

## Consumer Journey Study Trends: A Systematic Mapping Study

Aurora Yupita Achmada<sup>1\*</sup>

Arianis Chan<sup>2</sup>

Pratami Wulan Tresna<sup>3</sup>

---

<sup>1,2,3</sup>Universitas Padjadjaran, Indonesia

\*Author's correspondence: [aurora23001@mail.unpad.ac.id](mailto:aurora23001@mail.unpad.ac.id)

**Abstract.** This study aimed to collect information on consumer journey studies published in Scopus, Emerald Insight, and ScienceDirect from 2013 to 2023. In addition, the procedures were carried out using the principles of content analysis and a systematic mapping study mechanism, with seven aspects of analysis. A total of 60 articles were analyzed, and significant fluctuations were observed. The results showed that the highest number of articles was produced in 2019 and 2022, with the most productive countries being the United Kingdom (UK) and the United States. The study's predominant focus was consumer journey channels, with retail as the most significant locus. The results revealed that most articles used qualitative study methods, content, and thematic data analysis techniques, and an exploratory design. Consumer journey research has several important novelties for future studies. First, increased investment and international collaboration are needed to advance research in less-developed countries. Second, the future of this research includes technology personalization, studies of cultural, social, and inter-generational differences, and longitudinal studies. Third, research locations such as art festivals, hotels, and banks present great opportunities for exploration. Fourth, mixed methods were suitable due to their flexibility and depth of analysis. Fifth, exploratory methods are very effective for uncovering new aspects.

**Keywords:** Consumer journey; Content analysis; Future studies; Study trend; Systematic mapping study.

**Abstrak.** Penelitian ini bertujuan untuk mengumpulkan informasi mengenai studi perjalanan konsumen yang dipublikasikan di Scopus, Emerald Insight, dan Science Direct dari tahun 2013-2023. Selain itu, prosedur yang dilakukan menggunakan prinsip analisis konten dan mekanisme studi pemetaan sistematis dengan tujuh aspek analisis. Sebanyak 60 artikel dianalisis dan mengalami fluktuasi yang signifikan. Hasil penelitian menunjukkan bahwa jumlah artikel terbanyak diproduksi pada tahun 2019 dan 2022, dengan negara yang paling produktif memproduksi adalah Inggris dan Amerika Serikat. Fokus studi yang dominan adalah saluran perjalanan konsumen dan lokus studi yang paling signifikan adalah ritel. Hasil penelitian menunjukkan bahwa sebagian besar artikel menggunakan metode studi kualitatif, teknik analisis data konten dan tematik, serta

*desain eksplorasi. Penelitian perjalanan konsumen memiliki beberapa hal baru yang penting untuk penelitian di masa depan. Pertama, peningkatan investasi dan kolaborasi internasional diperlukan untuk mengembangkan penelitian di negara-negara yang kurang populer. Kedua, masa depan penelitian ini mencakup personalisasi teknologi, studi tentang perbedaan budaya, sosial, dan antargenerasi, serta studi longitudinal. Ketiga, lokasi penelitian seperti festival seni, hotel, dan bank memberikan peluang besar untuk eksplorasi. Keempat, metode campuran cocok digunakan karena fleksibilitas dan kedalaman analisisnya. Kelima, metode eksplorasi sangat efektif untuk mengungkap aspek-aspek baru.*

**Kata kunci:** *Perjalanan konsumen; Analisis konten; Penelitian masa depan; Tren penelitian; Systematic mapping study.*

---

**Article Info:**

Received: January 5, 2025

Accepted: May 26, 2026

Available online: June 16, 2026

DOI: <http://dx.doi.org/10.30588/jmp.v15i2.2108>

---

## BACKGROUND

Consumer behavior plays an essential role in the dynamics of the business world, serving as a cornerstone for the formulation of effective strategies. Consequently, managers, advertisers, and marketing professionals need to explore the intricacies to gain insights into the diverse needs of individuals and organizations engaging with products or services (Solomon, 2018). In recent times, consistent fluctuations in the dynamics of consumer behavior have been widely reported due to various factors. These influential factors include external environment, culture, social environment, as well as economic and political conditions of a nation (Gajjar, 2013). The rapid development of technology and the emergence of global events have also significantly altered consumer behavior in shopping. The shopping process typically comprises multifaceted interaction between consumers and brands/products, facilitated through various platforms, including social media, websites, and brochures.

Consumer interaction typically comprises 3 fundamental dimensions, including cognition, affection, and behavior. Although cognition and affection are intangible and not directly observable, behavior has the potential to be observed directly. Several studies showed that behavior is often manifested during shopping, product usage, and the sharing of experiences among consumers, both online and offline (Stephens, 2017). For companies operating in the contemporary landscape, a significant challenge lies in the ever-expanding scope of the global shopping experience. Apart from physical stores, online store environments are increasingly offering immersive browsing and shopping experiences, which facilitate cultural changes in the consumer journey (Shavitt & Barnes, 2020). In response to these changes, companies are compelled to develop value-centered solutions, focusing on fostering meaningful interactions with consumers (Kalbach, 2016).

The formulation of solutions by companies is intricately linked to understanding consumer behavior, a process often elucidated through consumer journey mapping. This mapping serves as a navigational tool, facilitating a comprehensive understanding of needs and preferences. According to previous studies, consumer mapping comprises a holistic mapping of individual experiences as a consumer, spanning from initial product

or service discovery to becoming a loyal buyer (Kalbach, 2016). Furthermore, it transcends the mere identification of touchpoints and delves deeper into identifying various consumer journeys and behaviors, which contribute to the achievement of higher consumer goals (Becker et al., 2020).

Based on data analysis of articles on the Scopus page, studies on the consumer journey have been consistently conducted since 1999, with a significant increase starting from 2015 to the present. This research is essential because the primary goal of any business is to generate and retain customers. This highlights the importance of comprehensively understanding consumer characteristics and needs through consumer journey mapping. This understanding, in turn, will facilitate the development of targeted and robust business strategies (Kalbach, 2016).

In a previous literature review, Santos and Gonçalves (2021) reviewed fundamental models and theories that shape the concept of the consumer journey and how the latest technologies are changing consumer behavior. Papakonstantinidis (2017) explored the impact of social, local, and mobile marketing (SoLoMo) on the consumer journey, offering new insights into the specific integration of these elements. Meanwhile, Tueanrat et al. (2021) identified five main themes in consumer journey literature, namely service satisfaction, failure and recovery, consumer response, co-creation, and technological disruption. Although certain aspects of the consumer journey have been discussed, there is still no literature review that examines how research trends on the consumer journey have developed over the past 10 years and what topics are frequently discussed, thus opening up significant opportunities for further exploration in this field.

Based on this information, it is evident that although many systematic literature reviews on the consumer journey have been conducted in recent years, there is a significant gap: there is no comprehensive mapping of emerging trends in consumer journey research over the past 10 years. Previous studies tend to focus on specific aspects of the consumer journey or specific factors, but there has been no thorough compilation of the main trends and methodological advances in this field. Addressing this gap is crucial to provide a holistic understanding of how consumer journey research trends are evolving and to highlight areas that require further exploration for the development of research related to the consumer journey topic. This current study used content analysis of articles published on Scopus, Emerald Insight, and Science Direct pages between 2013 and 2023 to gather insights into consumer journey studies.

## **THEORETICAL REVIEW**

### **Consumer Behavior**

The development of consumer behavior theory began with early literature written by Howard and Sheth in 1969 in a book entitled "The Theory of Buyer Behavior". The book explains a paradigm regarding the influence of cognition (thoughts) on affect (emotions) and conation (activities). Furthermore, this paradigm presently informs various facets of consumer behavior analysis, including the information search process, preconceptions, and the buying process. Over the years, the basic concept of cognition-affect-conation has undergone terminological developments and conceptual advances (Dharmmesta, 1999).

Current consumer behavior is highly dynamic and influenced by various factors such as technology, environmental awareness, and social changes. Consumers are becoming more informed and critical. Nowadays, consumers often use online reviews and social media to make purchasing decisions. They also tend to join consumption communities that share similar interests or values, and increasingly support sustainable and ethical consumption. A strong relationship with brands that reflect their personal values is also becoming important, while generational differences show varying preferences and consumption habits. Overall, modern consumers are more aware of the value and impact of their consumption choices, in terms of health, the environment, and ethics (Lim et al., 2022).

The study of consumer behavior serves as a fundamental tool for comprehending the evolution of marketing concepts and the essential components of marketing strategies (Schiffman & Wisenblit, 2019). This concept also holds paramount importance for business as it aids in understanding target audiences and crafting strategies aimed at satisfying consumer needs and preferences. Companies equipped with a deep understanding of consumer needs often find it more feasible to enhance business performance. In essence, consumer behavior can be defined as the systematic examination of consumer actions during the processes of searching, purchasing, and evaluating products or services to fulfill needs.

### **Consumer Journey**

Consumer journey in decision-making is a circular process, comprising 4 main phases, including initial consideration, active evaluation or the process of studying potential purchases, closing when consumers make purchases, and post-purchase (Court et al., 2009). In the seminal review by Tueanrat et al. (2021), five key themes were identified in the literature on the customer journey. These key themes include service satisfaction, failure and recovery, customer response, co-creation, and channels and technological disruption. These themes provide a comprehensive framework for understanding various aspects of the customer journey and highlight critical areas for future research. Service satisfaction, failure, and recovery are crucial in shaping customers' evaluations of their experiences. Customer responses, both cognitive and emotional, can significantly influence their interactions with the brand. Value co-creation, often facilitated by technological advancements, emphasizes the dynamic role customers play in shaping their own experiences. The study also underscores the importance of understanding the various channels customers use and how technological disruptions can alter the customer journey landscape.

The consumer journey path can be mapped as a five A process, including aware, appeal, ask, act, and advocate (Kotler et al., 2016). Businesses can increase satisfaction and loyalty by understanding the process, mapping all stages, and identifying touchpoints (Becker et al., 2020). In addition, the mapping typically helps businesses to increase their competitive advantage and drive better innovation (Kokins et al., 2021). According to previous studies, companies typically ensure consumers are satisfied with the overall experience to create loyalty, providing insights into the values and facilitating the development of retention strategies (Santos & Gonçalves, 2022).

Based on the aforementioned description, the consumer journey can be construed as the progression of a consumer's path toward discovering and ultimately engaging with products or services. This journey commences with the initial search process to gather

information about products or services and extends through various stages, culminating in the advocacy process wherein individuals can provide recommendations to others. In addition, the mapping comprises an examination of the touchpoints or channels used by consumers at each stage.

## RESEARCH METHODS

This study adhered to the principle of content analysis and systematic mapping study, which focused on results from various articles that had been published on Scopus, Emerald Insight, and Science Direct. Furthermore, the procedures were carried out using a method adopted from a previous study by Susetyarini and Fauzi (2020). The adoption and modification led to 7 main aspects that were reviewed for analysis, including (1) Number of publications per year, (2) Country of study, (3) Study focus, (4) Study locus, (5) Study methods, (6) Data analysis methods, and (7) Study design.

All articles used were obtained from Scopus, Emerald Insight, and Science Direct, and published between 2013 and 2023 with the string "consumer journey" or "customer journey". The timeframe was selected to capture the latest trends and developments in the consumer journey over the past 10 years. A total of 60 articles were analyzed and selection was based on the conditions set out in the instrument. Furthermore, the inclusion and exclusion criteria were determined to make it easier for investigators to systematically map articles that matched or did not match the report theme.

**Table 1. Inclusion and Exclusion Criteria**

Inclusion	Exclusion
Study that focuses on "consumer journey" or "customer journey"	Study that focuses not on "consumer journey" or "customer journey"
Range of 2013 - 2023	Other than the year range 2013-2023
Article document type and journal source type	Document types other than articles and source types other than journals
Final publication	Article in progress
All open access	Not open access
English language	In a language other than English

The results of determining the inclusion and exclusion criteria were used to select relevant articles for a mapping study of trends related to the consumer journey. Relevant articles discussed the consumer journey in business and marketing with various focuses and loci. The string used "customer journey" and "consumer journey" interchangeably to ensure more thorough results. This is significant since the terms describe a consumer journey that includes every interaction step, whether as a specific customer or as a general consumer, with a product or service.

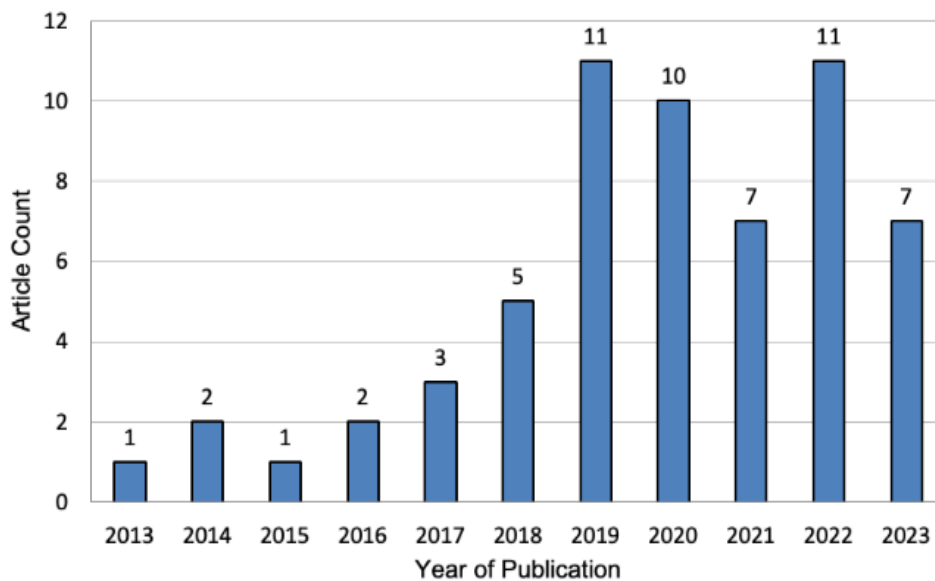
**Table 2. Data Search through Scopus, Emerald Insight, and Science Direct**

Database	Search String	Detected
Scopus	Search string “consumer journey” or “customer journey”	1227
	Inclusion	166
	Exclusion	1061
	Relevant articles	31
Emerald Insight	Search string “consumer journey” or “customer journey”	148
	Inclusion	21
	Exclusion	127
	Relevant articles	16
Science Direct	Search string “consumer journey”	239
	Inclusion	21
	Exclusion	127
	Relevant articles	13

## RESULTS AND DISCUSSIONS

### Number of Publications per Year

The number of publications was related to the number of articles successfully published in the predetermined year. From 2013-2023, articles discussing consumer journey were observed to start increasing in 2019, with a total of 11. During this period, a total of 60 studies were published. The peak of publications occurred in 2019 and 2022, each with 11 articles. This increase is attributed to the growing awareness of the importance of understanding the consumer journey in marketing and business, as well as technological advancements that facilitate this research. However, there was a decline in the number of articles published in 2021 and 2023, with 7 articles each year. This decline may reflect a shift in research focus or other constraints such as the Covid-19 pandemic, during which consumers underwent many changes, leading to new phenomena that became more interesting to study in the following years when conditions were more favorable for conducting research.

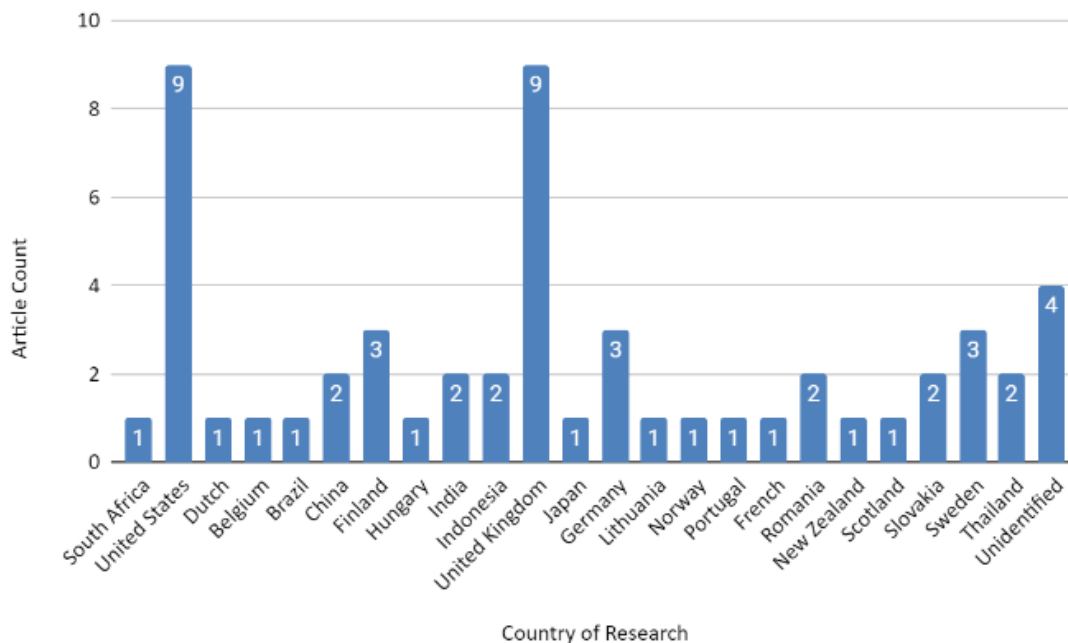


**Figure 1. Number of Publications per Year**

## Study Country

Studies exploring consumer journeys were carried out in various countries in Asia, Europe, Africa, and the Americas. Figure 2 showed that the most popular consumer journey study was carried out in the United States and the United Kingdom (UK), with a total of 9 articles each. This indicated future studies exploring the topic need to be carried out in several countries, including Asia, Africa, America, and Australia. Five articles that were analyzed were not included in Figure 2 because their research locations were conducted in multiple countries. These include combinations of 1-3 countries such as the UK and Italy; the UK and Germany; Austria, Germany, and Sweden; the UK and the United States; and Scotland and Canada.

Figure 2 shows that research on the consumer journey is dominated by the United States and the United Kingdom, each with 9 articles, while other countries have fewer articles. These two countries have greater access to support from professional communities, authorities, government institutions, and large companies in developing their research, allowing for more comprehensive and in-depth studies (Efimov & Lapteva, 2019), the consumer market in the United States is very large and diverse, making the consumer journey an interesting subject of study (Gundala & Singh, 2021), while the UK has a highly influential market in Europe, particularly regarding consumer adoption and behavior related to global products (Rehman & Rana, 2018).



**Figure 2. Study Country**

## Study Focus

The focus of this study was related to the outline of the study direction, making it easier for investigators to determine the topics to be discussed. In the analyzed consumer journey studies, a total of 14 focus areas were found. Based on Table 3, the study focuses on discussing channels in the consumer journey was the most popular compared to others,

followed by technology and touchpoints. One of the main topics from the analysis of these articles is the dominance of research on consumer journey channels (22 articles), highlighting the importance of understanding how various marketing channels, both online and offline, can influence consumers' purchasing decisions during their journey. The development of digital technology and the diversification of marketing channels have changed how consumers interact with brands, making research in this area highly relevant and a popular topic (Shavitt & Barnes, 2020). Additionally, the topic of technology in the consumer journey (12 articles) underscores the significant role of technology such as mobile apps, AI, and big data in understanding and influencing consumer behavior. Technology enables the personalization of consumer experiences, which is crucial in the context of modern marketing (Ertz et al., 2021).

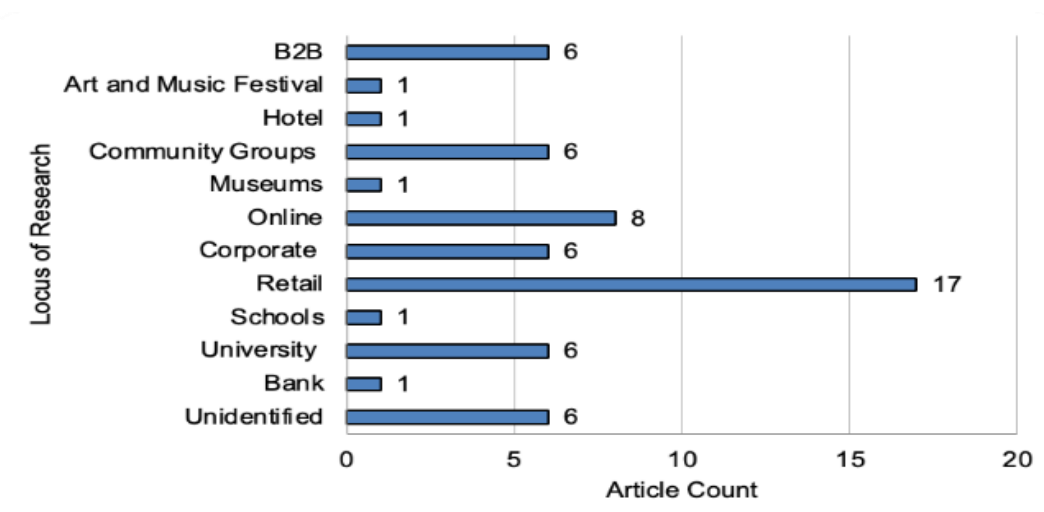
**Table 3. Study Focus**

No	Focus of Study	Article Count
1	<b>Consumer journey channel</b> articles by Piriyaikul et al. (2022), Sabaitytė et al. (2019), Hajdas et al. (2022), and Shetty et al. (2018), Terho et al. (2022), Hosseini et al. (2018), Wolny & Charoensuksai (2014), Azemi et al. (2022), Tagashira (2022), (Mikalef et al. (2023), Garaus & Hudáková (2022), Wagner et al. (2020), Hsia et al. (2020), Nyström & Mickelsson (2019), Kakalejčík et al. (2020), Wilson-Nash et al. (2020), Ngarmwongnoi et al. (2020), Hudson & Hudson (2013), Varkaris & Neuhofer (2017), Towers (2017), Cheng et al., (2018), and Rusthollkarhu et al., (2022).	22
2	<b>Consumer journey cognitions</b> article by Teichert et al. (2019), which explored the cognition process of consumer purchasing decisions.	1
3	<b>Consumer journey design</b> article by Kuehnl et al. (2019), which discussed the design of consumer journey design in purchasing products through consumer experience.	1
4	<b>Consumer journey factors</b> article by George & Wakefield (2018), exploring the various influential factors.	1
5	<b>Consumer journey goals</b> by Becker et al. (2020), which reported the role of consumer experience in achieving consumer journey goals.	1
6	<b>Consumer journey management</b> by Homburg & Tischer (2023) and Sahhar et al. (2021).	2
7	<b>Consumer journey motivation</b> by Park et al. (2019), which explored consumer motivation in the consumer journey to buy a product.	1
8	<b>Consumer journey pattern</b> by Theopilus et al. (2021), Halvorsrud et al. (2016), Siebert et al. (2020), and Herhausen et al. (2019), discussing product or service search patterns by consumers on their travels.	4
9	<b>Consumer journey perceptions</b> articles by Cuomo et al. (2021), Kovac (2021), Paluch & Tuzovic (2019), Lim et al. (2022), and Lynch & Barnes (2020), exploring consumer perceptions on their journey.	5
10	<b>Consumer journey technology</b> by Holliday et al. (2015), Lundin & Kindström (2023), Del Bucchia et al. (2021), Rusthollkarhu et al. (2022), Sari & Adinda (2023), Lyu et al. (2023), de Bellis & Venkataramani Johar (2020), Grewal et al. (2022), Dhiman et al. (2023), Willems et al. (2019), Kostyk & Sheng (2023), and Tupikovskaja-Omovie & Tyler (2020), reporting technological innovation in consumer journey.	12
11	<b>Consumer journey touchpoint</b> by Mikolajová & Olšanová (2017), Nichifor et al. (2021), Yachin (2018), Lemon & Verhoef (2016), Vaghela (2014), and AbedRabbo et al. (2022), discussing the touchpoints used in consumer journey.	6
12	<b>Contextual consumer journey</b> by Nakata et al. (2017), stating the application of consumer journey theory in the medical world.	1
13	<b>E-consumer journey</b> by Vakulenko et al. (2019), which explored the online customer journey specifically in e-commerce.	1
14	<b>Social consumer journey</b> by Hamilton et al. (2021), which discussed social or joint decision-making in consumer journey.	1

Potential future research in this field, based on the analysis of these 60 articles, includes the use of technology for personalizing the consumer journey, studying cultural, social, and intergenerational differences in consumer preferences, and conducting longitudinal studies to understand the evolution of the consumer journey over time. Mapping these journeys can facilitate the adoption of methods and concepts for subsequent research. By exploring these topics, future research can provide deeper insights and help companies develop more effective and sustainable marketing strategies.

### Study Locus

Study locus was related to the location or place where the investigation was conducted. Among the 60 articles analyzed, there were several online and offline sites, with popular online venues including websites and e-commerce. Based on Figure 3, retail was the most popular study locus with a total of 17 articles, followed by an online study location with a total of 8 articles. The dominance of research in the retail sector, with 17 articles, underscores the importance of understanding consumer journey behavior since this sector represents the direct interaction point between consumers and products/services. Additionally, research on the online locus ranks second with 8 articles, reflecting the significance of understanding consumer behavior in the digital world, digital marketing strategies, and the influence of social media in the context of digital technology and e-commerce development. This research can help companies optimize their online marketing strategies and enhance interaction with consumers through digital platforms (Ertz et al., 2021).



**Figure 3. Study Locus**

Significant variations in research locus, such as B2B, community groups, museums, and schools, indicate that each locus offers a unique perspective on the consumer journey, such as consumer behavior in educational environments or the dynamics of purchasing decisions between businesses (Thomas et al., 2020). Furthermore, less explored research loci, such as art and music festivals, hotels, and banks, each with only one article, highlight substantial opportunities for further research. Studies in these areas could provide valuable insights into consumer behavior in contexts different from other loci, focusing on experiences and services (Furquim et al., 2022).

Future research potential includes innovation in under-researched sectors to enhance insights and discover new patterns in consumer journeys across various locations.

### Study Method

The study method employed was a means of obtaining data by the investigators. Furthermore, the method was divided into 3 main categories, including qualitative, quantitative, and mixed (Creswell, 2014). Among the 60 articles analyzed, qualitative methods are more popular in consumer journey research due to their flexibility and ability to provide deep insights into consumer behavior and motivations. In the context of the consumer journey, it is crucial to identify critical consumer touchpoints and marketing intervention opportunities for companies. This is reinforced by Jervis and Drake (2014), who explain that qualitative methods are often used to understand consumer behavior and identify areas of focus for product development. Meyrick (2006) explains that qualitative research follows principles of transparency and systematicity that can be adjusted to dynamic research contexts.

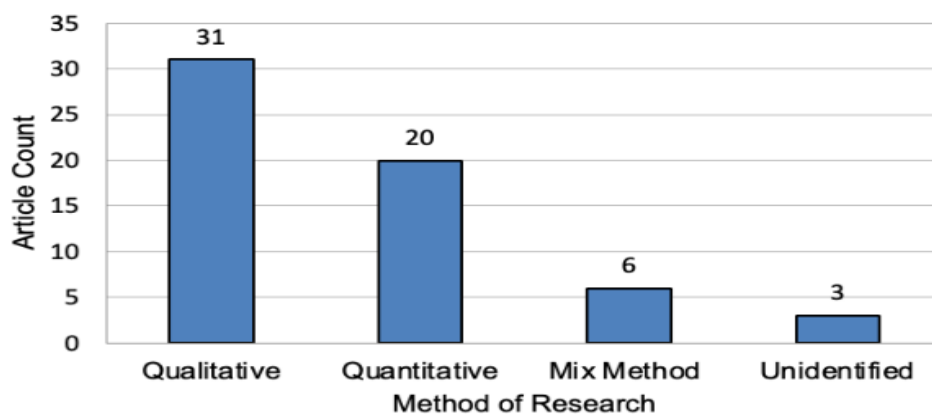


Figure 4. Study Method

On the other hand, while quantitative methods are very useful for measuring and analyzing data on a large scale, they are less suitable for gaining in-depth insights into individual experiences within the consumer journey. Quantitative research is typically more structured and may not capture the emotional and contextual nuances of the consumer journey. However, quantitative methods remain important for testing hypotheses and generalizing findings to larger populations. Petrescu and Lauer (2017) state that qualitative methods are essential for understanding complex phenomena that may not be explained by quantitative methods alone.

Mixed methods combine the strengths of both qualitative and quantitative approaches, providing a more comprehensive view. However, this approach may require more resources, time, and expertise, making it less popular among researchers with such limitations. Almalki (2016) notes that although mixed methods offer positive benefits by providing both depth and breadth of information, they are often considered to require more time and resources. Nonetheless, based on the analysis of these articles, mixed methods have potential for use in future research. They are suitable for analyzing quantitative research results based on current qualitative findings to generalize the results.

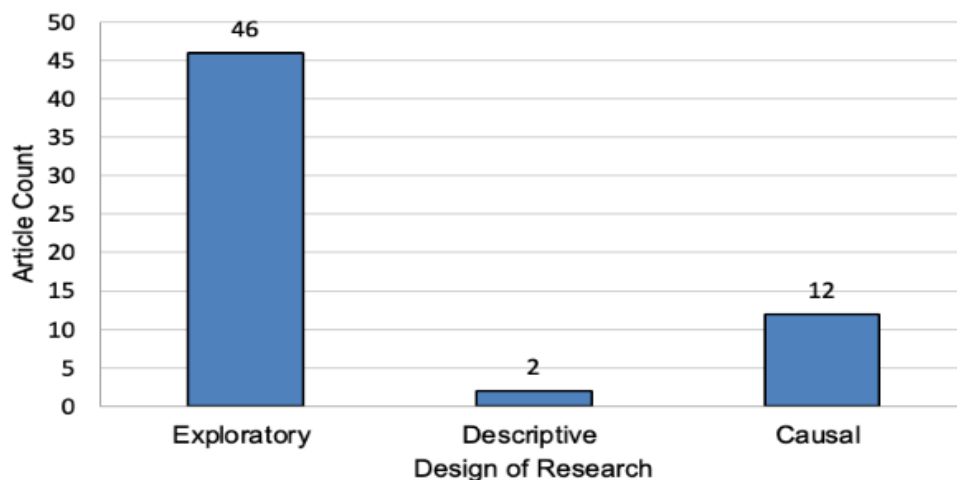
## Data Analysis Methods

The data analysis methods used in the 60 articles analyzed were very diverse and related to the choice of method used by the study. Furthermore, the data analysis methods for mixed methods were Eye Tracking (ET), Customer Journey Analysis (CJA), RTA, Hierarchical Cluster Analysis, and In-depth Interview. Meanwhile, multiple regression, netnography, panel data analysis, multivariate fractional, latent class analysis, and ANOVA were used for quantitative methods. The most popular methods for qualitative study were content analysis and thematic analysis due to the relative complexity with in-depth results. Other methods used included symbolic analysis, phenomenology, comparative analysis, Nvivo analysis, NLP (Natural Language Processing), Means-End Chain, Hierarchical Value Map, and semiosis.

Content analysis and thematic analysis are popular methods in consumer journey studies due to their simplicity, flexibility, and ability to generate deep and rich insights into the consumer journey process. Content analysis allows for the systematic categorization and analysis of texts to identify key themes and patterns, and it can be applied as a primary method or as a complement to quantitative testing (Vespestad & Clancy, 2020). Thematic analysis, on the other hand, helps organize and interpret qualitative data by identifying themes that emerge from the collected data, providing deep and systematic insights into consumer experiences and perceptions (Thomas & Harden, 2008). Based on the analysis of these articles, both methods are well-suited for studying consumer behavior because of their flexibility and ability to handle various types of qualitative and quantitative data.

## Study Design

According to Sreejesh et al. (2014), the study design was divided into three main categories: exploratory, descriptive, and causal. An exploratory design was used to define and formulate a problem more precisely, look for alternative actions, and gain further insight. Meanwhile, descriptive design was used to describe the characteristics and behavior of some report objects and events, while causal design was used to identify cause-and-effect relationships.



**Figure 5. Study Design**

This study analyzed 46 articles with an exploratory design being the most popular because it could provide more in-depth and solution-oriented results to understand the consumer journey in buying goods or services. The results showed that causal design was used by 12 articles and descriptive design was employed by 2 articles. Exploratory research allows researchers to investigate poorly understood phenomena, identify new patterns, and generate hypotheses for further study. This method is flexible and adaptive, enabling researchers to adjust their approach based on initial findings (Olawale et al., 2023). Although causal and descriptive designs are also used, these research designs are more limited in terms of the depth and flexibility offered compared to exploratory designs. Therefore, for consumer behavior research, exploratory methods are considered most suitable due to their ability to uncover new aspects and provide deep insights that can form the basis for further research and the development of more effective marketing strategies for companies.

## **CONCLUSION AND RECOMMENDATIONS**

In conclusion, this study provided an overview of the latest information regarding reports related to the consumer journey. The results showed that there were 60 articles analyzed between 2013 and 2022, with the trend showing annual fluctuations. The articles analyzed provided information regarding consumer journey study trends over the past 10 years. Some of this information included the largest number of articles produced in 2019 and 2022 was 11 articles each; the most productive countries producing publications on the topic were the UK and the United States, and the most popular focus was consumer journey channels. Furthermore, the most popular locus was retail, the most popular study method was the qualitative method, the most widely used data analysis method was content and thematic analyses, and the common design was exploratory.

Based on this explanation, several novelties could be utilized by future studies. First, consumer journey research requires increased investment and international collaboration to develop studies in countries where publication rates are less prevalent. Second, the future of this research includes topics such as technology personalization, cultural, social, and intergenerational differences, as well as longitudinal studies. Third, less-explored research loci like art festivals, hotels, and banks present significant opportunities. Fourth, mixed qualitative and quantitative research methods, as well as content and thematic analysis methods, are well-suited for consumer journey research due to their flexibility and depth of analysis. Fifth, exploratory methods are ideal for uncovering new aspects and developing effective and sustainable marketing strategies.

### **Limitations**

This research only relies on three databases, namely Scopus, ScienceDirect, and Emerald, to find relevant articles. These sources were chosen because they are known to provide access to quality research. However, our focus is limited to identifying the topics discussed in the articles, without delving deeper into the findings of the research. Identifying research topics can help get a general idea of what is being researched in this area, without going into too much detail on the specific results of each study. While this approach allows us to see general trends, it does not dive into each study's specific contributions or impacts. This choice was made to limit the focus and depth of analysis.

## ACKNOWLEDGMENT

The authors gratefully acknowledge the proofreading assistance that the Directorate of Research and Community Engagement provided at Padjadjaran University. The authors also extend their gratitude to the Directorate of Research, Technology, and Community Service; the Directorate General of Higher Education, Research, and Technology; and the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia for supporting the overall research project funding, including this literature review. This research is under the 2024 Research Grant Scheme for the Masters to Doctoral Program for Outstanding Graduates (PMDSU).

## REFERENCES

- AbedRabbo, M., Hart, C., Ellis-Chadwick, F., & AlMala, Z. (2022). Towards rebuilding the highstreet: Learning from customers' town centre shopping journeys. *Journal of Retailing and Consumer Services*, 64(September 2021), 102772. <https://doi.org/10.1016/j.jretconser.2021.102772>
- Azemi, Y., Ozuem, W., Wiid, R., & Hobson, A. (2022). Luxury fashion brand customers' perceptions of mobile marketing: Evidence of multiple communications and marketing channels. *Journal of Retailing and Consumer Services*, 66(January). <https://doi.org/10.1016/j.jretconser.2022.102944>
- Becker, L., Jaakkola, E., & Halinen, A. (2020). Toward a goal-oriented view of customer journeys. *Journal of Service Management*, 31(4), 767–790. <https://doi.org/10.1108/JOSM-11-2019-0329>
- Brown, B. J., & Clow, J. E. (2008). Introduction Business. In *The McGraw-Hill Companies, Inc.* (Vol. 86, Issue 10). The McGraw-Hill Companies, Inc. <http://www.ias.ac.in/currsci/may252004/1355.pdf>
- Cheng, M., Anderson, C. K., Zhu, Z., & Choi, S. C. (2018). Service online search ads: from a consumer journey view. *Journal of Services Marketing*, 32(2), 126–141. <https://doi.org/10.1108/JSM-06-2016-0224>
- Court, D., Elzinga, D., Mulder, S., & Vetvik, O. J. (2009). The Consumer Decision Journey. *McKinsey Quarterly* 2009, 5(2), 8–21. <https://doi.org/10.1108/EUM0000000005155>
- Cuomo, M. T., Tortora, D., Foroudi, P., Giordano, A., Festa, G., & Metallo, G. (2021). Digital transformation and tourist experience co-design: Big social data for planning cultural tourism. *Technological Forecasting and Social Change*, 162(June 2020), 120345. <https://doi.org/10.1016/j.techfore.2020.120345>
- de Bellis, E., & Venkataramani Johar, G. (2020). Autonomous Shopping Systems: Identifying and Overcoming Barriers to Consumer Adoption. *Journal of Retailing*, 96(1), 74–87. <https://doi.org/10.1016/j.jretai.2019.12.004>
- Del Bucchia, C., Lancelot Miltgen, C., Russell, C. A., & Burlat, C. (2021). Empowerment as latent vulnerability in techno-mediated consumption journeys. *Journal of Business Research*, 124(March), 629–651. <https://doi.org/10.1016/j.jbusres.2020.03.014>
- Dharmmesta, B. S. (1999). Riset Konsumen dalam Pengembangan Teori Perilaku Konsumen dan Masa depannya. *Jurnal Ekonomi dan Bisnis Indonesia*, 14(1), 15.

- Dhiman, N., Jamwal, M., & Kumar, A. (2023). Enhancing value in customer journey by considering the (ad)option of artificial intelligence tools. *Journal of Business Research*, 167(June), 114142. <https://doi.org/10.1016/j.jbusres.2023.114142>
- Efimov, V. S., & Lapteva, A. V. (2020). Formation of Leading Universities: World Practice and Russian Perspective. *Journal of Siberian Federal University - Humanities and Social Sciences*, 13(6), 860–875. <https://doi.org/10.17516/1997-1370-0500>
- Ertz, M., Jo, M.-S., Kong, Y., & Sarigöllü, E. (1998). Predicting m-shopping in the two largest m-commerce markets: The US and China. *Denki Kagaku Oyobi Kogyo Butsuri Kagaku*, 66(8), 778–784. <https://doi.org/10.5796/kogyobutsurikagaku.66.778>
- Furquim, T. S. G., da Veiga, C. P., Veiga, C. R. P. da, & Silva, W. V. da. (2023). The Different Phases of the Omnichannel Consumer Buying Journey: A Systematic Literature Review and Future Research Directions. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(1), 79–104. <https://doi.org/10.3390/jtaer18010005>
- Gundala, R. R., & Singh, A. (2021). What motivates consumers to buy organic foods? Results of an empirical study in the United States. *PLoS ONE*, 16(9 September), 1–17. <https://doi.org/10.1371/journal.pone.0257288>
- Gajjar, N. B. (2013). Factors Affecting Consumer Behavior. *International Journal of Research In Humanities and Social Sciences*, 1(2), 10–15.
- Garaus, M., & Hudáková, M. (2022). The impact of the COVID-19 pandemic on tourists' air travel intentions: The role of perceived health risk and trust in the airline. *Journal of Air Transport Management*, 103(June). <https://doi.org/10.1016/j.jairtraman.2022.102249>
- George, M., & Wakefield, K. L. (2018). Modeling the consumer journey for membership services. *Journal of Services Marketing*, 32(2), 113–125. <https://doi.org/10.1108/JSM-03-2017-0071>
- Grewal, D., Herhausen, D., Ludwig, S., & Villarroel Ordenes, F. (2022). The Future of Digital Communication Research: Considering Dynamics and Multimodality. *Journal of Retailing*, 98(2), 224–240. <https://doi.org/10.1016/j.jretai.2021.01.007>
- Hajdas, M., Radomska, J., & Silva, S. C. (2022). The omni-channel approach: A utopia for companies? *Journal of Retailing and Consumer Services*, 65(May 2019), 102131. <https://doi.org/10.1016/j.jretconser.2020.102131>
- Halvorsrud, R., Kvale, K., & Følstad, A. (2016). Improving service quality through customer journey analysis. *Journal of Service Theory and Practice*, 26(6), 840–867. <https://doi.org/10.1108/JSTP-05-2015-0111>
- Hamilton, R., Ferraro, R., Haws, K. L., & Mukhopadhyay, A. (2021). Traveling with Companions: The Social Customer Journey. *Journal of Marketing*, 85(1), 68–92. <https://doi.org/10.1177/0022242920908227>
- Herhausen, D., Kleinlercher, K., Verhoef, P. C., Emrich, O., & Rudolph, T. (2019). Loyalty Formation for Different Customer Journey Segments. *Journal of Retailing*, 95(3), 9–29. <https://doi.org/10.1016/j.jretai.2019.05.001>
- Holliday, N., Ward, G., & Fielden, S. (2015). Understanding younger older consumers' needs in a changing healthcare market-supporting and developing the consumer

- market for electronic assisted living technologies. *International Journal of Consumer Studies*, 39(4), 305–315. <https://doi.org/10.1111/ijcs.12192>
- Homburg, C., & Tischer, M. (2023). Customer journey management capability in business-to-business markets: Its bright and dark sides and overall impact on firm performance. *Journal of the Academy of Marketing Science*, 51(5), 1046–1074. <https://doi.org/10.1007/s11747-023-00923-9>
- Hosseini, S., Merz, M., Röglinger, M., & Wenninger, A. (2018). Mindfully going omni-channel: An economic decision model for evaluating omni-channel strategies. *Decision Support Systems*, 109, 74–88. <https://doi.org/10.1016/j.dss.2018.01.010>
- Hsia, T. L., Wu, J. H., Xu, X., Li, Q., Peng, L., & Robinson, S. (2020). Omnichannel retailing: The role of situational involvement in facilitating consumer experiences. *Information and Management*, 57(8). <https://doi.org/10.1016/j.im.2020.103390>
- Hudson, S., & Hudson, R. (2013). Engaging with consumers using social media: A case study of music festivals. *International Journal of Event and Festival Management*, 4(3), 206–223. <https://doi.org/10.1108/IJEFM-06-2013-0012>
- Jervis, M., & Drake, M. (2014). The Use of Qualitative Research Methods in Quantitative Science: A Review. *Journal of Sensory Studies*, 29, 234–247. <https://doi.org/10.1111/JOSS.12101>
- Kakalejčik, L., Bucko, J., & Danko, J. (2020). Impact of direct traffic effect on online sales. *Journal of Research in Interactive Marketing*, 14(1), 17–32. <https://doi.org/10.1108/JRIM-01-2019-0012>
- Kalbach, J. (2016). *Mapping Experiences*. [https://books.google.com/books?id=j8U\\_rgEACAAJ&pgis=1](https://books.google.com/books?id=j8U_rgEACAAJ&pgis=1)
- Kokins, G., Straujuma, A., & Lapina, I. (2021). The role of consumer and customer journeys in customer experience driven and open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(3). <https://doi.org/10.3390/joitmc7030185>
- Kostyk, A., & Sheng, J. (2023). VR in customer-centered marketing: Purpose-driven design. *Business Horizons*, 66(2), 225–236. <https://doi.org/10.1016/j.bushor.2022.06.005>
- Kotler, P. (2016). *Marketing 4.0* (Vol. 6, Issue August).
- Kovacs, I. (2021). Perceptions and attitudes of generation z consumers towards sustainable clothing: Managerial implications based on a summative content analysis. *Polish Journal of Management Studies*, 23(1), 257–276. <https://doi.org/10.17512/pjms.2021.23.1.16>
- Kuehnl, C., Jozic, D., & Homburg, C. (2019). *Effective customer journey design consumers' conception, measurement, and consequences.pdf*.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Lim, W. M., Kumar, S., Pandey, N., Verma, D., & Kumar, D. (2023). Evolution and trends in consumer behaviour: Insights from Journal of Consumer Behaviour. *Journal of Consumer Behaviour*, 22(1), 217–232. <https://doi.org/10.1002/cb.2118>
- Lim, X. J., Cheah, J. H., Dwivedi, Y. K., & Richard, J. E. (2022). Does retail type matter? Consumer responses to channel integration in omni-channel retailing.

- Journal of Retailing and Consumer Services*, 67(January), 102992.  
<https://doi.org/10.1016/j.jretconser.2022.102992>
- Lundin, L., & Kindström, D. (2023). Digitalizing customer journeys in B2B markets. *Journal of Business Research*, 157(December 2021).  
<https://doi.org/10.1016/j.jbusres.2022.113639>
- Lynch, S., & Barnes, L. (2020). Omnichannel fashion retailing: examining the customer decision-making journey. *Journal of Fashion Marketing and Management*, 24(3), 471–493. <https://doi.org/10.1108/JFMM-09-2019-0192>
- Lyu, J. (Daisy), Krasonikolakis, I., & Chen, C. H. (Steve). (2023). Unlocking the shopping myth: Can smartphone dependency relieve shopping anxiety? – A mixed-methods approach in UK Omnichannel retail. *Information and Management*, 60(5), 103818. <https://doi.org/10.1016/j.im.2023.103818>
- Meyrick, J. (2006). What is Good Qualitative Research?. *Journal of Health Psychology*, 11, 799 - 808. <https://doi.org/10.1177/1359105306066643>
- Mikalef, P., Sharma, K., Chatterjee, S., Chaudhuri, R., Parida, V., & Gupta, S. (2023). All eyes on me: Predicting consumer intentions on social commerce platforms using eye-tracking data and ensemble learning. *Decision Support Systems*, 175(June), 114039. <https://doi.org/10.1016/j.dss.2023.114039>
- Mikolajová, K., & Olšanová, K. (2017). How to engage children into the world of traditional car brands? Exploration of specific touchpoints between future buyers in the car industry and established brands. *Central European Business Review*, 6(3), 27–40. <https://doi.org/10.18267/J.CEBR.184>
- Moriarty, J. (2022). Business Ethics. In P. K. Moser (Ed.), *Taylor & Francis*. Taylor & Francis. <http://www.nber.org/papers/w16019>
- Nakata, C., Izberk-bilgin, E., & Sharp, L. (2017). Chronic illness medication compliance a liminal and contextual consumer journey.pdf. *Journal of the Academy of Marketing Science*.
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749–759. <https://doi.org/10.1108/JCM-10-2019-3450>
- Nichifor, E., Lixandriou, R. C., Chițu, I. B., Bratucu, G., & Trifan, A. (2021). How does mobile page speed shape in-between touchpoints in the customer journey? A research regarding the most trusted retailers in Romania. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), 1369–1389.  
<https://doi.org/10.3390/jtaer16050077>
- Nyström, A. G., & Mickelsson, K. J. (2019). Digital advertising as service: Introducing contextually embedded selling. *Journal of Services Marketing*, 33(4), 396–406.  
<https://doi.org/10.1108/JSM-01-2018-0043>
- Olawale, S., Chinagozi, O., & Joe, O. (2023). Exploratory Research Design in Management Science: A Review of Literature on Conduct and Application. *International Journal of Research and Innovation in Social Science*.  
<https://doi.org/10.47772/ijriss.2023.7515>
- Paluch, S., & Tuzovic, S. (2019). Persuaded self-tracking with wearable technology: carrot or stick? *Journal of Services Marketing*, 33(4), 436–448.  
<https://doi.org/10.1108/JSM-03-2018-0091>

- Park, H. E., Yap, S. F. C., & Makkar, M. (2019). A laddering study of motivational complexities in mobile shopping. *Marketing Intelligence and Planning*, 37(2), 182–196. <https://doi.org/10.1108/MIP-03-2018-0104>
- Papakonstantinidis, S. (2017). The SoLoMo customer journey: A review and research agenda. *Innovative Marketing*, 13(4), 47–54. [https://doi.org/10.21511/im.13\(4\).2017.05](https://doi.org/10.21511/im.13(4).2017.05)
- Petrescu, M., & Lauer, B. (2017). Qualitative marketing research: The state of journal publications. *Qualitative Report*, 22(9), 2248–2287. <https://doi.org/10.46743/2160-3715/2017.2481>
- Piriyakul, I., Kunathikornkit, S., Piriyakul, M., & Piriyakul, R. (2022). Facial Skincare Journey: Consumer Needs Identification to Enhance Online Marketing. *International Journal of Business Intelligence Research*, 13(1), 1–19. <https://doi.org/10.4018/IJBIR.297614>
- Rehman, A. U., Latif, T., & Rana, M. I. (2018). Consumers' Purchase Intentions towards Global Brands: A Cross-Cultural Analysis. *Journal of Economics, Business and Management*, 6(2), 36–44. <https://doi.org/10.18178/joebm.2018.6.2.547>
- Rusthollkarhu, S., Toukola, S., Aarikka-Stenroos, L., & Mahlamäki, T. (2022). Managing B2B customer journeys in digital era: Four management activities with artificial intelligence-empowered tools. *Industrial Marketing Management*, 104(April), 241–257. <https://doi.org/10.1016/j.indmarman.2022.04.014>
- Sabaitytė, J., Davidavičienė, V., Straková, J., & Raudeliūnienė, J. (2019). Decision tree modelling of E-consumers' preferences for internet marketing communication tools during browsing. *E a M: Ekonomie a Management*, 22(1), 206–224. <https://doi.org/10.15240/tul/001/2019-1-014>
- Sahhar, Y., Loohuis, R., & Henseler, J. (2021). Towards a circumplex typology of customer service experience management practices: a dyadic perspective. *Journal of Service Theory and Practice*, 31(3), 366–395. <https://doi.org/10.1108/JSTP-06-2020-0118>
- Santos, S., & Gonçalves, H. M. (2022). Consumer decision journey: Mapping with real-time longitudinal online and offline touchpoint data. *European Management Journal*, November 2020. <https://doi.org/10.1016/j.emj.2022.10.001>
- Santos, S., & Gonçalves, H. M. (2021). The consumer decision journey: A literature review of the foundational models and theories and a future perspective. *Technological Forecasting and Social Change*, 173(May), 121117. <https://doi.org/10.1016/j.techfore.2021.121117>
- Sari, H., & Adinda, R. (2023). Examining Customer Experience in Using a Chatbot. *International Journal of Asian Business and Information Management*, 14(1), 1–16. <https://doi.org/10.4018/IJABIM.322438>
- Schiffman, L., & Wisenblit, J. (2019). Consumer Behavior. In *Pearson* (Vol. 15, Issue 2). Pearson.
- Shavitt, S., & Barnes, A. J. (2020). Culture and the Consumer Journey. *Journal of Retailing*, 96(1), 40–54. <https://doi.org/10.1016/j.jretai.2019.11.009>
- Shetty, A. S., Jeevananda, S., & Kalghatgi, J. R. (2018). How to win back the disgruntled consumer? The omni-channel way. *Journal of Business and Retail*

- Management Research*, 12(4), 200–207.  
<https://doi.org/10.24052/jbrmr/v12is04/art-20>
- Siebert, A., Gopaldas, A., Lindridge, A., & Simões, C. (2020). Customer Experience Journeys: Loyalty Loops Versus Involvement Spirals. *Journal of Marketing*, 84(4), 45–66. <https://doi.org/10.1177/0022242920920262>
- Solomon, M. R. (2018). *Consumer Behavior : Buying, Having, and Being*. Pearson Education.
- Sreejesh, S., Mohapatra, S., & Anusree, M. R. (2014). Business research methods: An applied orientation. In *Business Research Methods: An Applied Orientation*. <https://doi.org/10.1007/978-3-319-00539-3>
- Stephens, D. L. (2017). Essentials of Consumer Behavior. In *Taylor & Francis*. Taylor & Francis. <https://doi.org/10.4324/9781315762623>
- Susetyarini, E., & Fauzi, A. (2020). Trend of critical thinking skill researches in biology education journals across Indonesia: From research design to data analysis. *International Journal of Instruction*, 13(1), 535–550. <https://doi.org/10.29333/iji.2020.13135a>
- Tagashira, T. (2022). Information effects of warehouse automation on sales in omnichannel retailing. *Journal of Retailing and Consumer Services*, 66, 102903. <https://doi.org/10.1016/j.jretconser.2021.102903>
- Teichert, T., Graf, A., Rezaei, S., Wörfel, P., & Duh, H. (2019). Measures of implicit cognition for marketing research. *Marketing, Zeitschrift Fur Forschung Und Praxis*, 41(3), 48–76. <https://doi.org/10.15358/0344-1369-2019-3-48>
- Thomas, J., & Harden, A. (2008). Methods for the thematic synthesis of qualitative research in systematic reviews. *BMC Medical Research Methodology*, 8, 1–10. <https://doi.org/10.1186/1471-2288-8-45>
- Thomas, T. C., Epp, A. M., & Price, L. L. (2020). Journeying Together: Aligning Retailer and Service Provider Roles with Collective Consumer Practices. *Journal of Retailing*, 96(1), 9–24. <https://doi.org/10.1016/j.jretai.2019.11.008>
- Tueanrat, Y., Papagiannidis, S., & Alamanos, E. (2021). Going on a journey: A review of the customer journey literature. *Journal of Business Research*, 125(February 2020), 336–353. <https://doi.org/10.1016/j.jbusres.2020.12.028>
- Terho, H., Mero, J., Siutla, L., & Jaakkola, E. (2022). Digital content marketing in business markets: Activities, consequences, and contingencies along the customer journey. *Industrial Marketing Management*, 105(April), 294–310. <https://doi.org/10.1016/j.indmarman.2022.06.006>
- Theopilus, Y., Yogasara, T., Theresia, C., & Ardine, D. (2021). Customer experience analysis of cosmetics retail store on millennial women. *Engineering Management in Production and Services*, 13(2), 29–45. <https://doi.org/10.2478/emj-2021-0010>
- Towers, A. H. N. (2017). Understanding How Millennial Shoppers Decide What to Buy: Digitally Connected Unseen Journeys. *International Journal of Retail & Distribution Management*, 34(1), 1–5.
- Tupikovskaja-Omovie, Z., & Tyler, D. (2020). Clustering consumers' shopping journeys: eye tracking fashion m-retail. *Journal of Fashion Marketing and Management*, 24(3), 381–398. <https://doi.org/10.1108/JFMM-09-2019-0195>

- Vaghela, B. (2014). The voice as a relationship milestone. *Journal of Direct, Data and Digital Marketing Practice*, 16(2), 98–101. <https://doi.org/10.1057/dddmp.2014.62>
- Vakulenko, Y., Shams, P., Hellström, D., & Hjort, K. (2019). Service innovation in e-commerce last mile delivery: Mapping the e-customer journey. *Journal of Business Research*, 101(January), 461–468. <https://doi.org/10.1016/j.jbusres.2019.01.016>
- Varkaris, E., & Neuhofer, B. (2017). The influence of social media on the consumers' hotel decision journey. *Journal of Hospitality and Tourism Technology*, 8(1), 101–118. <https://doi.org/10.1108/JHTT-09-2016-0058>
- Vespestad, M. K., & Clancy, A. (2021). Exploring the use of content analysis methodology in consumer research. *Journal of Retailing and Consumer Services*, 59(May 2020), 102427. <https://doi.org/10.1016/j.jretconser.2020.102427>
- Wagner, G., Schramm-Klein, H., & Steinmann, S. (2020). Online retailing across e-channels and e-channel touchpoints: Empirical studies of consumer behavior in the multichannel e-commerce environment. *Journal of Business Research*, 107(March 2018), 256–270. <https://doi.org/10.1016/j.jbusres.2018.10.048>
- Willems, K., Brengman, M., & Van Kerrebroeck, H. (2019). The impact of representation media on customer engagement in tourism marketing among millennials. *European Journal of Marketing*, 53(9), 1988–2017. <https://doi.org/10.1108/EJM-10-2017-0793>
- Wilson-Nash, C., Goode, A., & Currie, A. (2020). Introducing the socialbot: A novel touchpoint along the young adult customer journey. *European Journal of Marketing*, 54(10), 2621–2643. <https://doi.org/10.1108/EJM-07-2019-0555>
- Wolny, J., & Charoensuksai, N. (2014). Mapping customer journeys in multichannel decision-making. *Journal of Direct, Data and Digital Marketing Practice*, 15(4), 317–326. <https://doi.org/10.1057/dddmp.2014.24>
- Yachin, J. M. (2018). The 'customer journey': Learning from customers in tourism experience encounters. *Tourism Management Perspectives*, 28(September), 201–210. <https://doi.org/10.1016/j.tmp.2018.09.002>