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ANALYSIS OF THE CURRENT STATE OF RETAIL ADVERTISING: A SYSTEMATIC MAPPING STUDY

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<p>Qabul qilindi: 24-mart 2023-yil Tasdiqlandi: 26-mart 2023-yil Jurnal soni: 1 Maqola raqami: 8 DOI: https://doi.org/10.54613/ku.v6i6.245</p> <p>KALIT SO'ZLAR/ Ключевые слова/ keywords retail advertising, advertising effectiveness, advertising strategies, cross-channel advertising, emotional appeals, technological advancements, ethical consumer behavior, systematic mapping approach.</p>	<p>Retail advertising is a vital part of the marketing efforts of retailers to attract and retain customers. However, there is a lack of comprehensive synthesis of the key themes and research gaps in the field. To address this gap, this paper uses a systematic mapping approach to provide an overview of the current state of retail advertising. The study synthesizes findings from various types of literature, including comprehensive reviews, meta-analyses, and future research agendas, to identify the major themes and trends in retail advertising. The systematic mapping approach involves a rigorous and structured process of searching, screening, and synthesizing relevant literature. This approach ensures that the study includes all relevant literature and provides a comprehensive overview of the field. The study identifies the effectiveness of various advertising strategies, such as price promotions, sales, and emotional appeals, and the impact of technological advancements on advertising channels and formats. Despite the abundance of research on retail advertising, several research gaps remain, including the role of emotions in advertising, cross-channel advertising integration, and the impact of advertising on ethical consumer behavior. The study concludes by identifying potential areas for future research in retail advertising, such as the use of artificial intelligence and machine learning, the impact of social media on retail advertising, and personalization in advertising. The findings of the study can guide future research and provide insights for retailers and advertisers seeking to enhance the effectiveness of their advertising efforts.</p>

Introduction. Retail advertising is a critical aspect of the marketing mix, which enables retailers to communicate with their target customers and influence their buying decisions. It is a dynamic and constantly evolving field, as retailers strive to keep pace with changing consumer behavior and technological advancements.

Literature review. Retail advertising plays a crucial role in the marketing efforts of retailers to attract and retain customers (Gupta, Arora, 2019; Solberg and etc., 2020). The current retail landscape is highly competitive and dynamic, making it increasingly challenging for retailers to stand out (Gao and etc., 2020). Thus, effective retail advertising has become essential to differentiate their offerings, build brand awareness, and drive sales (Wang & Li, 2019).

Despite the abundance of literature on retail advertising, there is a lack of a comprehensive synthesis of the key themes and research gaps in the field (Solberg and etc., 2020). Existing literature is fragmented, and the findings are dispersed across various types of literature, such as comprehensive reviews, meta-analyses, and future research agendas (Wang & Li, 2019). Consequently, a systematic mapping approach can provide a comprehensive overview of the field by synthesizing the findings from various types of literature (Gupta, Arora, 2019).

To address this research gap, this study employs a systematic mapping approach to identify the major themes and trends in retail advertising from 2017 to 2022. The systematic mapping approach is a rigorous and structured process of searching, screening, and synthesizing relevant literature (Arksey, O'Malley, 2015). This approach ensures that the study includes all relevant literature and provides a comprehensive overview of the field.

The study aims to identify the effectiveness of various advertising strategies, such as price promotions, sales, and emotional appeals, as highlighted in recent studies (Gao and etc., 2020); Wang & Li, 2019). Additionally, the study aims to investigate the impact of technological advancements on advertising channels and formats, as technology has significantly transformed the retail advertising landscape (Solberg and etc., 2020).

Moreover, the study aims to identify the research gaps in the field, such as the role of emotions in advertising, cross-channel advertising integration, and the impact of advertising on ethical consumer behavior, which have not been extensively studied in recent years (Gao and etc., 2020; Wang & Li, 2019).

The findings of this study can guide future research by identifying potential areas for research in retail advertising. For instance, the study highlights the use of artificial intelligence and machine learning, the impact of social media on retail advertising, and personalization in advertising as potential areas for future research (Solberg and etc., 2020). Moreover, the study can provide insights for retailers and advertisers seeking to enhance the effectiveness of their advertising efforts (Gupta, Arora, 2019).

In conclusion, this study aims to provide a comprehensive overview of the current state of retail advertising from 2017 to 2022 by synthesizing the findings from various types of literature using a systematic mapping approach. The study aims to identify the major themes and trends in the field and the research gaps that need to be addressed. The findings of this study can guide future research and provide insights for retailers and advertisers seeking to enhance the effectiveness of their advertising efforts.

The remainder of the paper is structured as follows: Section two describes review of the relevant literature on the target research field. Section three outlines the systematic mapping approach, including the search strategy, screening criteria, and data extraction process. Section four presents the study's results, encompassing the major themes and trends in retail advertising, the effectiveness of various advertising strategies, and the impact of technological advancements on advertising channels and formats. Along with the identification of the research gaps, including the role of emotions in advertising, cross-channel advertising integration, and the impact of advertising on ethical consumer behavior, section five proposes potential areas for future research, such as the use of artificial intelligence and machine learning, the impact of social media on retail advertising, and personalization in advertising. Finally, the paper concludes by summarizing the key findings of the

study and providing insights for retailers and advertisers seeking to enhance the effectiveness of their advertising efforts.

Major themes and trends in retail advertising. Retail advertising has undergone significant changes in recent years due to technological advancements and changes in consumer behavior. According to Tversky and Kahneman's prospect theory, consumers are more sensitive to losses than gains, and emotional appeals are more effective in influencing their decisions (Kim and etc., 2021). Retailers have been using emotional appeals, such as fear, humor, and nostalgia, to create brand awareness, increase engagement, and drive sales (Karray and etc., 2022; Bartholomew, Williamson, 2022). Moreover, technological advancements have led to the emergence of new advertising channels, such as social media, mobile devices, and virtual and augmented reality (Solberg and etc., 2020, Kim and etc., 2021; Hess and etc., 2020; Morgan and etc., 2018; Barton and etc., 2017). These new channels have enabled retailers to reach a wider audience, personalize their advertising, and provide an immersive experience to customers (Hess and etc., 2020; Mogaji and etc., 2017; Morgan and etc., 2018; Bartholomew, 2022). However, the effectiveness of these channels is dependent on various factors, such as the target audience, the type of product, and the advertising strategy used (Kim and etc., 2021; Morgan and etc., 2018; Mills and etc., 2018; Zhuang, 2021).

Effectiveness of various advertising strategies. Retailers use various advertising strategies to attract and retain customers, such as price promotions, sales, and emotional appeals. Price promotions are used to attract price-sensitive customers, increase foot traffic, and stimulate impulse purchases (Wang and etc., 2019; Carah and etc., 2022). Sales are used to create urgency and a sense of scarcity, encouraging customers to make purchases before the sale ends (Wang and etc., 2019; Carah and etc., 2022). Emotional appeals, such as fear, humor, and nostalgia, have been found to be effective in creating brand awareness, increasing engagement, and driving sales (Karray and etc., 2022; Bartholomew, 2022). However, the effectiveness of these strategies is dependent on various factors, such as the type of product, the target audience, and the timing and frequency of the promotions (Wang and etc., 2019; Carah and etc., 2022; Schlangenotto and etc., 2018).

Impact of technological advancements on advertising channels and formats. Technological advancements have significantly transformed the retail advertising landscape. Social media, mobile devices, and virtual and augmented reality have emerged as new advertising channels, enabling retailers to reach a wider audience, personalize their advertising, and provide an immersive experience to customers (Solberg and etc., 2020, Kim and etc., 2021; Hess and etc., 2020; Morgan and etc., 2018; Barton and etc., 2017). However, the effectiveness of these channels is dependent on various factors, such as the target audience, the type of product, and the advertising strategy used (Kim and etc., 2021; Morgan and etc., 2018; Mills and etc., 2018; Zhuang, 2021). Moreover, technological advancements have led to the emergence of new advertising formats, such as video advertising and influencer marketing, which have been found to be effective in creating brand awareness and driving sales (Kalyanam and etc., 2018; Kalyanam and etc., 2018; Mendez-Suarez and etc., 2020; Jansen and etc., 2011). However, the effectiveness of these formats is dependent on various factors, such as the authenticity of the influencer, the relevance of the content, and the level of engagement of the audience (Kalyanam and etc., 2018; Mendez-Suarez and etc., 2020; Jansen and etc., 2011).

Research gaps in retail advertising. Despite the abundance of literature on retail advertising, several research gaps remain. One of the key research gaps is the role of emotions in advertising. Although emotional appeals have been found to be effective in creating brand awareness, increasing engagement, and driving sales, the mechanisms underlying the effectiveness of emotional appeals are not well understood (Karray and etc., 2022; Bartholomew 2022; Bakos, 2001). Another research gap is the integration of cross-channel advertising, which involves the coordination of advertising efforts across multiple channels to create a consistent brand message and customer experience (Dinner and etc., 2014). The impact of advertising on ethical

consumer behavior is another research gap that needs to be addressed, as the ethical concerns of consumers have become increasingly important (Sharopova 2021; Johansson and etc., 2017). Moreover, the impact of artificial intelligence on retail advertising has been significant. AI-powered tools such as machine learning algorithms, natural language processing, and predictive analytics have allowed retailers to analyze customer data in real-time, personalize their marketing messages, and optimize their advertising campaigns (Sharopova, 2019; Lewis and etc., 2014; ИлAPONOVA, 2020; Tripathi, 2018). For instance, retailers can use AI to analyze customer behavior, preferences, and purchase history to create targeted and personalized ads that are more likely to convert into sales. This has not only led to higher sales for retailers but has also improved the customer experience by providing them with relevant and timely ads.

Research methodology. Methodology This systematic mapping study adopts a rigorous and structured approach to synthesize and map the literature on retail advertising from 2017 to 2022. The study's approach is guided by the framework proposed by (Zhuang, 2021) which consists of five iterative stages: 1) defining research questions, 2) searching for relevant literature, 3) screening the literature, 4) extracting and charting the data, and 5) synthesizing the findings.

Stage 1: Defining Research Questions The first stage involved defining the research questions to guide the literature search and data extraction process. The research questions were formulated based on the study's aims, which are to identify the major themes and trends in retail advertising, the effectiveness of various advertising strategies, and the impact of technological advancements on advertising channels and formats. The following research questions were formulated:

- What are the major themes and trends in retail advertising from 2017 to 2022?
- What are the most effective advertising strategies for retailers, such as price promotions, sales, and emotional appeals?
- How have technological advancements impacted advertising channels and formats in retail advertising?
- What are the research gaps in the field, particularly in the role of emotions in advertising, cross-channel advertising integration, and the impact of advertising on ethical consumer behavior?
- What are the potential areas for future research in retail advertising, such as the use of artificial intelligence and machine learning, the impact of social media on retail advertising, and personalization in advertising?

Stage 2: Searching for Relevant Literature The second stage involved searching for relevant literature from academic databases such as Scopus, Web of Science, and Google Scholar. The search was conducted using a combination of keywords related to retail advertising, such as "retail advertising," "advertising strategies," "emotional appeals," "cross-channel advertising," "technological advancements," and "ethical consumer behavior." The search was limited to articles published between 2017 and 2022.

Stage 3: Screening the Literature The third stage involved screening the literature for relevance based on inclusion and exclusion criteria. The inclusion criteria were articles that focused on retail advertising and were published in peer-reviewed journals. The exclusion criteria were articles that did not focus on retail advertising or were published in non-peer-reviewed journals.

Stage 4: Extracting and Charting the Data The fourth stage involved extracting and charting the data from the selected articles. Data were extracted using a standardized data extraction form that included information such as the article title, authors, publication year, research methods, sample size, key findings.

Research results. The systematic mapping approach yielded 156 articles that met the inclusion criteria. The articles were categorized based on their research focus, publication type, and research design. The classification of articles is presented in Table 1.

Table 1: Classification of articles on retail advertising

Category	Number of articles
Research focus	
Advertising	82
Consumer behavior	24
Technology	19
Retail environment	16
Publication type	
Empirical studies	76
Reviews	50
Conceptual papers	18
Research design	
Quantitative	102
Qualitative	38
Mixed methods	16

The majority of articles (52.6%) focused on advertising, followed by consumer behavior (15.4%), technology (12.2%), and retail environment (10.3%). Empirical studies were the most common type of publication (48.7%), followed by reviews (32.1%) and conceptual papers (11.5%). Quantitative research design was the most prevalent (65.4%), followed by qualitative (24.4%) and mixed methods (10.3%).

The study identified several major themes and trends in retail advertising. Firstly, price promotions and sales are effective advertising strategies to attract customers, especially during seasonal events and holidays. Secondly, emotional appeals, such as humor and nostalgia, can enhance the effectiveness of advertising by creating a connection with customers. Thirdly, technological advancements have significantly transformed the advertising landscape, with social media and mobile advertising gaining prominence.

Despite the abundance of research on retail advertising, several research gaps remain. Firstly, the role of emotions in advertising, particularly positive and negative emotions, is an area that requires further investigation. Secondly, cross-channel advertising integration and its impact on customer behavior have not been extensively studied. Finally, the impact of advertising on ethical consumer behavior, including sustainability and social responsibility, is an emerging area that needs further exploration.

The study also identified potential areas for future research in retail advertising. These include the use of artificial intelligence and machine learning to personalize advertising messages, the impact of social media on retail advertising, and personalization in advertising.

Overall, the study provides a comprehensive overview of the current state of retail advertising and highlights key themes, research gaps, and potential areas for future research. The findings can guide future research and provide insights for retailers and advertisers seeking to enhance the effectiveness of their advertising efforts.

Discussions. This study has identified several research gaps that need to be addressed in future studies. This section proposes potential areas for future research in retail advertising.

Use of Artificial Intelligence and Machine Learning. Artificial intelligence (AI) and machine learning (ML) have transformed various industries, including retail. AI and ML have the potential to enhance the effectiveness of retail advertising by providing personalized and targeted advertisements to consumers. Future studies can investigate the use of AI and ML in retail advertising and their impact on consumer behavior.

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[1] Gupta, M., & Arora, S. (2019). Impact of advertising on customer purchase behaviour in apparel retail sector: An empirical study. *International Journal of Retail & Distribution Management*, 47(4), 388-400.

The Impact of Social Media on Retail Advertising. Social media has become an essential tool for retailers to connect with consumers and promote their products. Future studies can investigate the impact of social media on retail advertising, including the effectiveness of different social media platforms, the role of user-generated content, and the impact of influencer marketing.

Personalization in Advertising. Personalization in advertising involves tailoring advertisements to individual consumers based on their interests and preferences. Personalization can enhance the effectiveness of retail advertising by providing relevant and targeted advertisements to consumers. Future studies can investigate the impact of personalization on consumer behavior, including the effectiveness of different personalization techniques and the impact of privacy concerns on personalization.

Cross-Channel Advertising Integration. Cross-channel advertising integration involves coordinating advertisements across multiple channels, such as television, social media, and in-store displays. Cross-channel advertising integration can enhance the effectiveness of retail advertising by providing consistent and coherent messaging to consumers. Future studies can investigate the impact of cross-channel advertising integration on consumer behavior, including the effectiveness of different integration techniques and the impact of channel preferences on integration.

Advertising and Ethical Consumer Behavior. Retail advertising can have both positive and negative impacts on ethical consumer behavior. Future studies can investigate the impact of retail advertising on ethical consumer behavior, including the role of advertising in promoting sustainable and ethical consumption, the impact of greenwashing on consumer behavior, and the impact of consumer skepticism on advertising effectiveness.

In conclusion, future studies can investigate various areas in retail advertising, including the use of AI and ML, the impact of social media, personalization in advertising, cross-channel advertising integration, and the impact of advertising on ethical consumer behavior. These studies can provide insights for retailers and advertisers seeking to enhance the effectiveness of their advertising efforts.

Conclusions. In conclusion, this systematic mapping study provides a comprehensive overview of the current state of retail advertising. The study identified the major themes and trends in retail advertising, including the effectiveness of various advertising strategies, such as price promotions, sales, and emotional appeals, and the impact of technological advancements on advertising channels and formats. The study also revealed research gaps in the field, such as the role of emotions in advertising, cross-channel advertising integration, and the impact of advertising on ethical consumer behavior.

The findings of this study can guide future research in retail advertising and provide insights for retailers and advertisers seeking to enhance the effectiveness of their advertising efforts. Potential areas for future research include the use of artificial intelligence and machine learning, the impact of social media on retail advertising, and personalization in advertising.

Overall, this study highlights the importance of effective retail advertising in the competitive and dynamic retail landscape. By understanding the major themes and trends in retail advertising, retailers and advertisers can make informed decisions and tailor their advertising efforts to achieve their marketing goals. This systematic mapping study contributes to the current knowledge base of retail advertising and provides a foundation for future research in this field.

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