Transactional Marketing: Impact And Interjections on Customer Experience

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Abstract

The purpose of this paper is to provide a detailed description of the fundamental characteristics of the global scientific production related to transactional marketing and customer experience in the fields of management, business and accounting. This analysis is based on the quantitative evolution of the publications, the methodological approaches used, the units of study, the thematic clusters identified, the countries of origin, the prominent authors and the scientific journals that have published papers related to this topic. The methodology adopted is framed within a descriptive and reflexive documentary approach to the literature, which is based on the review of scientific documents indexed in Elsevier's Scopus and makes use of the VOSviewer software. The selection of texts was made following specific criteria, including key terms such as "transactional marketing" and "customer experience", as well as the limitation to the field of "Business, Management and Accounting". In addition, a specific period was considered, covering the years 2018 to 2022.

Keywords: *Transactional Marketing, Experience, Customer Satisfaction, Leadership, Business.*

INTRODUCTION

In today's business world, transactional marketing remains a cornerstone of companies' commercial strategies. Traditionally focused on promoting and selling products or services through one-off transactions, this approach has been fundamental to driving sales and generating revenue. However, in the age of information and connectivity, where customer experience has become a crucial differentiator, it is essential to explore how transactional marketing impacts and intertwines with this experience (Brown and Dillard, 2014; Gomez et al., 2020).

Over the years, marketing has evolved to adapt to an ever-changing marketplace where consumers are more informed and empowered than ever before. This evolution has led companies to rethink their transactional strategies, integrating approaches that focus not only on selling, but also on creating memorable customer experiences. The intersection between transactional tactics and customer experience enhancement is crucial to understanding current market dynamics (Law et al., 2017; Ortega et al., 2023).

The evolution of transactional marketing began with its initial focus on direct sales transactions, where the primary objective was to close a sale with little regard for the long-term relationship with the customer. Traditionally, this approach was characterized by product-centric strategies focused on the features and benefits of what was being offered, and intensive promotion to drive immediate purchases (Toscano-Hernandez et al., 2018). However, over time, technological advancement and changing consumer expectations began to alter this landscape. The digital era brought greater accessibility to information for consumers, which meant that

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companies could no longer rely solely on aggressive transactional tactics without considering the long-term implications on customer perception and loyalty (Vilches and Gil, 2012; Moher et al., 2009).

This transformation led transactional marketing to adapt and evolve. Companies began to recognize the importance of understanding and satisfying customer needs to foster loyalty and repeat purchases. This did not mean the abandonment of transactional tactics, but rather their integration into a broader strategy that also considers the customer experience (Silva et al., 2021). Modern transactional marketing now employs advanced analytical tools to better understand customers and personalize interactions. The combination of traditional methods with customer-centric approaches and the use of technology has resulted in a more refined and effective version of transactional marketing, which not only seeks to close sales, but also to build a satisfied and loyal customer base (Solis, 2021). The evolution of transactional marketing reflects a balance between achieving short-term sales goals and fostering long-term relationships, recognizing that every transaction is an opportunity to improve or deteriorate the customer relationship (Malpartida et al., 2022).

Customer satisfaction, a key indicator of business success, is directly influenced by a company's marketing practices. Transactional strategies, which often focus on short-term results, can have a significant impact on customer perception and long-term loyalty (Linnenluecke et al., 2007). It is essential to analyze how transactional tactics can be designed and employed to not only close sales, but also to improve the overall customer experience (Siera-Henao et al., 2020).

The importance of customer satisfaction in the modern business environment is multifaceted and deeply rooted in the long-term success and sustainability of any business (Lee et al., 2017). At its core, a satisfied customer is a key indicator that a company is meeting or exceeding market expectations. This satisfaction not only drives customer loyalty, but also encourages repeat purchases and word-of-mouth promotion, critical elements for organic company growth (Fusco and Ricci, 2018). Moreover, in an increasingly competitive market environment, where products and services tend to be homogeneous in terms of quality and price, customer satisfaction emerges as a key differentiator (Chan et al., 2014). Companies that achieve high levels of customer satisfaction often enjoy a significant competitive advantage, as satisfied customers tend to be less sensitive to competitive efforts and more forgiving in situations of failed service (Gibassier and Alcouffe, 2018).

In the digital era, customer satisfaction takes on a new dimension of importance due to the speed with which opinions and experiences are shared online. A positive experience can be amplified through social media and review platforms, acting as a powerful marketing driver and building brand reputation (Fuentes-doria et al., 2018). On the other hand, customer dissatisfaction can lead to negative reviews that spread quickly, potentially damaging the company's reputation and deterring new customers (Gomez and Villarreal, 2011). In addition, understanding and measuring customer satisfaction provides companies with valuable information for continuous adaptation. This feedback is crucial to innovate, improve products and services, and adjust marketing and customer service strategies. In short, customer satisfaction is not only a barometer of a company's current performance, but also a beacon that guides its evolution and adaptation in a constantly changing market (Bansal and DesJardine, 2014; Arosa and Chica, 2020).

The core of this theme lies in how transactional marketing is intertwined with the customer experience. Every interaction, whether it is a marketing campaign, a purchase process, or after-sales service, can be an opportunity to positively or negatively impact the customer experience (Guenther et al., 2016). These interjections can range from personalized promotions to ease of purchase process, each playing a significant role in building the customer relationship (Merigó and Yang, 2017).

In today's digital era, the challenges and opportunities for transactional marketing are abundant. Digitization has opened up new avenues for interacting with customers, offering valuable data that can be used to enhance the customer experience (Silva et al., 2021). However, it has also increased customer expectations for personalization, convenience, and speed. Companies must carefully navigate these waters, balancing transactional tactics with genuine customer experience enhancement (Eang et al., 2016).

In conclusion, it is clear that transactional marketing remains relevant, but its role and execution must be reevaluated in light of the growing importance of the customer experience. Companies that are able to

effectively integrate these two dimensions are better positioned to succeed in today's competitive marketplace. Looking ahead, continuous analysis of this interaction will be crucial to understanding and adapting to changing consumer expectations and behaviors. Based on the above, the present study aimed to describe the main bibliographic characteristics of the worldwide scientific production related to digital marketing and customer experience in the fields of management, business and accounting, based on a descriptive analysis of the quantitative evolution of publications, methodological approaches, study units, thematic clusters, countries, main authors and scientific journals with related publications.

MATERIALS AND METHODS

This study adopts a mixed methodology, integrating quantitative and qualitative approaches, to carry out a documentary analysis supported by the use of bibliometric tools. This approach is based on the principles of the Systematic Literature Review (SLR), as defined by Tranfield, Denyer and Smart (2003). SLR is based on a set of agreed-upon methodological principles designed to provide results of literature reviews in a replicable and transparent manner, as established by Kitchenham (2004).

In fact, we proceed to the identification of the scientific literature related to transactional marketing and customer experience following the methodology proposed by Moher et al. (2009) and Toscano-Hernandez et al. (2018), which is composed of three distinct phases: 1) Planning; 2) execution; and 3) reporting of results.

In the initial phase, the research objectives were established, the sources of information were identified and the criteria for selecting the documents were defined. The research objectives were presented previously in this document and scientific databases such as Elsevier's Scopus, Scielo and WOS were chosen as sources of information for the search. The choice of Scopus is based on its broad coverage, supported by Falagas et al. (2008), who state that "Scopus covers a wider range of journals, which facilitates both keyword searching and citation analysis" (p. 338). This allows minimizing any bias that may arise when searching specific databases, as mentioned by Bartels (2013). For the search, terms such as "Marketing" and "transactional" were selected, together with their equivalents, such as "Transformational" or "customer experience", considering that they are used interchangeably in the scientific literature related to the variables of interest, and were applied in the titles, abstracts and keywords of the scientific publications.

In the second phase, the implementation stage, initial steps were taken to identify scientific publications. As a result of the search strategy described in the first phase, a total of 424 publications were initially identified that could be related to the subject of the study. At this point in the process and in accordance with the research objectives, four inclusion and exclusion criteria were applied: I) publications that are articles and literature reviews are included; II) documents that have been published in scientific journals are included; III) only publications originally written in English and Spanish are considered; and IV) documents published in thematic fields other than business, management, accounting and marketing are excluded. The previous stage allowed us to construct the following search equation: (TITLEABS-KEY ("marketing" OR "transactional marketing" OR "transformational marketing") AND TITLE-ABS-KEY ("customer experience" OR "customer satisfaction")) AND (LIMIT-TO (DOCTYPE, "ar") OR LIMIT-TO (DOCTYPE, "re")) AND (LIMIT-TO (LIMIT-TO (LANGUAGE, "English")) AND (LIMIT-TO (SRCTYPE, "j")) AND (LIMIT-TO (SUBJAREA, "BUSI")).

After applying the aforementioned inclusion and exclusion criteria, a total of 124 documents were obtained that met these criteria. Consequently, in order to select the most relevant scientific publications for the study and facilitate the analysis of the documentary information, the decision was made to restrict the analysis to publications covering the period from 2018 to 2023. In this way, a total of 68 publications were identified, which were downloaded in digital format. Two publications that could not be located on the websites of the corresponding scientific journals were excluded. As a final result, 66 relevant publications were identified, representing approximately 15.56% of the initial set of 424 publications that were considered potentially relevant. It is important to note that, although there is no universal consensus on this topic, generally, in literature reviews, the number of studies included usually represents between 10% and 40% of the total number of studies initially considered (Briner and Walshe, 2014).

In the final phase, the third stage, which involves the presentation of the results, is based on the information extracted from the 66 relevant publications related to the study variables. Following the approach proposed by Tranfield et al. (2003) for the presentation of results in the field of business management, the report of results is prepared in three parts:

I) Initially, a descriptive analysis of the main trends present in the relevant publications is carried out. This is carried out by means of a quantitative characterization covering aspects such as year of publication, authors, citations and countries of origin, thus providing an overview of the systematization of the literature.

II) Next, the predominant thematic clusters identified through the documentary analysis are described. This involves a broad presentation of the relevant research in terms of its key thematic areas.

III) Finally, the main collaborative networks of authors and countries that have contributed significantly to scientific production at the global level are identified. This is achieved by creating and interpreting network maps based on bibliographic data, known as bibliometric maps, following the methodology of Toscano-Hernández, Álvarez-González and Sanzo (2018). It is relevant to mention that VOSviewer software is used, which facilitates the visualization of these bibliometric maps for their understanding (Perianes-Rodriguez et al., 2016). These maps allow to graphically represent the relationships between the most common terms, including author co-authorship and cross-country collaboration present in the 66 relevant publications identified.

RESULTS

The results obtained in this study suggest a significant scientific impact of this article, evidenced by the volume of literature published on related topics. In particular, this paper incorporates an analysis of scientific literature focused on digital marketing and user or customer experience. According to the methodology employed, the articles reviewed focus mainly on the relationship between user experience and its role in promoting transactional marketing in different countries, economic sectors and companies. This includes a detailed examination of the relevance of adopting sustainable practices, with the aim of highlighting the background and effects of transactional marketing and user or customer experience at the organizational level.

Thus, the findings provide a detailed methodological description of the publications examined, highlighting elements such as the focus and scope of the studies, the units of analysis used, the size of these units, the sectors in which they are applied, the data collection methodologies, the research designs employed and the data analysis methods. Regarding the annual production of the articles selected for analysis, it can be seen that the year 2019 had the highest prevalence of scientific production representing 32% (8) of the study sample, likewise 24% (6) of production is reflected in the year 2023; 20% (5) for the year 2022, 12% (3) for the year 2021, 8% (2) for the year 2018; and, finally, 4% (1) in the year 2020, this is clarified in Figure 1.
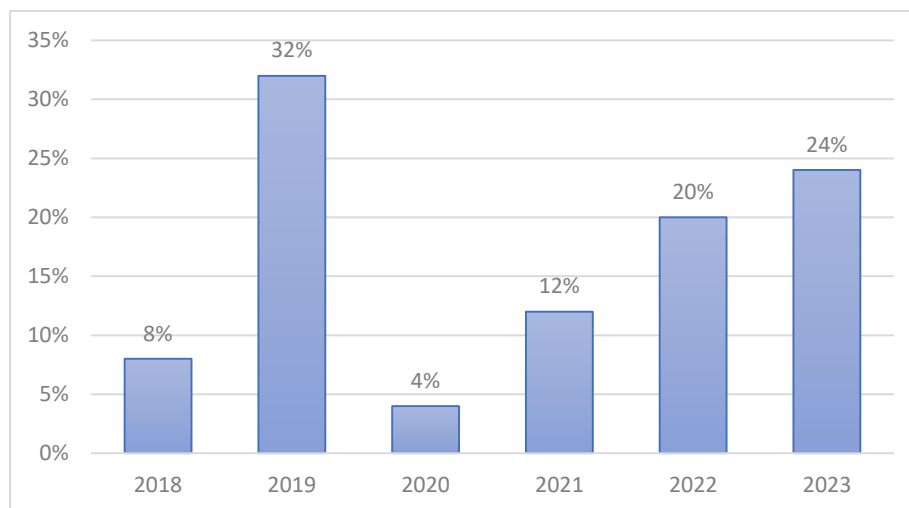

Figure 1 Distribution of scientific production in the period of inquiry (Years of publication)

At this point it is necessary to emphasize that the information presented is fluctuating, i.e., the annual approach to this topic depends on the scientific need to provide foundations related to the subject of study. However, the current trends or within the period of investigation of the present review point to the approach of the necessary elements to carry out transactional marketing in an applied way.

Table 1 *Relevant scientific publications related to transactional marketing and customer experience in the period 2018-2023.*

Authors and years	Document title	Number of citations
Fhon (2022)	Relationship marketing scopes and strategies, a systematic literature review	44
Gómez et al. (2020)	Analysis of relational marketing strategies in higher education institutions in Colombia and Spain	29
Malpartida et al. (2022)	Service quality and customer satisfaction in a domestic and industrial air conditioning systems trading company, Surquillo district (Lima - Peru), 2021	23
Picalúa et al. (2021)	Experience management by the international office of higher education institutions	32
Cruz (2018)	Implementing relational marketing in a coffee selling company in Baja California	42
Arosa and Chica (2020)	Innovation in the paradigm of relationship marketing	32
Ortega et al. (2023)	Effects of Relational Marketing and Social Networks on the Satisfaction on the University Students	21
Solis (2021)	Relationship marketing and satisfaction of external users of three dental centers specialized in Pediatric Dentistry. Lima, 2019	21
Silva et al. (2021)	The relationship between service quality, customer satisfaction, and customer loyalty: A case study of a trading company in Mexico	21
Aldunate and Goyzueta (2022)	Effect of Customer Experience on Brand Equity in Digital Banking	28

Consequently, Fhon (2022), states that the scope and strategies of relationship marketing highlight its focus on building and maintaining lasting relationships with customers. He discusses how these strategies prioritize long-term customer loyalty and satisfaction over immediate profits. The review covers a variety of tactics, from personalizing communication to efficiently managing customer service. It also examines the adaptation of these strategies in different industries and their impact on business success.

Gómez et al. (2020) highlight that relationship marketing strategies in higher education institutions in Colombia and Spain focus on how these universities implement tactics to foster long-term relationships with students and alumni. It examines the adaptation of practices such as personalized communication, participation in social networks and the development of loyalty programs. The study compares the differences and similarities in the approaches in both countries and evaluates the impact of these strategies on student retention and satisfaction. It also highlights the importance of adaptability and innovation in today's competitive educational context.

Malpartida et al. (2022), examines the correlation between the service provided and customer satisfaction. It focuses on evaluating aspects such as efficiency, customer service and product quality in the HVAC sector. The analysis reveals that service quality has a significant impact on customer satisfaction, which is crucial for the loyalty and commercial success of the company. In addition, the study proposes recommendations for improving service quality based on the findings.

Picalúa et al. (2021), states that, the study on the management of the experience of the main internationalization units in higher education institutions analyzes how these organizations manage and optimize internationalization. It focuses on the evaluation of strategies and practices adopted to improve the internationalization experience for both students and academic staff. The analysis highlights the importance of these units in promoting cultural diversity and international collaboration. In addition, it examines the challenges and opportunities faced by these institutions in the current global context.

Cruz (2018), meanwhile, focuses on how this company uses relationship marketing strategies to improve customer relationships. It examines the implementation of tactics such as loyalty programs, personalized communication and customer service. The analysis highlights the success of these strategies in increasing customer loyalty and satisfaction, which contributes to the company's growth and positioning in the local coffee market.

Arosa and Chica (2020) analyze the integration of new technologies and creative approaches to customer relationship development, highlighting the importance of personalizing the customer experience and adapting to changing market expectations. The study also examines the impact of these innovations on loyalty and long-term relationship building, highlighting their relevance in today's dynamic business environment.

Ortega et al. (2023) investigate how these strategies influence the perception and satisfaction of students in the university environment. They focus on the use of social networks as a key tool for relationship marketing, analyzing their effectiveness in improving communication and engagement with students. The study reveals that effective social media management, combined with relationship marketing tactics, results in higher student satisfaction and fosters a more connected and participative university environment.

Solis (2021), examines the relationship between relationship marketing strategies and customer satisfaction in pediatric dental centers. It analyzes how the implementation of relationship marketing tactics, such as personalized attention and effective communication, impacts the perception and satisfaction of patients and their families. The study concludes that careful, customer-centric management in these centers contributes significantly to user satisfaction, which is crucial to the clinic's loyalty and success.

Consequently, Silva et al. (2021) examine the interconnection between service quality, customer satisfaction and customer loyalty. They analyze how the quality of the service provided directly influences customer satisfaction, and how this satisfaction is a crucial factor in fostering customer loyalty towards the company. The study highlights that high service quality not only enhances the customer experience, but is also essential to ensure repeat business and word-of-mouth recommendation, fundamental elements for the success and sustainable growth of the company in the Mexican market.

Finally, Aldunate and Goyzueta (2022), analyze how customer interactions and perceptions with digital banking services influence brand equity. It focuses on identifying key aspects of customer experience, such as ease of use, personalization, and security, and how these contribute to building and strengthening brand equity in the digital banking sector. The analysis reveals that a positive and well-managed customer experience is critical to improving brand perception, thereby increasing customer loyalty and competitiveness in the digital financial marketplace.

Consistent with Table 2, most of the relevant scientific research in the field of digital marketing and user experience has been conducted through non-experimental studies, accounting for 67% of the publications, while experimental and quasi-experimental studies constitute only 2% and 32%, respectively. In terms of the nature of these studies, exploratory and descriptive approaches predominate with 90%, in contrast to correlational, historical and explanatory approaches, which together account for just 10%. Therefore, the findings indicate certain gaps in the approach to transactional marketing: despite the diversity of existing literature on these variables, most scientific works focus on documentary studies.

Table 2 *Methodological approaches of the study*

Characterization	Categorization	Production quantity	Participation
	Quasi-experimental	21	32%
Design	Descriptive	13	20%
	Experimental	1	2%
	Non-experimental	44	67%
Scope	Correlational	5	8%
	Historical	2	3%
	Exploratory	46	70%
Approach	Mixed	2	3%
	Qualitative	40	61%

	Quantitative	22	33%
Application sector	Primerio	2	3%
	Secondary	22	33%
	Tertiary	29	44%
	Not applicable	12	20%

Note: Scopus database

From a design point of view, it is evident that 32% of the approaches represent quasi-experimental categorization studies, while 20% refer to descriptive studies; likewise, 2% deal with experimental prospects; and 67% deal with non-experimental studies representing 44 information searches. From the point of view of the scope of the articles, it is evident that 8% are correlational studies, 3% address historical studies, and 70% address exploratory studies.

Consequently, from an approach point of view, 3% (2) deal with mixed studies, 61% (40) deal with qualitative approaches, and 33% deal with quantitative studies. Finally, the sectors of application of the inquiries are addressed, in this sense, 44% address studies of the tertiary sector, 33% of the secondary sector, 20% do not identify the sector, and 3% (2) show evidence of the primary sector.

Table 3 *Units of study of the review analysis*

Unit of study	Number of publications	Participation
Companies	45	67%
Articles	5	7.4%
Schools	1	1.5%
Persons	8	11.94%
Reports	2	2.98%
Publications	1	1.5%
Countries	1	1.5%
Reservations	1	1.5%
Publications	1	1.5%
Universities	2	2.98%
Total	67	100%

Note: Scopus database

Consequently, in Table 3, it is evident that 45 of the scientific resources addressed take companies as a unit of study with 67%; 11.94% (8) address analyses directly to individuals; 7.4% (5) address review articles; 2.98% (2) use units of reports and universities; finally, 1.5% (1) address units of study of schools, publications, countries, reserves and publications.

Table 4 *Thematic cluster of scientific production focused on the study variables*

Thematic clusters	Publications	Participation
Evaluation, measurement and monitoring tools	8	11.94%
Consequences and effects	6	8.95%
Characterization of the process	30	44.77%
Thematic conceptual aspects	23	34.32%
Others	0	0%
Total	67	100%

Note: Scopus database

Consequently, for the collection of information there are suitable tools that promoted the adequate analysis of the research. This refers to the thematic cluster where 64% consider documentary analysis for the thematic approach; 16% of the studies take into account interviews and surveys; finally, the remaining 4% is equally distributed between documentary analysis and existing databases, existing databases, surveys, interviews and correlational analysis between the interview and the documentary analysis. This is evidenced in Figure 2.
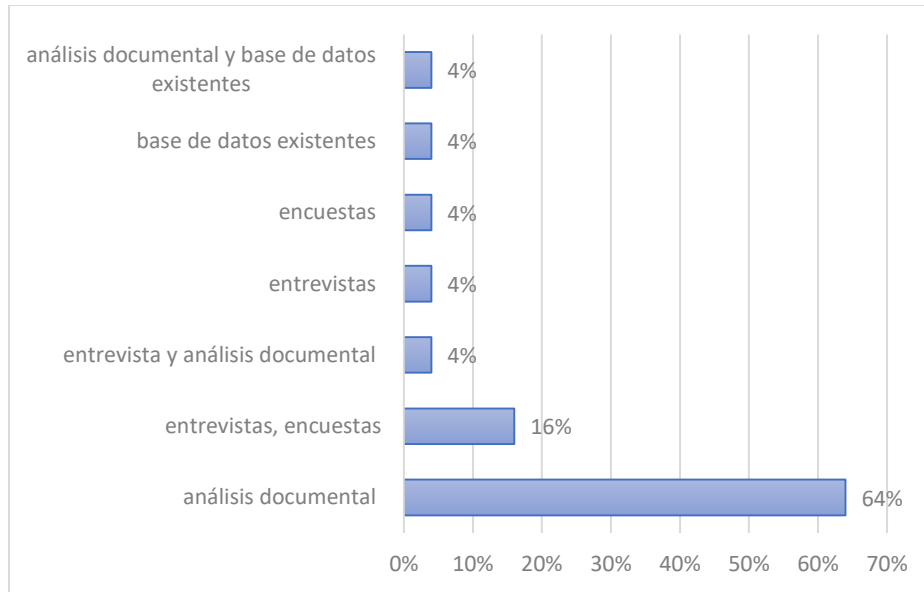
Figure 2 *Data collection techniques for the analysis of scientific production*

Note: Scopus database

In addition, an analysis of the data analysis techniques in the scientific reviews considered shows that 65% deal with structural and measurement equations, 15% analyze structural equations and cluster measures, 5% deal with canonical correlations between variables, 4% deal with regression and association measures, 3% with cluster analysis, and 2% deal with differentiation of measures. This is shown in Figure 3.
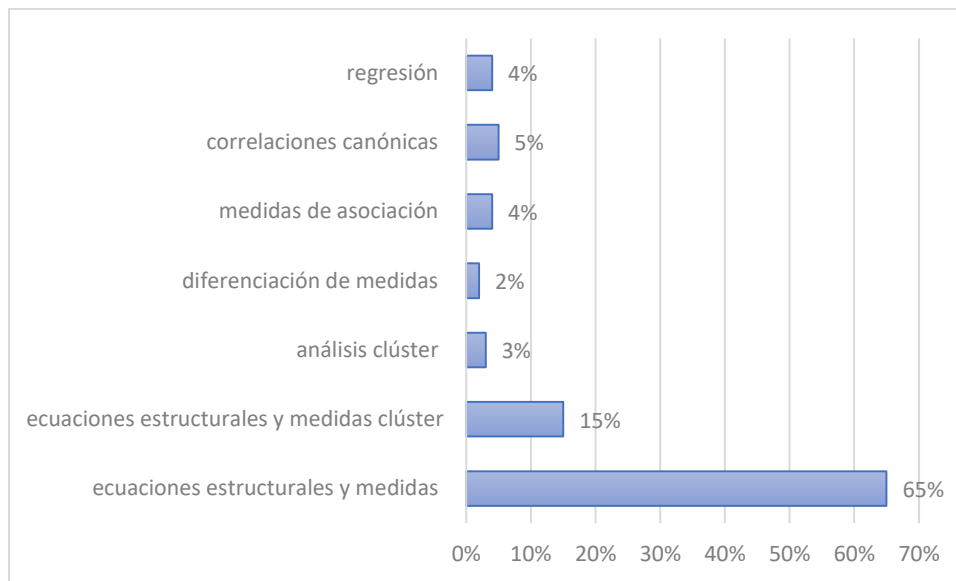

Figure 3 *Techniques of information analysis for the analysis of scientific production*

Note: Scopus database

Consequently, for the analysis of the present study, it is evident that 20% of the scientific production is addressed in countries such as the United Kingdom and the United States respectively, 12% analyzes elements of production in countries such as China and Italy, 8% clarifies production countries such as Ecuador and Lithuania; finally, 4% consistently addresses countries such as Argentina, Romania, Costa Rica and Lithuania.
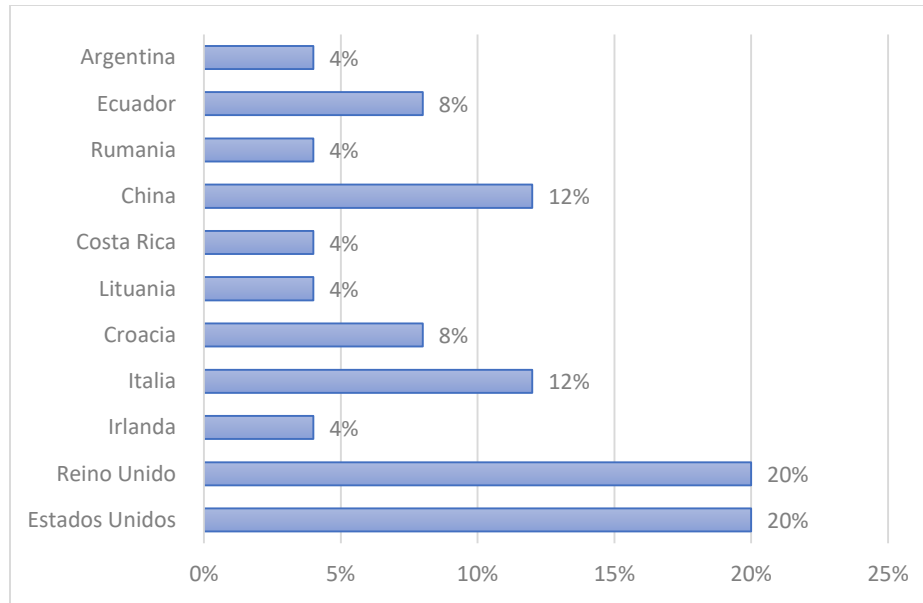
Figure 4 *Countries of scientific production for the review*

Note: Scopus database

Figure 5 illustrates the international collaboration networks in the field of transactional marketing and customer experience, highlighting those groups of countries that have published at least one document in this field. Sixteen collaboration clusters are identified, including: 1) Canada, Germany, Hungary and the Netherlands; 2) Australia, Spain and the United Kingdom; 3) China, Denmark and Sweden; 4) Australia and Japan; 5) Italy, Norway and Poland; and other clusters that include countries such as Malaysia, Brazil, France, the United States, among others. The countries with the highest number of collaborations are Canada, Germany, Hungary, the Netherlands, Australia, Spain and the United Kingdom. On the other hand, countries such as Finland, Greece, Hong Kong, Ireland, Lithuania, Romania and Thailand show a more limited participation in these global collaboration networks. In Latin America, Brazil stands out as the only country with significant scientific publications in this field, collaborating with nations such as France and the United States.
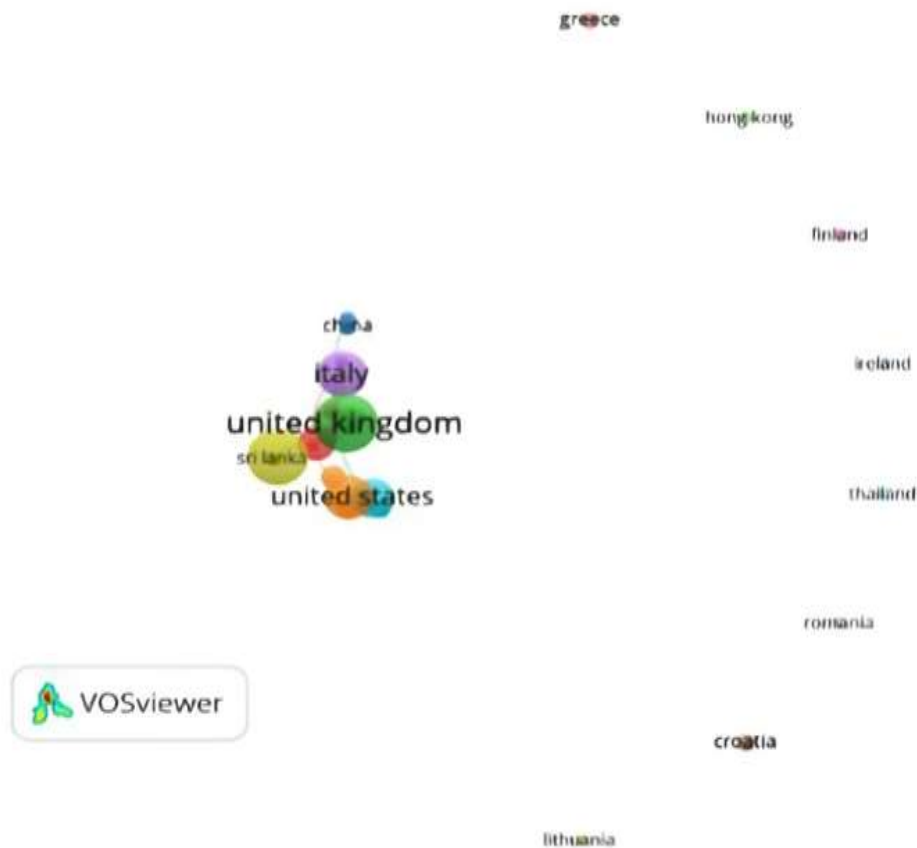
Figure 5 Networks of countries collaborating in the study

CONCLUSIONS

the study on "Transactional Marketing: Impact and Interactions on Customer Experience" has revealed the critical importance of focusing on customer satisfaction in the business environment. The need to satisfy customer expectations and desires has become an imperative for organizations in a highly competitive environment. The ability to deliver a positive customer experience has become essential to retain existing customers and attract new ones.

In addition, the evolution of transactional marketing in recent years has shown that purely transaction-oriented strategies are being replaced by more holistic approaches focused on the customer relationship. Consumers seek meaningful connections with brands and value personalized and relevant experiences. This shift in the marketing paradigm highlights the importance of understanding and leveraging customer interactions throughout the customer lifecycle.

Ultimately, transactional marketing and continuous improvement of the customer experience is not only a smart business strategy, but also contributes significantly to the success and sustainability of organizations. Customer satisfaction not only generates loyalty, but can also have a positive impact on brand reputation and financial results. In short, effective transactional marketing and careful attention to the customer experience are critical in today's and tomorrow's business world.

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