relevant in the context of accelerating digitalization, increasing environmental awareness, and shifting consumer preferences. The initial concept introduced by McCarthy (1960) through the 4P model—product, price, place, and promotion—has become the core foundation of modern marketing strategy. Over time, this concept has expanded into services marketing contexts (Lau, 2015), experience-based consumption (Batat, 2022), and integration within physical and digital spaces (phygital environment). These developments indicate that the marketing mix is adaptive to changes in a dynamic business environment.

A number of studies show that the marketing mix is also theoretically flexible because it can be integrated with various other models. Chen (2018) combines the marketing mix with the IS Success Model to understand mobile commerce behavior, while Houghtaling, Serrano, Dobson, et al. (2019) apply it in consumer decision-making models in the food retail sector. This demonstrates that the

marketing mix functions not only as a descriptive framework but also as an analytical model for understanding consumer behavior.

Nevertheless, the development of marketing mix literature still shows a relatively high level of fragmentation. Previous studies have largely focused on specific themes such as green marketing (Mahmoud et al., 2024), digital engagement (Katsikeas et al., 2019), and the metaverse (Yadav et al., 2024), but have not yet produced an integrated theoretical synthesis. This fragmentation is further reinforced by the dominance of quantitative approaches, which tend to emphasize statistical generalization but provide limited contextual and temporal depth.

In addition, marketing mix literature is still dominated by studies conducted in developed countries, resulting in a knowledge gap regarding its implementation in developing countries and different cultural contexts. Fuchs and Köstner (2016) emphasize that geographical context differences influence marketing strategies, meaning that findings from developed countries cannot always be generalized to developing countries.

On the other hand, developments in digital technology, artificial intelligence, and data analytics have transformed how the marketing mix is implemented. Pantano et al. (2019) show that social media significantly influences consumer decisions, while Batat (2022) develops the experiential marketing mix model (7E), which emphasizes emotional experience within a phygital environment. This highlights that digital transformation has expanded the conceptual boundaries of the marketing mix.

However, the integration of digitalization, sustainability, and theoretical diversity in marketing mix studies has not yet been systematically established. Therefore, a synthetic approach capable of integrating these dimensions comprehensively is needed. This study seeks to address this gap through a mapping of marketing mix literature using the TCCM framework approach.

Based on this context, this study proposes several key research questions: what are the global patterns and sectoral differences in marketing mix studies; to what extent can methodological approaches capture temporal and contextual changes; which theories are dominant and still contain gaps; and how do digital, green, and experiential marketing strategies interact with traditional marketing mix models across various industrial contexts?

By comparing classical approaches such as the 4Ps and 7Ps with modern developments such as the 7Es and sustainability-based models, this study not only summarizes the evolution of the literature but also identifies conceptual tensions and new directions in marketing mix research. Ultimately, this study is expected to contribute to the development of a more inclusive, adaptive, and relevant integrative framework in response to changes in the global business environment.

RESEARCH METHOD

The flow of articles from identification through to inclusion is presented in Figure 1 according to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) Statement guidelines (Moher et al., 2009). This figure presents a clear summary of the search strategy and selection approach used in this review to maintain methodological quality and to ensure transparency and replicability.

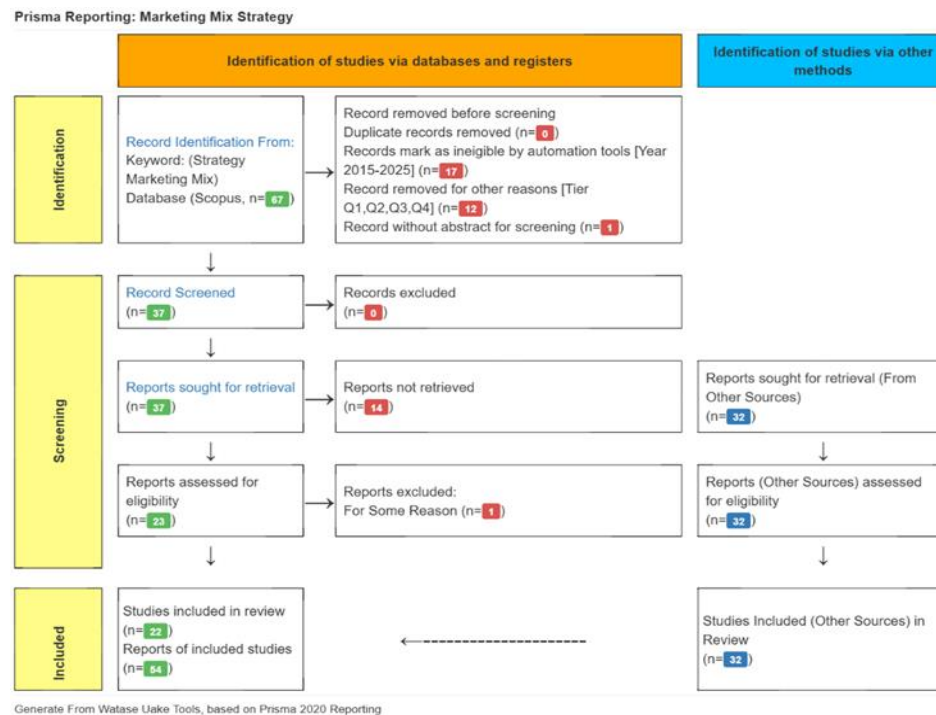


Figure 1. PRISMA Statement

As shown in Figure 1, this research was strictly implemented according to the Preferred Reporting Items of Systematic Reviews and Meta-Analyses (PRISMA) series statements including PRISMA 2009 checklist as introduced by (Moher et al., 2009) for clear reporting, replicability and methodological quality in the course of the review. The protocol comprised four main phases: identification, screening, eligibility and qualitative synthesis, and all of them were implemented in a systematic manner aiming at enhancing the relevance and validity of the literature that was retrieved in the selections.

To ensure transparency and rigorous application, the present review was conducted according to the PRISMA (Preferred Reporting Items for Systematic reviews and Meta-Analyses) guidelines, as recommended by (Moher et al., 2009). This phase of the work spanned four main steps identification, screening, eligibility determination and inclusion which were all conducted carefully in terms of methodological coherence and conceptual transparentness.

The identification stage commenced with a systematic search of the Scopus database, as the database was confirmed to contain a high standard of peer-reviewed academic work. This choice was not random, as Scopus provides good protection against duplication and suspect publication (Ana Rocha. (2023) ; Hariningsih, E., Haryanto, B., Wahyudi, L., & Sugiarto, C. (2024) ; Lasda Bergman EM (2012). The search resulted in 67 initial records, which were obtained from the use of the keywords "Marketing Mix Strategy" and "Strategy Marketing Mix," whose selection was intentional for their accuracy and consistency with the research field. A first filter was implemented: 17 articles were excluded as they did not fit within publication dates from 2015 to 2025; 12 were removed by a magazine ranking lower than the Q4 cut-off; and one of them did not present the abstract. Curiously, no redundant hits were found one of the many manifestations of how well-kept the database is. This procedure reduced the pool to 37 articles that could potentially be eligible for inclusion.

In the screening phase, the remaining studies were re-reviewed more specifically to judge their methodological quality and thematic relevance. Although we did not exclude any of them at this point, a viable limitation appeared; the full text of 14 articles was not obtainable. Rather than leaving these gaps to undermine the review we tried to be supplementary and proactive with other sources. We also found 32 further studies by referring to reference harvest, institutional repositories and citation tracking. These additional sources after validation were included in the reservoir, thus greatly enhancing the dataset.

The eligibility check consisted of a review of all 54 relevant articles (22 results from Scopus plus 32 from other sources) using predefined criteria for thematic relevance, methodological transparency, and theoretical background. Only one paper was excluded after close inspection because it clearly did not fit the primary aims of the review. Consequently, 54 studies were finally included. The process of inclusion ended up with a rich and varied corpus of 54 articles in peer reviewed journals. This choice represents a trade-off between rigor (on the one side) and completeness and representativeness (on the other side).

A thematic and interpretive synthesis was completed following inclusion to identify common themes, theoretical perspectives and methods. This step was facilitated by the Watase Uake System (Wahyudi, 2020) to guarantee the coherence of data extraction and the tracking of coding. The synthesis focused on the provided context which provided greater comprehension of marketing mix synthesis and of temporal factors in various industries, geographics, and periods.

Furthermore, to grasp recently emerged trends and transitions in research foci, a temporal trend analysis was conducted to explore changes in publication years, theoretical preferences, and research methodologies. This review recognized a clear rise in marketing mix studies in the context of global disruption, with the COVID-19 pandemic particularly evident in the focus on digitalization and adaptive marketing efforts.

Findings were presented in bar charts, summary tables and conceptual maps to ease accessibility and interpretation facilitating a clearer understanding of the research questions that predominate across marketing mix research topics, methods, regions and theories.

This methodological protocol is not only a mechanical PRISMA-compliant piece the series of reporting items has been planned in a cautious and thoughtful manner for systematic reviewing. Through strict eligibility criteria and careful supplementation and synthesis, this review provides a credible and well-built platform to further the scholarly conversation regarding the marketing mix strategies in the wake of digital acceleration and sustainability imperatives (Ana Rocha. (2023) ; Hariningsih, E., Haryanto, B., Wahyudi, L., & Sugiarto, C. (2024) ; Lasda Bergman EM (2012) ; Moher et al., 2009)

RESULTS AND DISCUSSION

Geographic Distribution of Studies

The emergence of the geographic borderline of the marketing mix research is evident through its overall distribution and visualized more significantly in the economies of the emerging nations in the Southeast and South Asia. As shown in Figure 2, the country with the highest count is Indonesia (ten), followed by Iran (six), India (five), and Malaysia (three). Other developing nations like Ghana, Bangladesh, and Turkey are similarly common, while developed countries such as the United States,

France, and Germany are relatively underrepresented. This distribution shows the regional concentration of research activities, offering an intuitive sense on how to understand the geographical research trends.

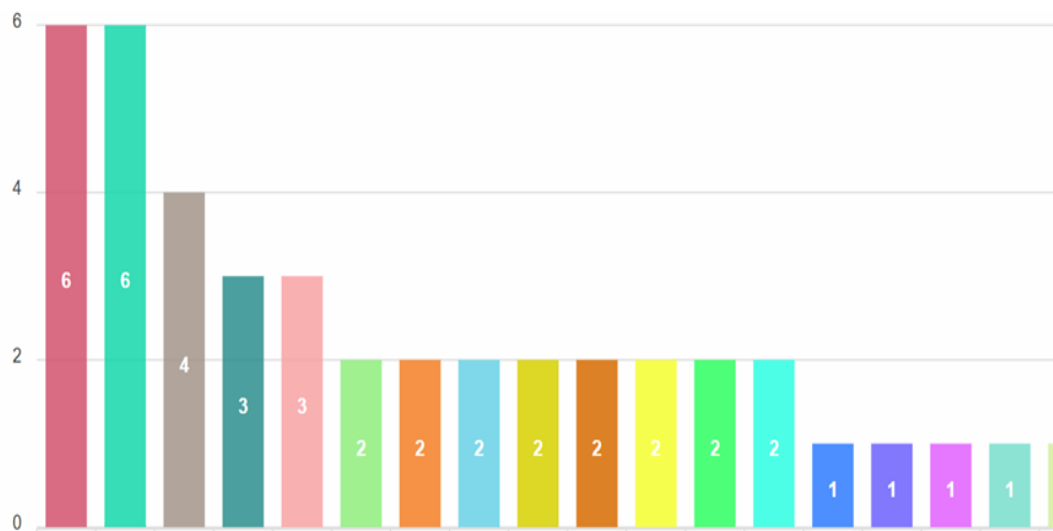


Figure 2. Geographic Distribution

This trend mirrors a developing academic interest in areas that are characterized by infrastructure constraints, fragmented consumer bases and scarce resources. This pattern is reinforced by the preponderance of developing countries -particularly Indonesia, Iran, and India (Gupta et al., 2014). The figure visually shows Indonesia's domination in terms of publication, which is in line with the literature that puts the sustainability and digital innovation issue as the center of discussion in various contexts, e.g.; MSMEs, healthcare (Giantari & Sukaatmadja, 2021); (Juhaidi, 2024). Notably, some of these works have enjoyed significant academic success e.g., (Solimun & Fernandes, 2018) and (Dadzie et al., 2017) are also cited 87 and 31 times, respectively, acknowledging their broader scholarly influence.

Conversely, although relatively limited in volume, studies originating from advanced economies tend to lead in exploring cutting-edge innovations, including platform-based strategies, artificial intelligence for personalized marketing, and immersive customer experiences (Hermann & Puntoni, 2025). This geographical imbalance underscores a critical need for comparative investigations into how institutional, cultural, and technological variations shape divergent marketing practices across contexts.

Trends In Publication And Citation Sources Over Time

Intermittent peaks of scholarly activity are observed with regards to publication trends over the last decade. According to the histogram (Figure 3), 2019 was even more fruitful, as nine articles were published and obtained 178 citations the most of the studied years. This exponential growth of documents' publication and citations can be visualized by the significant spike in the graph. Key works done in this era include (Houghtaling, Serrano, Dobson, et al., 2019) with 75 citations on food retail marketing and (Syapsan, 2019) for their research on MSME adaptability (43 citations).

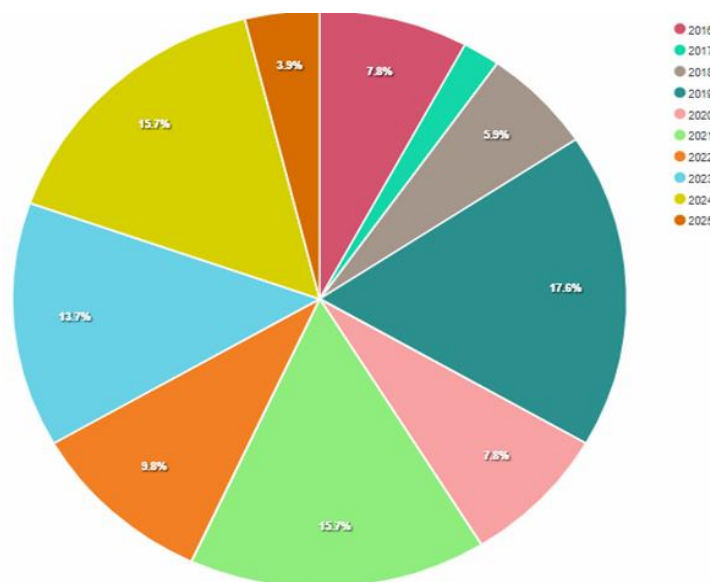


Figure 3. Trends of the Year of Publication

Momentum continued in 2021 as post-pandemic recalibration shaped marketing conversation. As also shown by Figure 3, publication activity significantly resurged in the year, testifying to the renewed interest taken in adaptive strategies. Studies such as (Nikbin et al., 2022) investigated strategic agility in times of crisis and (Abedian et al., 2022b) contributed to the broader literature on resilience and strategic realignment in turbulent times by, respectively, theorizing about competitive dynamics in the automotive industry using game theory.

These trends indicate that times of global turbulence tend to activate intellectual curiosity about adaptive marketing strategies. They also demonstrate how much influential research tends to combine methodological strength with high local applicability.

Methodological Approaches

An analysis of the literature methodologically indicates a great predominance of quantitative designs, since 30 (58.8%) of the studies used statistical methods (such as SEM, and PLS-SEM) - mainly works by (Mahmoud et al., 2024) and (R. Al-Dmour et al., 2024). Methods Among 51 studies, only one uses quantitative method alone (2%) while 15 (29.4%) employ qualitative approach, six (11.8%) combined. This distribution of methodologies is depicted graphically in Figure 4, in which the general predominance of quantitative type of research with a pre dominant area is related with an incipient but restricted application of both alternative methods such as qualitative methodologies and mixed methods. Figure 4 offers an easily accessible visual overview that complements the quantitative perspective and gives an indication of where in terms of methodology recent marketing mix research has turned.

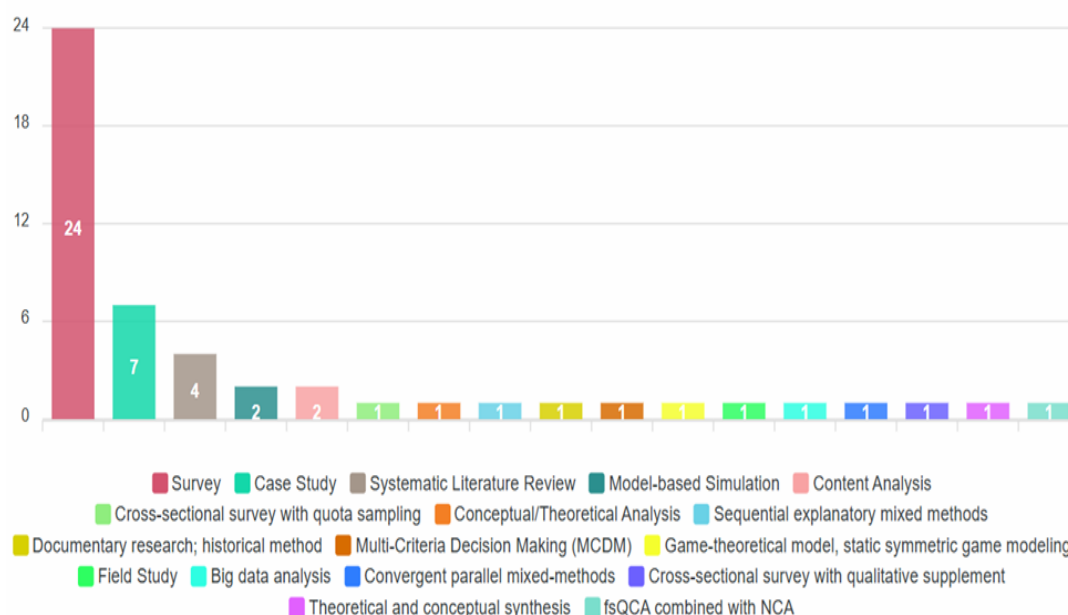


Figure 4. Methods Classification

On quantitative designs while it permits precision and generalization, it may be inadequate to deal with complex context-bounded dynamics. Figure 4 illustrates a relatively small contribution of qualitative research e.g., (Batat, 2022) 7Es experiential marketing framework to the literature, but one that is salient in capturing the interpretive and emotional aspects of consumer behavior. Conversely, mixed-method works such as (Hailu et al., 2021) illustrate the importance of methodological convergence that converge statistics with rich contextual understanding. The distribution in Figure 4 also highlights the continued necessity for greater heterogeneity in research approaches that are more reflective of the changing nature of marketing contexts.

Of note, there seems to be a trend towards a general acceptance of methodological eclecticism in communication studies, especially in those fields where digital participation and user experience are central to analysis.

Theoretical Frameworks and Integration

The 4Ps and 7Ps marketing mix structures remain the predominant theoretical foundations. Nevertheless, the world of recent research is becoming more favorably disposed toward hybrid approaches in order to maximize the level of analysis. Various theoretical perspectives were adopted in the reviewed studies as outlined in Table 1, including conventional marketing theories to more integrative models. For instance, (R. Al-Dmour et al., 2024) combine the Theory of Planned Behavior with the Information Processing Theory, whereas (Giantari & Sukaatmadja, 2021) apply the Resource-Based View to the field of green marketing.

Table 1. Most Popular Theory

No	Theory	Count	Authors
1	Extended Marketing Mix (7Ps Model)	1	(Saxena et al., 2025)
2	Game Theory (Nash and Stackelberg Equilibrium)	1	(Shakouhi et al., 2021)
3	Game Theory (Nash Equilibrium, Saddle Point Theory)	1	(Abedian et al., 2022b)

4	Implementation Science Framework (including constructs of feasibility, appropriateness, and acceptability)	1	(Giantari & Sukaatmadja, 2021; Sukaatmadja, 2020; Tuz & Sertyeşilışık, 2022)
5	Marketing Mix Theory (4Ps), Perceived Value Theory, Customer Satisfaction Theory	1	(Murshid et al., 2016)
6	Marketing Mix Theory (Borden, 1964; McCarthy, 1960) and Cultural Digital Strategy (Kamariotou et al., 2021)	1	(Flores-Gómez & Pérez-Villarreal, 2024)
7	Natural Resource-Based View (NRBV), Dynamic Capability View (DCV)	1	(Khan et al., 2019)
8	Pontryagin's Maximum Principle	1	(Najafi-Ghobadi et al., 2021)
9	Push-pull motivation theory	1	(Tay et al., 2023)
10	Social-Ecological Model and Marketing-Mix/Choice Architecture (MMCA) framework	1	(Houghtaling, Serrano, Dobson, et al., 2019)
11	Strategy-Structure-Performance (SSP) Framework	1	(Dadzie et al., 2017)
12	Theory of Reasoned Action, Theory of Planned Behaviour, Information Processing Theory, Maslow's Hierarchy of Needs, Diffusion of Innovation Theory	1	(Al-Dmour et al., 2024)

Emerging frameworks, e.g., Game Theory (Abedian et al., 2022b), the Implementation Science Framework (Houghtaling, Serrano, Dobson, et al., 2019), also provide new options for examining strategic competition and feasibility. As detailed in Table 1, the theories and other constructs used across the literature included few commonalities, testifying to the heterogeneity and diversity found in the field of study. However, it is not common to achieve a really comprehensive theoretical synthesis. Further research would profit from incorporating paradigms such as Service-Dominant Logic, Dynamic Capabilty, and platform theory to more fully represent the dynamic and interconnected environment of contemporary markets.

Sectoral and Technological Focus

The marketing mix strategies are applied in a large scale of sectors. Table 2 summarizes the distribution of studies by industry, where retail is the lead, covering almost 20% of the selected studies, followed by food and beverage, technology, pharmaceuticals, and higher education. Studies on retail (Syapsan, 2019) ; Nikbin et al., 2022)highlights digital transformation in MSMEs and social media strategy. Table 2 contributes to the interpretation of thematic focus of marketing mix applications by industry, specifically to understand the sectorial dispersion.

Table 2. Research Context Category

No	Research Context	Count	Authors
1	Retail Industry	7	(Dadzie et al., 2017; Issock Issock et al., 2021; Nikbin et al., 2022; Saiyed et al., 2023; Stoyanov, 2021; Venaik & Midgley, 2019)
2	Food And Beverage Industry	6	(Houghtaling, Serrano, Dobson, et al., 2019; Houghtaling et al., 2020a; Kim & Kim, 2018; Mahmoud et al., 2024; Pantano et al., 2019)
3	Manufacturing Industry	6	(Abedian et al., 2022b; Fuchs & Köstner, 2016; Islam et al., 2025; Najafi-Ghobadi et al., 2021; Navarro-García et al., 2016)
4	Technology And Digital Industry	6	(Batat, 2022; Caliskan et al., 2021; Chen, 2018; Solimun & Fernandes, 2018; Woehler & Ernst, 2023; Yadav et al., 2024)

5	Higher Education Industry	5	(R. Al-Dmour et al., 2024; Juhaidi, 2024; Kwan et al., 2024; Lau, 2015; Mahajan & Golahit, 2019)
6	Pharmaceutical Industry	5	(Al Thabbah et al., 2022; H. Al-Dmour et al., 2022; Hailu et al., 2021; Murshid et al., 2016; Shakouhi et al., 2021)
7	Tourism Industry	5	(Flores-Gómez & Pérez-Villarreal, 2024, 2024; Marandi et al., 2023; Othman et al., 2021; Saxena et al., 2025; Tay et al., 2023)
8	Agriculture Industry	4	(Pramod Chandra (2023), 2 February; Rustam et al., 2025; Tudu & Mishra, 2025; Zhang, 2024)
9	Real Estate Industry	3	(Giantari & Sukaatmadja, 2021; Sukaatmadja, 2020; Tuz & Sertyeşilışık, 2022)
10	Financial Services Industry	2	(Al-Malkawi et al., 2025; Shokrani et al., 2019)

Technology focuses are prevalent (e-commerce: 39.2%, social media marketing: 23.5% and green technology: 17.6%). These technological ambits are related to sectorial applications, mainly but not only in retail, education, service sectors, as Table 2 shows and Figure 5 illustrates. The percentage proportion between technological focus was presented in figure 5, to show the overwhelming domination of e-commerce strategy in the most recent period. The COVID-19 health crisis have accelerated the exercising of the digital reaction, particularly in the service sector, where companies have adopted mobile-first techniques and online participation platforms (Chen, 2018; Juhaidi, 2024). Despite this, there are a limited number of studies that are able to combine digital innovation and sustainability aims. This void emphasises the urgent requirement for comprehensive synthesis between ethical, technology and strategic domains.

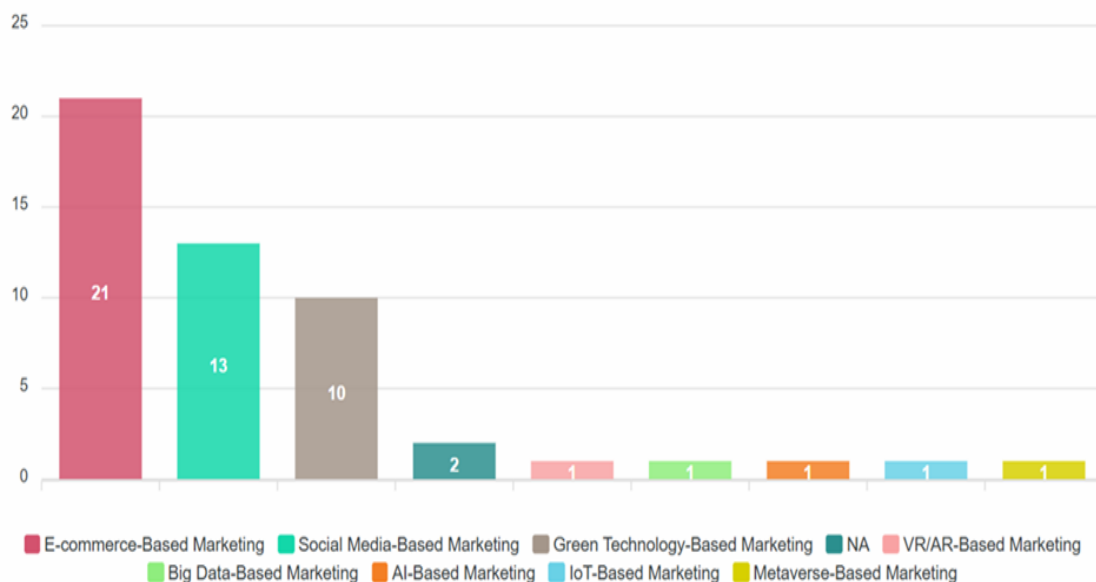


Figure 5. Technology Focus

Marketing Strategy Type

To gain a clearer understanding of the strategic orientations employed across the reviewed studies, we organized the various marketing strategies into distinct conceptual categories. As shown in Table 3, this classification not only highlights the breadth of strategic thinking in contemporary

marketing literature but also sheds light on the evolving landscape of theoretical and practical approaches. Each study was categorized based on its dominant strategic focus or underlying theoretical lens, enabling a more structured thematic interpretation.

Table 3. Marketing Strategy

No	Marketing Strategy	Count	Authors
1	Traditional Marketing Mix (4P/7P)	23	(Abedian et al., 2022a; R. Al-Dmour et al., 2024; Dadzie et al., 2017; Fuchs & Köstner, 2016; Hailu et al., 2021; Kim & Kim, 2018; Kwan et al., 2024; Lau, 2015; Mahajan & Golahit, 2019; Murshid et al., 2016; Navarro-García et al., 2016; Nikbin et al., 2022; Othman et al., 2021; Rustam et al., 2025; Saxena et al., 2025; Shakouhi et al., 2021; Shokrani et al., 2019; Solimun & Fernandes, 2018; Stoyanov, 2021; Tay et al., 2023; Venaik & Midgley, 2019; Woehler & Ernst, 2023)
2	Sustainability Based Marketing	6	(Houghtaling et al., 2020; Houghtaling, Serrano, Dobson, et al., 2019; Houghtaling, Serrano, Kraak, et al., 2019; Issock Issock et al., 2021; Pramod Chandra (2023) ; Tudu & Mishra, 2025)
3	Digital Marketing	5	(Al-Dmour et al., 2022; Caliskan et al., 2021; Chen, 2018; Pantano et al., 2019; Zhang, 2024)
4	Green Marketing	4	(Giantari & Sukaatmadja, 2021; Mahmoud et al., 2024; Sukaatmadja, 2020; Tuz & Sertyeşilşik, 2022)
5	Culture-Based Marketing	3	(Al-Malkawi et al., 2025; Flores-Gómez & Pérez-Villarreal, 2024; Islam et al., 2025)
6	Innovation-Based Marketing	3	(Najafi-Ghobadi et al., 2021; Saiyed et al., 2023; Syapsan, 2019)
7	AI-Based Marketing	2	(Marandi et al., 2023; Yadav et al., 2024)
8	Experiential Marketing	1	(Batat, 2022)
9	Social Media Marketing	1	(Juhaidi, 2024)

Interestingly, the Traditional Marketing Mix (4Ps/7Ps) continues to dominate, appearing in 39.2% of the analyzed articles. This enduring prevalence is particularly prominent in studies focused on developing markets and sectors such as education, tourism, and healthcare (Dadzie et al., 2017) ; (Nikbin et al., 2022). The consistency of this model's application may reflect its practical simplicity, adaptability, and pedagogical legacy factors that continue to appeal to both academics and practitioners. Despite frequent criticism for being overly static, its enduring relevance signals a strong anchoring point in foundational marketing strategy.

Equally noteworthy is the rise of Sustainability-Based Marketing and Green Marketing, which together comprise approximately 13% of the reviewed studies. These approaches indicate a shift toward ethically conscious and environmentally responsible marketing philosophies. For instance, studies by (Tudu & Mishra, 2025) and (Mahmoud et al., 2024) reveal how brands are increasingly aligning their value propositions with sustainability narratives to meet the expectations of socially aware consumers.

Moreover, the growing prominence of Digital Marketing and social media Marketing collectively accounting for around 11% of the literature highlights the significant digital transformation of marketing landscapes. Scholars such as (Pantano et al., 2019) and (Zhang, 2024) have shown how digital platforms, data-driven insights, and real-time engagement are redefining the

ways firms communicate value, distribute content, and personalize offerings. This trend reflects not just technological adoption but a deeper strategic reorientation toward connectivity and immediacy.

Although less prevalent, Innovation-Based Marketing and AI-Driven Marketing are emerging as promising new frontiers. While their occurrence in the sample is still modest, the depth of their implications is substantial. For example, (Marandi et al., 2023) and (Yadav et al., 2024) illustrate how generative AI and machine learning are being leveraged to deliver hyper-personalized experiences, automate decision-making, and enhance customer interaction at scale. These innovations, though nascent, are expected to become increasingly central to the future of marketing strategy. While more niche in their appearance, Culture-Based Marketing and Experiential Marketing provide compelling insights into how cultural sensitivity and emotional resonance can deepen consumer engagement. These strategies, though underrepresented in the dataset, demonstrate the importance of contextual adaptation and lived experiences, especially in culturally diverse or highly individualized markets.

The evidence suggests that while traditional paradigms remain robust, marketing strategy as a field is undergoing a notable shift. Scholars and practitioners are progressively integrating technology, ethics, innovation, and personalization into their strategic frameworks. This ongoing evolution points to an urgent need for more cohesive models that synthesize these dimensions a direction that holds considerable potential for future research and practical advancement.

Economic Sector

The studies reviewed have shown the flexibility of marketing mix in different economic sectors as shown in Table 4. Service is the most studied area (14), treating of tourism, hospitality and public health in which more personalization and consumer experience is required (Pantano et al., 2019); (Batat, 2022). This domination of the service sectors in the marketing research can be observed also in the distribution of the studies that can be seen in the Table 4.

Table 4. Economic Sector

No	Economic Sector	Count	Authors
1	Service Industries	14	(Al-Malkawi et al., 2025; Batat, 2022; Caliskan et al., 2021; Chen, 2018; Kim & Kim, 2018; Marandi et al., 2023; Othman et al., 2021; Pantano et al., 2019; Saxena et al., 2025; Shokrani et al., 2019; Solimun & Fernandes, 2018; Stoyanov, 2021; Tay et al., 2023; Yadav et al., 2024)
2	Private Sector	7	(Abedian et al., 2022a; Giantari & Sukaatmadja, 2021; Islam et al., 2025; Mahmoud et al., 2024; Najafi-Ghobadi et al., 2021; Sukaatmadja, 2020; Tuz & Sertyeşilışık, 2022)
3	MSMEs (Micro, Small, And Medium Enterprises)	6	(Dadzie et al., 2017; Fuchs & Köstner, 2016; Navarro-García et al., 2016; Syapsan, 2019; Woehler & Ernst, 2023)
4	Health Institutions	5	(Al Thabbah et al., 2022; H. Al-Dmour et al., 2022; Hailu et al., 2021; Murshid et al., 2016; Shakouhi et al., 2021)
5	Agricultural Industries	4	(Pramod Chandra (2023), 2 February; Rustam et al., 2025; Tudu & Mishra, 2025; Zhang, 2024)
6	Educational Institutions	4	(R. Al-Dmour et al., 2024; Juhaidi, 2024; Lau, 2015; Mahajan & Golahit, 2019)
7	Public Sector	4	(Houghtaling et al., 2020b; Houghtaling, Serrano, Dobson, et al., 2019; Houghtaling, Serrano, Kraak, et al., 2019; Issock Issock et al., 2021)

8	Cultural Institutions	2	Kwan et al., 2023; Flores-Gómez and Pérez-Villarreal, 2024
9	Multinational Companies	2	(Nikbin et al., 2022; Venaik & Midgley, 2019)
10	Creative Industries	1	(Saiyed et al., 2023)

Private sector including MSMEs has a share of 13 studies with responsiveness, brand positioning and being cost-effective as the emphasized strategies. Healthcare, agriculture and education are all sectors with four to five studies to their name (they tend to focus on accessibility, value delivery, and institutional reputation). Paradoxically, dynamizes, like the real estate or cultural industries, still keep themselves in the margin of the search when they could develop disruptive marketing in both digital and sustainable channels (Flores-Gómez & Pérez-Villarreal, 2024).

Weaving these threads together, it is clear that the marketing mix is a universal concept but not a standardized one. These geographic and sectoral differences, spatial-temporal dynamics and methodological effects also affect the way in which marketing strategies are formulated, tested and improved. Given the increasing importance of digitalization, sustainability, and consumer centricity, there is a need for more holistic theoretical views and methodological approaches. In an ever-changing global market, future research needs to fill remaining voids both across contexts and in both cross-contextual comparisons and theoretical integration. In this way, marketing mix research can be both analytically demanding and applicable to real-world cases even in the complicated technical and professional world.

Analytical Framework

This review applies the TCCM framework as Theory, Context, Characteristics, and Methodology to systematically classify and interpret the body of literature.

Theoretical Foundations (T)

Approximately 72% of the reviewed studies are grounded in the classical 4Ps and 7Ps models (Booms and Bitner (1981), n.d.; McCarthy, E.J., n.d.). These models continue to serve as the default theoretical foundation across numerous industries. However, recent studies increasingly incorporate complementary perspectives, including the Resource-Based View (RBV), the Theory of Planned Behaviour (TPB), and the Information Systems Success Model. Such integrations aim to address contemporary complexities ranging from digital interactivity to sustainable value creation (R. Al-Dmour et al., 2024; Chen, 2018; Giantari & Sukaatmadja, 2021). Nonetheless, comprehensive theoretical synthesis remains limited.

Contextual Applications (C)

A pronounced geographic concentration in Southeast and South Asia notably Indonesia, Iran, and India suggests that emerging markets have become important testing grounds for marketing mix frameworks. These contexts often necessitate adaptations focused on accessibility, digital readiness, and localized promotion strategies (Solimun & Fernandes, 2018). In contrast, studies from developed economies tend to focus on more advanced themes such as AI-enabled personalization, immersive digital environments, and customer co-creation (Hermann & Puntoni, 2025; Houghtaling, Serrano, Dobson, et al., 2019).

Empirical Characteristics (C)

Customer satisfaction, loyalty, and purchase intention dominate as outcome variables. However, there is growing interest in incorporating constructs such as digital engagement,

environmental impact, and customer experience. (Batat, 2022) 7Es experiential marketing model exemplifies this shift by emphasizing emotional immersion and co-created value. Nevertheless, few models holistically integrate technological, social, and ecological outcomes.

Methodological Approaches (M)

Quantitative designs prevail, with nearly 59% of studies employing SEM or PLS-SEM. While these techniques offer statistical precision and facilitate generalizability, they are often criticized for overlooking cultural nuance and temporal complexity. Although qualitative and mixed-methods designs remain underutilized, they show strong potential for capturing deeper insights into contextualized marketing phenomena (Hailu et al., 2021).

Discussions

Our aim in this SLR is to offer a comprehensive and nuanced view of how marketing mix strategies have adapted to fast technological development, requiring new sustainability imperatives and demanding consumer behavior. Notwithstanding the 4Ps and 7Ps underpinning a lot of discourse added up to much of the review, there exists a clear indication of a movement towards hybrid and context-bound implementation of marketing. These developments are critically discussed in the following, before being located within the broader academic context and their consequences articulated.

Despite relentless attacks on their stiffness, the classic 4Ps and 7Ps models (McCarthy, E.J., 1960); Booms and Bitner (1981) still dominate marketing literature, especially in the perspective of developing countries. This perseverance is not unfounded, these frameworks do provide an organized direction which is helpful for less infrastructure filled and resources lean environments (Dadzie et al., 2017; Solimun & Fernandes, 2018). In this sense, the conclusions of this study are consistent with (Kotler, P., & Keller, K. L. (2021) in that the value of such models as a planning tool continues to be relevant. But this persistence is also an indication of a reluctance to accept paradigm change at least in the places where technological change is demanding it.

However, it is noteworthy to consider the geographical breakdown of searches which reveals striking distinctions in strategic approach. At the same time, in developing economies, researchers typically emphasize accessibility, affordability, and function of organic smallholders mirroring country context specific economic structure and development policy priorities. In stark contrast, researchers in developed economies address more advanced topics, including personalization through AI, immersive brand experiences in the metaverse, and generative AI in customer journeys (Batat, 2022) ; (Hermann & Puntoni, 2025). This dichotomy highlights the contextual nature of marketing strategy practice and points to a need for more comparative, cross-regional analysis that stretches beyond narrow thematic silos.

Methodologically, it is noteworthy that more than half of the included studies (almost 60%) are quantitative, in particular, to SEM or PLS-SEM. Although these approaches undoubtedly enhance the empirical robustness and theoretical probing (Mahmoud et al., 2024), they are not always equipped to grasp the deeper contextual and longitudinal layers. Efficient as such methodological conservatism might be, it could serve to stifle innovation. In contrast, very few qualitative and mixed-method studies were in the sample like (Batat, 2022) and (Hailu et al., 2021) offer richer, more interpretive insights, particularly into new topics such as co-creation, customer experience, and sustainability.

This imbalance illustrates a wider disciplinary tension: how to balance generalizability with contextual thickness.

One of the very interesting contributions of this review is this focus on theoretical pluralism. Although most of the research still stick to traditional marketing mix, a significant number are starting to adopt the Resource-Based View (RBV), Theory of Planned Behavior (TPB), and Game Theory (Abedian et al., 2022b; R. Al-Dmour et al., 2024; Giantari & Sukaatmadja, 2021). Yet the combination of these two views is still in its infancy. In contrast to this previous work that has mainly reported on these interventions with no critical engagement, this article contends for a more deliberate and theoretically-grounded synthesis. For example, integrating TPB and marketing mix components might help gain new insights on consumer behavior particularly in the ethical or sustainability context. Second, RBV contributes to marketing conversation by uncovering the internal capabilities that lead to strategic advantage in a digital environments.

On top of this all, sectoral analysis complicates matters further. Retail and service sectors are predominating in the literature, which is supposed to be related to the citizen-facing work and the data access, although there should be an increase of fields such as agriculture and healthcare, which are still underrepresented (Eggers, W. D., & O'Leary, J. (2017) ; Moraes M, Gountas J, Gountas S, Sharma P (2019). This is particularly surprising considering their growing importance to global sustainability initiatives (Hailu et al., 2021; Tudu & Mishra, 2025). Our results indicate a potential variation in the marketing mix strategies of these two industries, thus, subsequent investigation should be directed in this regard. Most importantly, such sectoral imbalances also raise questions about potential biases in funding of research, data accessibility and publication outlet.

Technology has imprinted itself on the marketing mix, but unevenly. E-commerce and social media are at the heart for the digital strategy, especially for the MSMEs and service providers in the post-COVID-19 era (Chen, 2018; Nikbin et al., 2022). However, there is a conceptual dissonance in developing these platforms within integrated marketing mix frameworks. Studies may be examining discreet tactics like Instagram promotions or WhatsApp engagement without taking the time to thoroughly rewire elements, such as "Place" or "Promotion," to reflect the omnichannel world we inhabit. Thus, our review not only adds weight to such observations but takes them one step further proposing to develop integrative models that integrate legacy with digital ecosystems.

Consistent with temporal patterns, peaks in number of publications in 2019 and 2021 correspond to temporal global upheavals (ecopolitical unrest and COVID-19 outbreak). Such events served as a stimulus for innovation and adaptation in marketing strategies, as reflected by the increased focus on agile and crisis-responsive advertising (Houghtaling, Serrano, Dobson, et al., 2019; Nikbin et al., 2022). Of course, these temporal peaks also suggest that academic responses do get "up to speed" regarding real-world change, which is a promising indicator of relevance and responsiveness.

Using the TCCM framework, this review weaves together disparate scholarship. In relation to the science, it criticizes the naivety of the dominance of the classical paradigms and calls for the inclusion of models like Dynamic Capabilities (Teece et al., 1998) and Service-Dominant Logic (Lusch & Vargo, 2014). These frames offer a more dynamic and relational lens, well-suited to tumultuous, tech-powered markets. It highlights the geographic and sectoral blind spots of Context, draws attention to the risk of sampling strategy that is limited and not inclusive enough and raises some methodological questions.

When we turn to Characteristics, traditional end states as outcome variables such as customer satisfaction and loyalty still stand out. But these concepts are becoming increasingly insufficient for not only newer imperatives such as environmental impact, inclusivity and ethical branding (Khan et al., 2019) ; Marandi et al., 2023). The review therefore recommends expanding outcomes in order to more accurately replicate current marketing challenges.

Methodologically, the field still heavily relies on cross sectional designs that limit the possibility for observing causes and time mechanisms. This criticism is consistent with that made by (Creswell, J. W., & Creswell, J. D. (2018) and suggests that there is a demand for additional longitudinal, experimental, and AI-assisted study designs. With predictive analytics technology and machine learning, companies would be able to augment their predictive capabilities, while even being able to change their strategies in real-time.

Taken together, the insights of this review paint a picture of a field existing at a crossroads: one that is rooted in classical propositions, but also moving towards a growing awareness of both the requirement to innovate, and the necessity to be contextually sensitive. In the future, both marketing researchers and professionals will have to more fully recognize methodological diversity, further explore neglected industries, and challenge the theoretical base of the marketing mix. The findings and framework served are a synthesis of existing research, demystifying the ways on toward more creative, change-oriented, and downstream marketing effects.

CONCLUSION

The present systematic review aimed at evaluating, in a critical fashion, how marketing mix strategies has change Although 4Ps/7Ps concepts continue to provide a structural base, their explanatory force seems to be increasingly limited by the fast pace of technological change, evolving consumer values and increasing sustainability pressures.

Specifically, the narrative logic of this review, which is reminiscent of (Bolton & Houlihan, 2009), rather than the fragmented sub-themes concerning digital marketing, sustainability and diversity of contexts, which has been the focus of earlier syntheses, is what is new, as it is seeking to weave these into a fluid assemblage that disrupts the formal logics of classical marketing. In the process, this review adds a level of nuance to prior evidence by showing how the digitalization and green-push are not peripheral recalibrations, but rather central drivers reconfiguring strategic priorities in both sectors and geographies.

The contribution of the review at the theoretical level is thus the demand for a more pluralistic and flexible model. It urges future researchers to transcend the traditional overreliance on the marketing mix as a standalone archetype and seek to incorporate untapped views, namely, Resource-Based View, Dynamic Capabilities Theory and Service-Dominant Logic. This integration may provide a more comprehensive understanding of how firms mutually create value in turbulent and information-rich contexts.

In practice, cross-sectionally focused quantitative methods have offered the advantage of generalizability at the expense of depth and context. Significantly, the increased interest in interpretive and mixed methods research represents a promising change, albeit an underused one. Promoting the field Further research would benefit from adopting longitudinal and or experimental designs, and could be more adventurous in: (1) applying advanced analytics (e.g., ML, fsQCA), (2)

identifying emerging constructs such as ethical consumption, digital inclusivity, or platform-based marketing.

This review goes beyond an ex post synthesis and articulates a prospective research agenda to address the changing complexity of marketing practice. The more that the discipline of marketing is blended into with ethical, technological and societal dimensions, the more we must revisit that concept of the marketing mix as a flexible and context-specific construct. Responding to this challenge requires empirical models that are truly representative of today's markets, and that are methodologically sound.

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