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The Omnipresence of Marketing: A Literature Review on Ubiquitous Marketing Strategies

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Abstract: This study is conducted to identify and synthesize the key success factors for implementing a Ubiquitous Marketing (UM) strategy in an increasingly dynamic, technology-driven, and digitalized competitive environment. The study applies a Systematic Bibliometric Literature Review (SBLR) using the SCOPUS database, focusing on publications in Business, Management, and Accounting from 2020 to 2025. A stringent screening process employing the keywords “Context” and “Personalized” as the core elements of UM yields a final set of 30 publications for analysis. The bibliometric results indicate that, although annual publication volumes fluctuate, the overall scholarly quality in this area is strong, with 68% of the selected works published in Q1 journals. The screened literature also demonstrates substantial academic influence, reflected in 394 total citations and an h-index of 13. The thematic synthesis highlights personalization as the central pillar of UM, increasingly enabled by the integration of artificial intelligence, big data, and machine learning to support ultra-personalization. At the same time, the literature emphasizes ethical and implementation challenges, particularly those related to data privacy, transparency, and security, which are essential to sustaining consumer trust. This study contributes a structured theoretical basis for understanding and operationalizing Ubiquitous Marketing (UM), clarifying the role of context and personalization, and outlining the key opportunities and constraints that shape successful implementation.

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INTRODUCTION

Due to advances in technology and digitalization, competition in the business world is increasingly dynamic, requiring companies to make rapid and targeted developments to deliver a superior customer experience. This advancement is shifting the marketing paradigm moving into an era where digital channels dominate customer interactions and engagement (Kobets et al., 2024). The use of technology and digitalization plays a primary role in protecting a brand's competitiveness (Cioppi et al., 2023).

Given the rapid increase in the use of technology to share information, companies are struggling to identify the most effective marketing strategies that align with customer behavior (Soni et al., 2020). The level of competition in an industry significantly influences marketing strategies. Companies need to differentiate themselves from competitors to secure a favorable position in the market (Duralia, 2022). The integration of various channels allows consumers to interact with the brand seamlessly, which is essential for optimizing customer experience and improving overall business performance (Belvedere & Tunisini, 2020). Therefore, to make it easier for customers to interact with brands, the aspect of omnipresence or ubiquitous is needed in marketing. The concept of ubiquitous marketing is closely tied to the idea of creating a "ubiquitous network society," where technology seamlessly integrates into daily life, providing continuous connectivity and interaction. Ubiquitous marketing is

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facilitated by the widespread use of mobile devices and wireless networks, which allow for real-time, location-based, and personalized marketing efforts (Margulis et al., 2020).

Emerging from the convergence of e-commerce, mobile, and context-aware technologies, ubiquitous marketing is characterized by real-time data integration, AI-driven personalization, and seamless consumer engagement across multiple platforms and environments. Its growing relevance is underscored by the digital transformation of industries and the growing demand for value-driven, customer-centric marketing strategies (Vazirani & Jaiwant, 2025). This framework that prioritizes dynamic, value-oriented, and customer-centric processes is a reflection of the influence of mobile, IoT, and real-time data on the definition of marketing globally (Mafuratidze et al., 2025). In such cases, Ubiquitous Marketing plays a role in integrating context (time, place, activity), timeline, and source dimensions that extend beyond spatial targeting to continuous and personalized engagement (Loussaief et al., 2023).

Ubiquitous marketing is evolving toward a dynamic, context-sensitive, and customer-centric model, but still lacks a universally accepted definition and an integrative framework. The field is fragmented, with an urgent need for a unified theoretical model, empirical studies of consumer acceptance, and an ethical framework for emerging technologies (Vazirani & Jaiwant, 2025). This requires providing a comprehensive and structured overview of this research area by analyzing patterns, trends, and relationships across a large body of academic literature (Hallinger & Kovačević, 2023). Therefore, this paper aims to analyze what components are the key to success in implementing a ubiquitous marketing strategy.

To achieve this goal, this study employs a Systematic Bibliometric Literature Review (SBLR). SBLR provides a macro-level understanding of a research domain, uncovering trends, gaps, and influential contributions. By leveraging bibliometric tools, SBLR can rapidly process large datasets, making it more efficient than traditional Systematic Literature Review (SLR) for analyzing broad research landscapes (Kumar, 2025). SBLR helps researchers, policymakers, and institutions identify key areas for future research and collaboration opportunities (Khaw et al., 2024).

Based on this background, the main research question of this study is: What are the key components that contribute to the successful implementation of a ubiquitous marketing strategy? Research on ubiquitous marketing is necessary because it can eliminate traditional barriers such as geographical and cultural differences, creating a seamless and omnipresent market. This expands opportunities for global reach and market efficiency (McGuigan & Manzerolle, 2015). The findings are synthesized based on sub-themes and their respective contributions to the development of a ubiquitous marketing strategy.

RESEARCH METHOD

In analyzing the components that are key to success in implementing a ubiquitous marketing strategy, a Systematic Bibliometric Literature Review (SBLR) is used. A systematic bibliometric literature review (SBLR) is a method that combines systematic review techniques with bibliometric analysis to provide a comprehensive overview of research patterns, trends, and gaps in a specific field (Hallinger & Kovačević, 2023). This method provides a broad view of the research landscape, identifying key areas of focus and emerging trends (Passas, 2024).

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An integrated literature review is carried out to synthesize existing literature in order to produce new knowledge and insights about a particular topic. The process involves meticulous searching, identifying, and selecting relevant studies from various databases and sources (Rao & Moon, 2021). Establishing clear criteria for including and excluding studies is crucial to maintain the integrity of the review (Lubbe et al., 2020). This study used the PRISMA framework, which provides a clear reporting framework for how literature studies are conducted, from the initial search and selection process to the final results of the included studies (Fitri et al., 2025). By using PRISMA, researchers can ensure that the article selection process is conducted objectively and can be traced by readers. There are four main stages in this framework: Identification, which describes the total number of articles found from various databases; Screening, which describes articles that have gone through the process of removing duplication and filtering; Eligibility, which describes articles that have been read in full and assessed for their suitability to the research criteria; and Inclusion, which describes the final articles used in the analysis (Xie et al., 2025). The following is the PRISMA flow diagram used in this study and is shown in Figure 1.

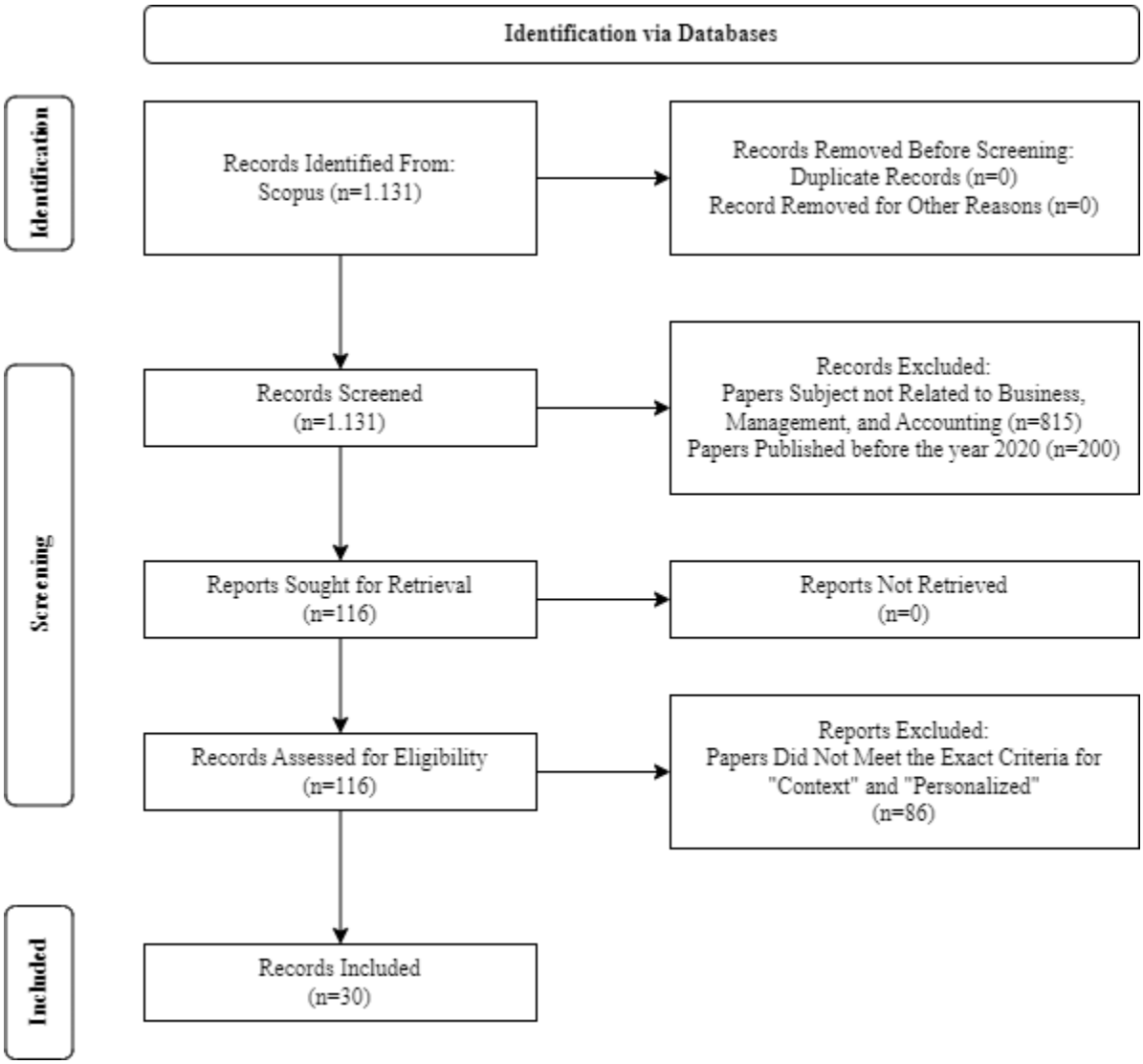

Figure 1. PRISMA Flow Diagram

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In the identification stage, relevant publications were identified through the Scopus database using keywords related to marketing, ubiquitous marketing, context-aware interaction, and personalization. The search was limited to publications from 2020 to 2025 to capture the latest developments in technology-enabled marketing. An initial broad search using the keyword "marketing" yielded a large number of records. The search was then refined using more specific terms such as "ubiquitous marketing," "context-aware," "personalized," and "personalization" to obtain publications more relevant to the research objectives. The following are the inclusion criteria and exclusion criteria which will be outlined in Table 1.

Table 1. Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Main Topic	Studies that specifically address Ubiquitous Marketing (UM) strategies.	Studies on general marketing or wireless technology without a focus on marketing strategy.
Time Span	Publications between 2020 and 2025.	Studies published before 2020.
Field of Science	Business, Management, and Accounting.	Pure science fields outside of business.
Components	Must address "Context" and "Personalization" as key elements.	Articles that do not address personalization or context in their marketing strategies.
Document Type	Peer-reviewed journal articles, book chapters, and review articles.	Conference proceedings, gray literature, and unpublished theses.

The scientific article database used in this review is Scopus database as a peer-reviewed database, excluding other academic databases. The bibliographic search focused on peer-reviewed scholarly articles published through December 2025. In the screening stage, initial search results are filtered based on general criteria such as year of publication, language, document type, subject area, and availability of bibliographic information. Initial keywords used is 'Ubiquitous Marketing' to screen titles and abstracts. To ensure a sharp focus on the digital context and personalized of marketing strategies relevant to Ubiquitous Marketing, the search was narrowed to the subject area of 'business' with a publication period of 2020–2025, as well as the use of the specific keywords Context' and 'Personalized'.

Table 2. Screening Recapitulation

Database Scopus	Screening	Publications
Meta Search	Keyword: Marketing	398,192
First Inclusion Criterion	Keyword: Ubiquitous Marketing	1,131
Second Inclusion Criterion (Subject)	Keyword: Ubiquitous Marketing Subject: Business, Management, and Accounting	316
Second Inclusion Criterion (Period)	Keyword: Ubiquitous Marketing Subject: Business, Management, and Accounting Period: 2020-2025	116
Screening	Keyword: Ubiquitous Marketing Subject: Business, Management, and Accounting Period: 2020-2025 Exact Keyword: Context, Personalized	30

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The primary data source for this review is the Scopus database, selected for its comprehensive coverage of high-quality, peer-reviewed scholarly literature in the fields of business and management as seen on Figure 1. The identification phase began with a broad search using the keyword "Ubiquitous Marketing", which initially yielded 1,131 records. No duplicate records were identified as the search was restricted to a single primary database. The screening phase involved a two-step inclusion process to ensure the relevance and currency of the literature. At the eligibility stage, articles that pass the screening are further examined based on their content's suitability to the research objectives. This stage is necessary to ensure that each selected article contributes to the discussion of ubiquitous marketing. The search results were narrowed to the subject area of "Business, Management, and Accounting", resulting in 316 publications. To focus on the most recent technological advancements and digital trends, a temporal filter was applied to include only works published between 2020 and 2025. This stage narrowed the selection to 116 documents. For the eligibility phase, all 116 remaining reports were sought for retrieval and full-text assessment. A more stringent manual screening was conducted by analyzing titles and abstracts using the specific keywords "Context" and "Personalized", which represent the core pillars of Ubiquitous Marketing (UM). During this process, 86 reports were excluded. The primary reason for exclusion was that the studies did not explicitly address the integration of contextual data or real-time personalization as strategic success factors, focusing instead on purely technical or unrelated computational aspects of ubiquitous systems.

In the Bibliometric Systematic Literature Review at Table 2, the process began with a broad meta-search using the basic keyword 'Marketing', resulting in a total of 398,192 publications. The first inclusion criterion significantly reduced the number of publications to 1,131. The second inclusion criterion was filtered by limiting the subject to 'Business' to 316 publications and then filtered again by limiting 'in the period 2020-2025' to 116 publications. Finally, a final screening stage or inclusion stage was conducted to identify the most specific articles. By maintaining the subject and period restrictions, and adding the exact keywords 'Context' and 'Personalized' which are the core of Ubiquitous Marketing, the final number of sources ready for analysis was 30 publications. The publication consists of 26 articles, 3 book chapters, and 1 review.

RESULTS AND DISCUSSION

The results obtained from the screening process will be shown in Figure 2 which contains a summary of peer-reviewed literature published on the Ubiquitous Marketing research topic for the period 2020–2025. The subjects of study covered by these 30 scientific articles consist of 30 Business, Management, and Accounting, 6 Economics, Econometrics, and Finance, 5 Decision Sciences, 3 Computer Science, 3 Psychology, 3 Social Sciences, 1 Arts and Humanities, and 1 Medicine.

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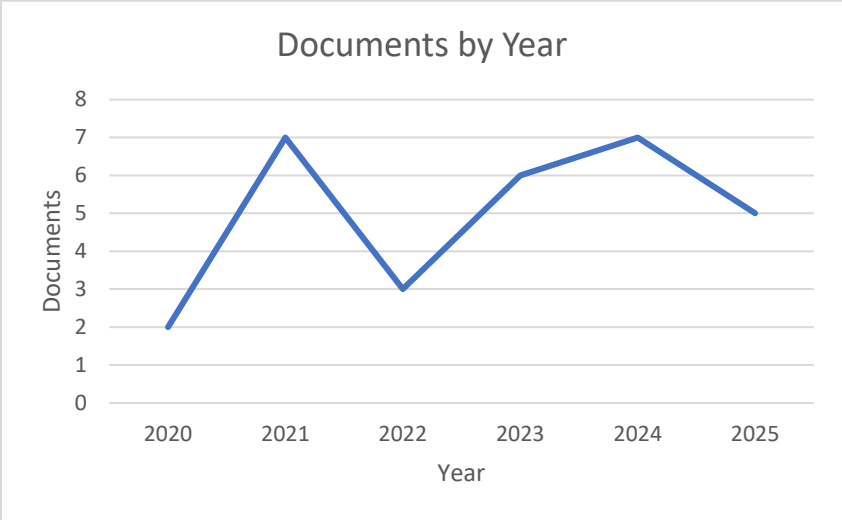

Figure 2. Documents by Year

Interest in this research subject shows variation and fluctuation in the number of publications from year to year. In addition to quantity, it is also important to assess the quality and academic impact of these publication sources. Therefore, Table 3 analyzes the Scimago Journal & Country Rank (SJR), top quartile, and H-Index based on the publishing journal.

Table 3. Scimago Journal & Country Rank

Journal Title	SJR Score	Quartile	H-Index
Marketing Science	7.543	Q1	159
Management Science	5.720	Q1	303
Information Systems Research	4.850	Q1	192
International Journal of Research in Marketing	3.869	Q1	128
Journal of Business Research	3.499	Q1	292
International Journal of Contemporary Hospitality Management	3.141	Q1	139
International Journal of Consumer Studies	2.220	Q1	108
Knowledge-Based Systems	1.934	Q1	188
European Journal of Marketing	1.709	Q1	165
Current Issues in Tourism	1.703	Q1	123
Journal of the Association for Consumer Research	1.691	Q1	33
International Marketing Review	1.306	Q1	109
AMS Review	1.288	Q2	33
Journal of Global Fashion Marketing	1.171	Q1	37
Benchmarking	1.102	Q1	89
Journal of Fashion Marketing and Management	1.054	Q1	72
Journal of Marketing Communications	0.999	Q1	64
International Journal of Market Research	0.880	Q2	67
Australian Journal of Management	0.733	Q2	53
Journal of Asia Business Studies	0.701	Q1	37
Marketing Zeitschrift Fur Forschung Und Praxis	0.175	Q4	8
Markets Globalization and Development Review	0.148	Q3	6
Contributions to Management Science	0.133	Q4	27
Research Anthology on Social Media Advertising and Building Consumer Relationships	-*	-*	-*
Contemporary Business Practices and Sustainable Strategic Growth	-*	-*	-*

Note: (-*) Data not available

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Of the 30 peer-reviewed literature that have been screened, they are spread across 25 journals consisting of 17 Q1, 3 Q2, 1 Q3, 2 Q4, and 2 data not available. The Journals with best quartile (Q1) represent 68% of the overall. Table 3 provides an overview of citations to articles published between 2020 and 2025.

Table 4. Overview of Document Citations Period 2020 to 2025

Documents		2020	2021	2022	2023	2024	2025	Total
Optimizing slogan classificat…	2025	-	-	-	-	-	4	4
Immersive technologies and cons…	2025	-	-	-	-	-	34	34
A meaning-making perspecti…	2024	-	-	-	-	1	1	2
Personalized Privacy Preservat…	2024	-	-	-	-	5	8	13
Consumer embarrassment: A system…	2024	-	-	-	-	-	4	4
Dynamic Batch Learning in High-D…	2024	-	-	-	-	1	4	5
A farmer-centric agricultural decis…	2023	-	-	-	-	8	5	13
The self-perceived age of GenX…	2023	-	-	-	-	-	2	2
Futurizing luxury: an activity-centr…	2023	-	-	-	5	11	9	25
Complementing human effort in onl…	2023	-	-	-	5	5	16	26
Exploring the switching intention o…	2023	-	-	-	11	9	16	36
An Instrumental Variable Forest…	2022	-	-	3	3	6	4	16
From Oceanography to Critical Mar…	2022	-	-	1	-	-	-	1
The Ubiquitous Role of Mobile Ph…	2022	-	-	-	-	-	1	1
Understanding large-scale dynamic…	2021	-	1	1	8	6	4	20
Taking care of you and me: How ch…	2021	-	-	1	-	2	2	5
Processing fluency scale develop…	2021	-	4	3	4	11	7	29
Chinese tourists at the University…	2021	-	1	3	1	3	4	12
Tip to show off: Impression manag…	2021	-	1	1	2	5	7	16
What should I believe? Exploring…	2021	-	1	5	3	2	4	15
How unsponsored, online user-gene…	2021	-	4	1	7	3	6	21
“Donate to help combat COVID-19!…	2020	1	15	21	20	18	17	92
Lifestyle branding as a brand-orien…	2020	-	-	-	2	-	1	3
Total		1	27	40	71	96	160	**394**

Of the 30 indicated peer-reviewed literature in the period 2020 to 2025, there are 24 documents have been cited and have been cited 394 times. Looked from the number of citations from year to year, there has been positive net growth. These documents have an h-index value of 13, which means that there are 13 documents, each of which has received at least 13 citations or more. The thematic map generated via VOSviewer illustrates the intellectual landscape of Ubiquitous Marketing (UM) research through a keyword co-occurrence network and can be looked in Figure 3.

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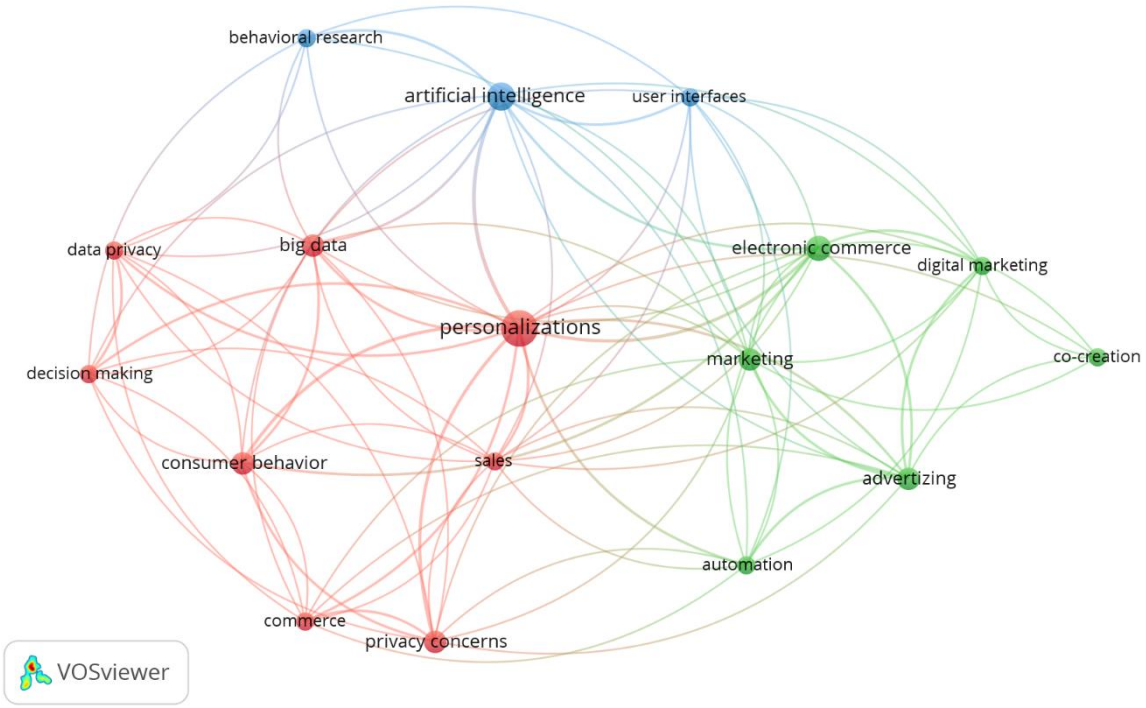

Figure 3. VOSviewer Topic Analysis

In Figure 3, At the center of this network, "personalizations" emerges as the most prominent node, functioning as the primary strategic pillar that bridges technological enablers with consumer outcomes. The visualization is categorized into three distinct clusters: the red cluster emphasizes the core of UM, linking big data and artificial intelligence to consumer behavior, decision-making, and critical ethical considerations such as data privacy and privacy concerns ; the blue cluster represents the technical foundations, focusing on behavioral research and user interfaces that facilitate seamless, context-sensitive interactions ; and the green cluster outlines the operational channels, including electronic commerce, digital marketing, and automation, which are essential for delivering a cohesive and efficient customer experience. Collectively, this network confirms that successful UM implementation relies on a synergetic relationship between advanced analytics and trust-based personalization to optimize sales and value co-creation.

DISCUSSION

Introduction to Ubiquitous Marketing

Ubiquitous marketing can be a relevant strategic approach that is adaptive, personalized, and contextual. This strategy can include integrating customer data from various touchpoints to deliver personalized experiences based on location and time (Kannan & Li, 2017). With this data integration, companies are able to deeply understand customer needs and translate them into relevant developments, optimizing the purchasing process, and tailoring brand communications (Lemon & Verhoef, 2016).

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Ubiquitous marketing is an innovation that is revolutionizing the way companies connect and interact with consumers by leveraging customer purchase and preference data (Margulis et al., 2020). Ubiquitous marketing leverages real-time, place-based data to create a seamless and efficient system (Li et al., 2023). This approach leverages companies' competencies in delivering messages that focus on understanding their customers and developing strategies that can improve customer effectiveness (Huang & Liu, 2020).

Ubiquitous technology enables customers to connect with companies anywhere and anytime, further facilitating the integration of customer experiences across all channels, both online and in-store (Margulis et al., 2020). Companies need to develop shopping environments across channels and touchpoints to manage a seamless customer shopping experience and influence consumer behavioral responses. Ubiquitous marketing is a marketing activity that allows consumers to consistently connect with companies from their personal devices (Hawary & Obiadat, 2021). With this approach, ubiquitous technology can automate data processing, allowing for controlled consumer decision-making (Darmody & Zwick, 2020). Therefore, this ubiquitous approach requires decisions regarding potential consumer perspectives and market research (Oe & Nguyễn, 2021).

The Role of Personalization in Ubiquitous Marketing

Personalization in marketing involves tailoring messages, products, or services to individual customer preferences and behaviors, leveraging data such as past behaviors, demographic characteristics, and online activities (Kushnarevych & Kollárová, 2023). Ubiquity contains messages that focus on competence and have strategies to increase persuasion (Huang & Liu, 2020). This approach aims to enhance brand loyalty, consumer satisfaction, and profitability by providing more engaging and relevant experiences (Bozkurt et al., 2024).

Personalization leads to more meaningful interactions with customers, increasing engagement and satisfaction then it can significantly boost conversion rates and overall marketing performance (Bozkurt et al., 2024; Al-Ahmed et al., 2025). By reducing cognitive load and decision fatigue, personalized content helps customers make choices more easily (Chandra et al., 2022). Personalized marketing strategies have been shown to improve short-term goals like email open rates and conversion rates, as well as long-term goals such as customer loyalty and lifetime value.

In its implementation, several things are considered regarding the functional and effective capabilities of the system, the possibility of interactivity to receive user input, and personalized communication to be tailored to user preferences (Sun, 2020). Companies' initiatives to use this ubiquitous approach are undertaken to make them more agile and responsive to the ever-changing nature and behavior of potential consumers (Chatterjee et al., 2020). Based on research conducted by Anwar et al. (2021), the concept of ubiquity is the foundation in shaping customer perceptions and can influence customer decisions to use the services provided.

Personalization is a cornerstone of holistic marketing because it enhances the customer experience, drives engagement, and improves business outcomes by tailoring interactions to individual preferences and context. Personalization reduces cognitive load by presenting customers with relevant options, saving time and effort in decision-making (Chandra et al., 2022). Personalization improves short-term metrics like email open rates and conversion rates, while also driving long-term goals like customer loyalty and customer lifetime value (Tran et al., 2024). Personalization enables

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businesses to differentiate themselves by offering tailored products and services, which is increasingly important in competitive markets (Taneja, 2025).

Trends and Innovations

In today's digital context, consumers demand that brands are constantly changing, where brands must be able to adapt to every moment in their lives (Pérez del Castillo et al., 2020). Ubiquitous computing embeds computational intelligence into everyday environments, facilitating seamless, context-sensitive interactions. Technologies such as location and activity sensing, wearable technology, GPS, accelerometers, and RFID enable real-time, personalized services based on user context (Safa et al., 2025; Alexiou & Kameas, 2025). These systems support seamless information sharing and collaboration between devices, enhancing user experience (Muhlbauer et al., 2016).

Digital personal assistants have become more advanced, providing proactive and effective support for users' activities in an unobtrusive manner. These assistants leverage AI to offer high levels of personalization (Guinea et al., 2019). The convergence of AI and big data technologies has enabled next-generation marketing strategies that deliver highly personalized content experiences. This integration allows for the analysis of vast amounts of data to tailor marketing efforts to individual preferences and behaviors (Setor, 2021). AI-driven predictive analytics forecast trends and guide strategic decisions, allowing for more precise targeting and ultra-personalization of marketing efforts (Batta et al., 2025). The integration of artificial intelligence (AI) and machine learning has revolutionized personalization, enabling more precise and effective marketing techniques (Kushnarevych & Kollárová, 2023; Garg et al., 2024).

Advances in information and communication technologies have led to the emergence of ubiquitous marketing, where shopping environments are increasingly seamlessly integrated across multiple marketing channels to deliver a cohesive customer experience (Tarabasz, 2025). The evolution of wireless communication technologies, including 5G and the future 6G, is expected to enhance marketing capabilities through ubiquitous connectivity and integration of AI with communication functionalities (Singh et al., 2025).

Technologies such as artificial intelligence (AI), big data, and mobile connectivity are fundamentally changing the way companies interact with customers by enabling personalization, predictive insights, and increased engagement. AI-based tools like machine learning and natural language processing enable businesses to deliver highly tailored experiences, increasing customer satisfaction and conversion rates (Wijethilak et al., 2024). Companies can analyze large volumes of data to understand customer preferences, consumption habits, and behavioral patterns, enabling more effective marketing strategies (Singh et al., 2025). Mobile apps and e-commerce platforms provide customers with 24/7 access to services, fostering ongoing engagement. Features like personalization, active control, and responsiveness in mobile apps significantly increase customer engagement and loyalty (Alalwan et al., 2020).

Challenges and Ethical Considerations

Ubiquitous marketing involves the continuous collection and analysis of user data to tailor advertisements in real-time. This requires sophisticated systems capable of handling vast amounts of data dynamically, which can be technically challenging and resource-intensive (Eriksson & Åkesson,

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2008). Designing ubiquitous systems often face challenges due to their complex nature and the involvement of multiple stakeholders with different business goals. There is a need for continuous adaptation and improvement of personalization models to keep up with evolving customer expectations and technological advancements (Goldenberg, 2021).

The pervasive nature of ubiquitous marketing raises significant privacy concerns. The continuous collection of personal data can lead to unauthorized access and misuse, making it essential to implement robust privacy protections. Ensuring the security of collected data is critical to prevent breaches and unauthorized access. This involves implementing strong cybersecurity measures and regularly updating them to counter new threats. AI-driven marketing systems can introduce biases, leading to unfair targeting and discrimination (Al Haj Eid et al., 2024). Ensuring transparency in how data is used and decisions are made is essential to maintain consumer trust and fairness (Alam, 2025).

Consumers often feel anxious about the lack of transparency regarding how their personal information is collected, stored, and used by firms. This lack of clarity can lead to mistrust and reluctance to engage with certain marketing practices (Beke et al., 2018). Firms can adopt proactive privacy practices to address consumer concerns. Privacy concerns can also drive innovation, leading to the development of new privacy-preserving technologies and practices that can provide a competitive advantage (Bleier et al., 2020).

Strategic Implications for Small and Medium Enterprises (SMEs)

Ubiquitous marketing can significantly enhance the competitive advantage and agility of small and medium enterprises (SMEs). SMEs leveraging digital marketing tools can achieve a competitive edge by focusing on customer preferences and delivering personalized experiences. Digital marketing reduces costs, increases dynamic capabilities, and allows SMEs to adapt to changing market demands effectively (Muis et al., 2024). SMEs' flexibility and proximity to customers enable them to implement mass customization strategies, producing personalized products that meet individual customer needs. This differentiation strategy helps SMEs remain competitive in markets with high variability and demand for unique products. SMEs that adopt digital tools and context-aware personalization can quickly adapt their resources and processes to meet evolving customer demands. This agility is essential for maintaining competitiveness in dynamic markets (Fjellström et al., 2020). The integration of artificial intelligence (AI) with strategic agility enhances SMEs' ability to identify market trends, forecast customer needs, and redeploy resources effectively. This capability supports product innovation and brand upgrading, further strengthening their market position (Guo et al., 2025).

Small and medium-sized enterprises (SMEs) can leverage affordable AI and machine learning (ML) strategies to implement real-time personalized marketing despite resource constraints. SMEs can adopt lightweight machine learning models, such as K-Means clustering and decision trees, combined with open-source platforms and cloud-based infrastructures. These tools enable precise customer segmentation and personalized marketing without requiring extensive computational resources or large-scale datasets. APIs for sentiment analysis and predictive modeling can be integrated into marketing workflows to analyze customer preferences and predict behavior. These tools are cost-effective and require minimal technical expertise (Shirdi et al., 2025; Singh et al., 2025). SMEs should prioritize gradual investments in AI tools and workforce training to overcome barriers such as limited expertise and resource scarcity. Training employees to use AI tools effectively can maximize ROI and

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improve adoption rates. Partnerships with technology providers or AI consultants can help SMEs access affordable solutions and expertise, reducing the burden of in-house development (Le Dinh et al., 2025; Castelli et al., 2025).

Data transparency and proactive privacy practices influence consumer trust in ubiquitous marketing environment. Transparent data practices significantly enhance consumer trust. Perceived transparency strengthens this relationship, as consumers value clear communication about how their data is collected, stored, and used. Transparency fosters moral accountability, which positively impacts trust, satisfaction, and engagement in online environments (Hassan El-Annan & Hassoun, 2024; Wang et al., 2025). Transparency complements personalization efforts, with both acting as pillars for building trust. Consumers are more likely to trust businesses that openly disclose their data practices while offering personalized experiences (Wang et al., 2025). Proactive privacy measures, such as data protection and ethical data management, are critical for building trust. These practices mitigate privacy concerns and enhance consumer confidence in sharing personal data. Implementing stratified privacy strategies tailored to different consumer needs can further optimize trust and purchase intentions (Hassan El-Annan & Hassoun, 2024; (Algasawneh et al., 2025)). Adhering to privacy regulations like GDPR and CCPA, while costly for small businesses, is a highly effective way to build long-term consumer trust and loyalty. Small businesses face significant financial challenges in implementing robust privacy practices and complying with regulations, but these efforts are essential for maintaining trust (Mollay et al., 2026). Overly specific personalization can lead to discomfort and reduced trust, highlighting the need for a balanced approach that respects consumer privacy (Rahayu et al., 2025).

In terms of personalization on ubiquitous marketing, SMEs can deliver highly customized content, recommendations, and offers that resonate deeply with individual customers. This approach significantly boosts engagement and conversion rates compared to generic mass marketing strategies (Chakranarayan, 2025). By leveraging real-time data, SMEs can dynamically adjust their marketing efforts to meet customer needs at the moment, further enhancing the likelihood of conversion (Valdez Mendia & Flores-Cuautle, 2022). Localization strategies, such as multilingual websites and region-specific campaigns, have been shown to increase conversion rates for SMEs by making their offerings more accessible and relevant to local audiences (Chhibber & Chadha, 2020). Personalization fosters loyalty by creating meaningful, individualized interactions. Satisfied customers are more likely to return, increasing their lifetime value. AI-powered predictive models help SMEs anticipate customer needs, enabling proactive engagement and personalized offers that drive repeat purchases and long-term relationships (Al-Ahmed et al., 2025). By analyzing customer behavior and preferences, SMEs can refine their strategies to maximize both immediate and long-term revenue opportunities.

CONCLUSION

This study aims to analyze the key components of success in implementing a Ubiquitous Marketing strategy through a Systematic Bibliometric Literature Review (SBLR) approach to 30 publications screened from 2020 to 2025. A key component of Ubiquitous Marketing success is the ability to perform deep personalization. Successful Ubiquitous Marketing is able to tailor messages, products, and services to individual consumer preferences. This personality is proven to increase engagement, customer satisfaction, conversion rates, and long-term loyalty. Ubiquitous Marketing achievements are driven by technological innovation. The integration of artificial intelligence (AI),

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machine learning, and big data has revolutionized personalization, enabling highly precise targeting and ultra-personalization of relevant, context-based content. Ubiquitous Marketing leverages ubiquitous networks and mobile devices to create efficient and real-time systems, which are essential for optimizing a seamless customer experience. Ubiquitous Marketing research area has high academic significance, demonstrated by 68% of the screened literature being published in Quartile 1 (Q1) journals. The impact of this literature is supported by a total of 394 citations and an h-index of 13, confirming that the key findings in this study are credible and have a high impact. The implementation of Ubiquitous Marketing faces significant ethical challenges. The continuous data collection carried out by Ubiquitous Marketing raises serious concerns about data privacy and security. To maintain consumer trust, companies must implement strong privacy protections and ensure transparency about how data is used for personalization.

This study confirms previous research that digitalization and personalization are key drivers of modern marketing strategies, while also extending previous research by demonstrating that ubiquitous marketing should be understood as an integrated approach that combines personalization, context-aware interactions, real-time connectivity, advanced digital technologies, and ethical data governance. The findings suggest that the success of ubiquitous marketing is determined not only by the use of technologies such as artificial intelligence, big data, machine learning, mobile devices, and wireless networks, but also by a company's ability to deliver relevant customer experiences while maintaining consumer privacy, transparency, and trust. Practically, this study provides guidance for companies and SMEs to implement ubiquitous marketing through customer segmentation, personalized communications, mobile-based promotions, social media analytics, and responsible data management. Future research is recommended to empirically examine the relationship between personalization, privacy concerns, consumer trust, and marketing performance, as well as to compare ubiquitous marketing implementations across industries, countries, business sizes, and broader academic databases beyond Scopus.

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