



# Value Creation for Advertisers in Location-Based Marketing Platforms: Insights from a Wi-fi Advertising Network

Dao Cam Thuy<sup>1\*</sup>, Nguyen Tien Dung<sup>2</sup>, Tran Hoang Long<sup>3</sup>

<sup>1,3</sup>University of Economics and Business - Vietnam National University, Hanoi, Vietnam

<sup>2</sup>Vietnam AWING Technologies and Media Joint Stock Company, Hanoi, Vietnam

E-mail: <sup>1)</sup> [Thuydc@vnu.edu.vn](mailto:Thuydc@vnu.edu.vn), <sup>2)</sup> [dzung@awing.vn](mailto:dzung@awing.vn), <sup>3)</sup> [tranhoanglong@vnu.edu.vn](mailto:tranhoanglong@vnu.edu.vn)

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## ABSTRACT

In the context of digital transformation, location-based marketing (LBM) is increasingly employed to deliver contextually relevant advertising messages at real-time points of experience. However, most existing studies primarily focus on consumer responses, while the advertiser's perspective on the mechanisms of value creation within LBM platforms remains underexplored. This study aims to analyze how LBM platforms generate value for advertisers within the digital marketing ecosystem, drawing on empirical evidence from AWING, an emerging location-based advertising network in Vietnam. Survey data were collected from 33 advertisers across multiple industries who had implemented campaigns on the platform in November 2025. The results indicate that 78.8% of advertisers use LBM primarily to enhance brand awareness, while 75.8% aim to strengthen brand presence at experience touchpoints. Additionally, 69.7% of firms consider LBM an effective complementary channel for digital marketing campaigns. The study identifies two key value-creation mechanisms of LBM platforms: location advantage and consolidation advantage, which enable dispersed venues to be integrated into a large-scale advertising network. These findings contribute to the literature on platform-based marketing and highlight the role of LBM in supporting omnichannel communication strategies in emerging markets.

Keywords: Location-Based Marketing, Omnichannel Advertiser Perspective, Value Creation, Wi-Fi Advertising.

## 1. INTRODUCTION

In the era of digitalization, the widespread adoption of handheld mobile devices, together with advances in positioning technologies, has fundamentally transformed how firms reach and interact with customers (Le & Nguyen, 2021). Mobile marketing is no longer limited to static text messages but has evolved into more dynamic, personalized, and interactive communication formats (Abd Aziz et al., 2021). Within this context, location based marketing (LBM) has emerged as an important tool that enables firms to deliver advertising messages in real time and within relevant consumption contexts, supported by technologies such as GPS, Wi Fi, Bluetooth, and the development of 5G infrastructure (Le & Nguyen, 2021; Shetty, 2023; Wang, 2021). These developments also influence how firms allocate advertising resources and evaluate digital marketing effectiveness.

In Vietnam, the smartphone market has experienced rapid growth, with device ownership reaching approximately 72% of the population. The expansion of the middle class, combined with high levels of digital media consumption among younger generations, has created favorable conditions for e commerce and mobile advertising. Reports indicate that roughly 25% of the population regularly uses mobile devices to search for product and service information. Despite this potential, however, the adoption of location based marketing platforms by businesses remains relatively limited (Le, 2022; Le & Nguyen, 2021). This suggests a gap between technological potential and firms' ability to generate tangible value, particularly in how advertisers evaluate, adopt, and integrate LBM into broader marketing strategies.

In recent years, LBM has attracted considerable attention from both academic researchers and practitioners (Le & Nguyen, 2021). Most existing studies, however, focus primarily on consumer behavior and responses to location based advertising. For example, the Technology Acceptance Model (TAM) has frequently been used to explain adoption through perceived usefulness and perceived ease of use (Le, 2022; Sharabati et al., 2024). In addition, prior research highlights the role of content quality, contextual relevance, and social interaction in shaping users' perceived value and satisfaction (Le & Nguyen, 2021). In contrast, research examining LBM from the advertiser perspective remains limited. Studies on digital advertising typically emphasize investment efficiency, return on investment, and media channel selection, yet these perspectives are rarely extended to location based marketing platforms. As a result, there is limited understanding of how advertisers evaluate and derive value from LBM within increasingly complex omnichannel communication environments.

While these studies have provided valuable insights into consumer responses, the perspective of advertisers who directly invest in and utilize LBM platforms remains relatively underexplored. As marketing platforms increasingly operate within ecosystem-based structures, value creation for advertisers depends not only on the effectiveness of individual advertisements but also on the ability of the platform to integrate resources among multiple actors. Service-Dominant Logic (SDL) suggests that value is not embedded within products or services themselves; rather, it is co-created through interactions and resource integration among participants within a service ecosystem (Afaf & Marsasi, 2023; Barr et al., 2025; Chatterjee et al., 2021). From this perspective, location-based marketing platforms can be conceptualized as multi-sided platforms (MSPs), where value emerges through network effects among different groups of users (Olaogun et al., 2025; Wang, 2021).

For LBM platforms, particularly Wi-Fi-based advertising networks, value for advertisers can be generated through the ability to reach customers in real consumption contexts, such as cafés, shopping malls, and entertainment venues. The integration of location data with consumer behavior information enables firms to deliver advertising campaigns that are highly aligned with customers' experiential contexts (Le & Nguyen, 2021; Shetty, 2023). Moreover, when platforms are capable of connecting multiple dispersed venues into a large-scale advertising network, advertisers can more effectively leverage customer journey touchpoints across different locations. Nevertheless, research examining how LBM platforms create value for advertisers in emerging markets such as Vietnam remains limited (Olaogun et al., 2025).

Addressing this research gap, the present study investigates the value creation mechanisms for advertisers within location based marketing platforms, using the case of a location based advertising network developed by AWING in Vietnam. Specifically, the study pursues three primary objectives. First, it identifies the factors that motivate advertisers to adopt and participate in LBM platforms. Second, it analyzes the mechanisms through which value is generated for advertisers within the platform ecosystem, particularly through location advantage and consolidation advantage. In this study, location advantage refers to the platform's ability to deliver advertising messages within real time and contextually relevant consumption environments, thereby enhancing message relevance and behavioral impact (Le & Nguyen, 2021; Riabova, 2024; Shetty, 2023). Consolidation advantage refers to the platform's capacity to integrate fragmented venue based infrastructures into a unified and scalable advertising network, enabling broader reach and coordinated resource utilization (Rout et al., 2024; Wang, 2021). Third, the study proposes managerial implications that may help LBM platforms enhance advertiser value and support the sustainable development of the location based marketing ecosystem.

By shifting the analytical focus from consumer responses to the value that LBM platforms create for advertisers, this study makes several contributions to the literature on platform based marketing and location based advertising in emerging markets (Li, 2025; Olaogun et al., 2025). In particular, it introduces and conceptualizes two mechanisms of value creation, namely location advantage and consolidation advantage, which explain how LBM platforms transform contextual data and distributed physical infrastructures into effective marketing resources. At the same time, the study offers practical insights for platform operators regarding the design of value creation mechanisms aimed at attracting and retaining advertisers within the digital marketing ecosystem.

## 2. LITERATURE REVIEW

### 2.1. Location-Based Marketing (LBM)

Location-Based Marketing (LBM) refers to the delivery of advertising messages to mobile users based on their geographic location in real time and within relevant consumption contexts. The development of positioning technologies such as GPS, A-GPS, geo-fencing, and mobile location systems has created new opportunities for firms to reach customers in more personalized and interactive ways (Le & Nguyen, 2021). Unlike traditional mass advertising, LBM enables companies to link marketing messages with consumers' real consumption environments, thereby increasing message relevance and improving communication effectiveness.

In the era of mobile applications, LBM not only allows firms to reach users in real time but also facilitates the delivery of marketing messages based on behavioral patterns and service usage contexts. According to Riabova et al. (2024) and Wang (2021), the integration of location data with behavioral data enables firms to design marketing campaigns that better align with the customer journey, particularly at physical touchpoints such as retail stores, shopping malls, or entertainment venues.

From a technological perspective, LBM relies on the ability to determine the location of mobile devices through data from telecommunications stations or satellite signals. The development of 5G infrastructure has significantly improved the accuracy and processing speed of location data, enabling firms to deploy real-time advertising with minimal latency (Cheng & Wang, 2021). In addition, technologies such as Beacon devices, which transmit low-energy Bluetooth signals, are increasingly used to enhance indoor positioning capabilities. These technologies allow firms to monitor customer traffic and deliver marketing notifications directly at the point of sale (Liébana-Cabanillas et al., 2025; Shetty, 2023; Wang, 2021). The use of location data not only helps optimize advertising budgets by reducing irrelevant impressions but also provides firms with deeper insights into customer mobility patterns and consumption habits (Abbasi, 2025; Cheng & Wang, 2021).

Although LBM offers numerous benefits in connecting advertising with real consumption contexts, an important question remains: how do LBM platforms generate value for firms, particularly for advertisers who directly invest in marketing campaigns on these platforms?

### 2.2. Value Creation in Platform Ecosystems

In modern marketing, the concept of value creation is increasingly viewed as a process that occurs within ecosystems rather than within the boundaries of a single firm. According to Service-Dominant Logic (SDL), value does not exist inherently in products or services but is created through usage and interaction among various actors within a service ecosystem (Afaf & Marsasi, 2023; Barr et al., 2025; Chatterjee et al., 2021). This perspective emphasizes that firms, partners, and customers all participate in the value creation process by integrating resources such as knowledge, technology, and data.

In the digital economy, many marketing activities are conducted through digital platforms that connect different user groups. These platforms are often conceptualized as multi-sided platforms (MSPs), where value is generated through network effects among user groups (Olaogun et al., 2025; Wang, 2021). As the number of participants in one group increases, the value of the platform for other groups also increases. For example, when more venues join an LBM platform, advertisers gain more opportunities to reach customers across diverse consumption contexts.

Within platform-based marketing ecosystems, value is created not only through individual advertising transactions but also through the platform's ability to connect data, infrastructure, and customer touchpoints. Marketing platforms function as coordination mechanisms that integrate resources from multiple actors to create more effective marketing opportunities (Lähteenmäki & Töyli, 2023; Wang, 2021). In the context of LBM, platforms can create value for advertisers by linking users' location data with real-world consumption locations.

### 2.3. Value Co-Creation Mechanisms

Within platform ecosystems, value creation often occurs through value co-creation mechanisms. According to SDL, value emerges through interactions and resource integration among multiple actors, including firms, partners, and customers (Afaf & Marsasi, 2023; Barr et al., 2025; Chatterjee et al., 2021). This

process allows participants to contribute knowledge, data, and experiences to jointly create services that deliver greater value to all actors within the ecosystem.

In digital marketing platforms, value co-creation typically takes place through data sharing and digital interaction among platform participants. For example, users share their location and consumption behavior data, while firms provide marketing messages that are relevant to users' consumption contexts (Afaf & Marsasi, 2023; Le & Nguyen, 2021; Sharmin et al., 2021). The integration of these resources enables marketing platforms to create contextually relevant interaction opportunities in real time.

However, the value co-creation process may also encounter certain challenges. If data governance or interactions among participants are not effectively managed, the process may lead to value co-destruction. For instance, the non-transparent use of personal data may reduce user trust and negatively affect brand reputation (Olaogun et al., 2025; Barr et al., 2025). Therefore, establishing transparent governance mechanisms and building trust among participants are essential for maintaining the sustainability of platform ecosystems.

#### **2.4. Value for Advertisers in LBM Platforms**

From the perspective of advertisers, LBM platforms provide opportunities to reach customers within real consumption contexts. Rather than displaying advertisements solely in online environments, LBM allows brands to interact with customers at physical touchpoints along the consumption journey, such as retail stores, cafés, or shopping malls (Le & Nguyen, 2021; Shetty, 2023). The ability to combine location data with consumer behavior data enables advertisers to deliver marketing messages that are more closely aligned with customer needs at specific moments.

The effectiveness of LBM campaigns is commonly evaluated through indicators such as click-through rate (CTR), foot traffic, and return on investment (ROI) (Riabova et al., 2024; Shetty, 2023). Through location- and context-based targeting, advertisers can reduce wasted impressions on irrelevant audiences and enhance message relevance compared with traditional mass advertising approaches (Riabova et al., 2024).

In addition, advertisers are increasingly concerned with designing advertising content that avoids irritating users. Providing timely and valuable information such as discount coupons or notifications of new products when customers are near a store is considered a key factor in maintaining customer interest and satisfaction (Le & Nguyen, 2021; Aziz et al., 2021). Moreover, firms are increasingly integrating LBM with emerging technologies such as augmented reality (AR) to create more immersive marketing experiences (Riabova et al., 2024; Wang, 2021).

Nevertheless, despite the growing potential of LBM as a marketing tool, existing research continues to focus primarily on consumer responses to location-based advertising. The perspective of advertisers particularly regarding how LBM platforms create value for firms' marketing campaigns remains insufficiently explored, especially in the context of emerging markets. Therefore, examining the mechanisms through which LBM platforms generate value for advertisers can provide important insights into the role of location-based marketing platforms within the digital marketing ecosystem.

### **3. RESEARCH METHODS**

#### **3.1. Research Framework**

Based on the literature review and the research objectives, this study examines how Location-Based Marketing (LBM) platforms create value for advertisers by connecting advertising messages with real-world consumption contexts. Within the digital marketing ecosystem, the value generated for advertisers does not derive solely from the ability to reach customers but also from the integration of multiple resources, including location data, venue infrastructure, and the capability to deliver context-aware advertising (Le & Nguyen, 2021; Wang, 2021).

Drawing on prior research in mobile marketing and platform ecosystems, the study focuses on three key groups of factors. The first is contextual relevance, which reflects the ability of LBM platforms to reach customers at relevant points of experience. The second is content quality, representing the attractiveness and appropriateness of marketing messages delivered through the platform. The third is omnichannel complementarity, which captures the ability of LBM to support and enhance other communication channels

within a broader marketing strategy (Riabova et al., 2024; Shetty, 2023). These factors are expected to influence the perceived value of the platform for advertisers, which is reflected in their satisfaction level and intention to continue using the platform.

### 3.2. Measurement Variables

The measurement items used in this study were developed based on previous research on mobile marketing, location-based advertising, and platform-based marketing (Le & Nguyen, 2021; Sharmin et al., 2021; Sharabati et al., 2024). The questionnaire was designed using a five-point Likert scale, ranging from 1 = "Strongly disagree / Not effective at all" to 5 = "Strongly agree / Highly effective." The main measurement constructs include:

**Table 1. Measurement Variables and Survey Items**

Construct	Measurement Description
LBM Usage Objectives	Enhancing brand awareness, increasing customer engagement, and attracting new customers through LBM campaigns
Contextual Value Campaign Effectiveness	The platform's ability to reach customers at the right time and in the right location
Omnichannel Integration	The extent to which the platform supports the achievement of marketing objectives
Advertiser Satisfaction	The ability to combine LBM with other channels such as digital marketing and outdoor advertising
Continuance Intention	Overall evaluation of the campaign implementation experience on the platform
	The likelihood that advertisers will continue using the platform in the future

Source: Authors

### 3.3. Data Collection and Data Analysis Procedure

The survey was conducted in November 2025 among advertisers who had implemented marketing campaigns on the AWING Location-Based Marketing platform. AWING is a startup operating under a sharing-economy model, connecting advertisers with a network of venue partners through Wi-Fi infrastructure to deliver context-aware advertising at real-world experience points.

At the time of the survey, AWING had established a rapidly expanding venue network in Vietnam and had begun expanding into the Indonesian market. The respondents included advertisers and marketing partners who had prior experience implementing campaigns on the platform. In total, 33 valid responses were collected and used for analysis.

After data collection, the dataset was screened and cleaned before being analyzed using descriptive statistical methods, including frequency distribution, percentage analysis, and comparison across evaluation groups (Cheng & Wang, 2021; Chatterjee et al., 2021). These methods help identify advertisers' usage patterns of LBM platforms, including campaign objectives, satisfaction levels, and the role of LBM within omnichannel communication strategies, thereby clarifying how LBM platforms generate value for advertisers within the digital marketing ecosystem (Rout et al., 2024; Lähteenmäki & Töyli, 2023; Sharabati et al., 2024).

## 4. RESULTS AND DISCUSSION

### 4.1. Advertisers' Usage Objectives and Satisfaction Levels

Advertisers approach location-based marketing (LBM) platforms with clear strategic expectations, primarily focusing on two main objectives: enhancing brand awareness and stimulating customer engagement behaviors. The survey data show that 78.8% of advertisers use the service primarily to increase brand awareness, while 75.8% aim to strengthen brand presence at the point of experience (Figure 1). Overall, these findings indicate that LBM is predominantly perceived as a strategic tool for brand building rather than a short term performance driven channel.

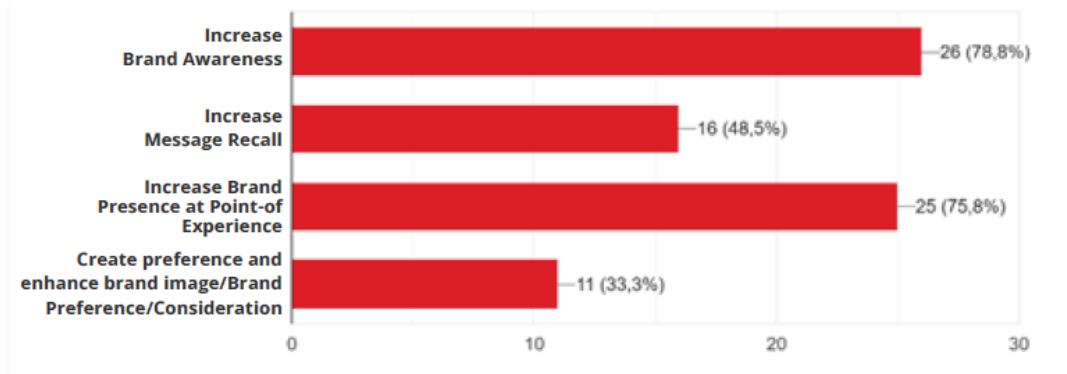


Figure 1. Advertisers' Evaluation of Location-Based Marketing Effectiveness

Source: Authors

The results also indicate a relatively high level of satisfaction with the platform's ability to reach customers within the appropriate behavioral context. Specifically, 57.6% of advertisers rated the alignment between their target customer profile and the platform's user base as "high." In addition, 72.7% of firms reported that the platform effectively supports the collection of information about target customers. The platform also demonstrates its ability to support other marketing objectives: 75.8% of firms use it to drive users to landing pages (Drive-to-Web/App), while 63.6% prioritize the objective of acquiring new customers.

Regarding campaign performance, most responses fall within the "Satisfied" and "Very satisfied" categories, particularly in relation to improving brand recognition. The campaign implementation process was also evaluated positively due to system stability, the ability to meet campaign KPIs, and the responsiveness of the support team. Overall satisfaction reached a high level, with 60.6% of advertisers rating the platform 4 out of 5 points and 15.2% giving the maximum rating of 5 out of 5. Notably, the Net Promoter Score (NPS) indicates that 72.7% of advertisers are willing to recommend the service to other partners.

#### 4.2. The Role of LBM in Omnichannel Communication Strategies

An important finding of the survey concerns the complementary role of LBM platforms within firms' broader marketing communication strategies. Specifically, 69.7% of advertisers consider LBM to be a "fairly complementary" channel that supports digital marketing campaigns on platforms such as Meta, Google, and TikTok. When integrated with traditional communication channels such as out-of-home (OOH) advertising or LCD displays in commercial buildings, 48.5% of respondents indicated that this combination provides a high level of complementary effectiveness (Figure 2). These findings suggest that LBM functions not as a standalone advertising channel but rather as a supportive medium that enhances cross-channel communication and reinforces brand visibility across multiple touchpoints.

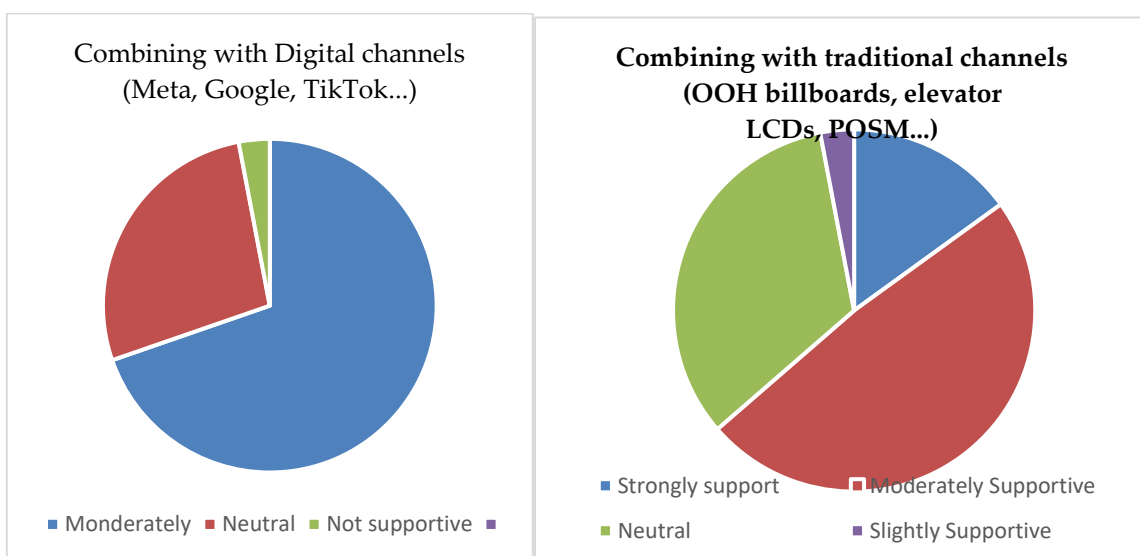


Figure 2. Advertiser objectives for adopting Location-Based Marketing (LBM) Platform

Source: Authors

The specific benefits of omnichannel implementation include expanding reach and enhancing message recall by engaging customers across both online and physical environments. However, some respondents noted that the cost per impression at venues within the LBM network remains relatively high compared with certain online advertising solutions when the primary objective is brand awareness. Despite this concern, overall satisfaction remains highly positive, with 75.8% of advertisers reporting that they are “satisfied” or “very satisfied” with the platform.

These findings suggest that the value of LBM does not primarily lie in competing on low cost impressions, but rather in its ability to provide marketing touchpoints embedded in real behavioral contexts. Advertisers appear willing to invest more in order to appear at experience touchpoints such as restaurants, cafés, or shopping centers, where the likelihood of message recall and behavioral activation is higher than in conventional online advertising environments. Consequently, LBM is increasingly viewed as an effective complementary channel within omnichannel marketing strategies.

This finding aligns with prior research on omnichannel marketing, which emphasizes the complementary role of different communication channels in enhancing customer engagement and brand recall. Rather than functioning as a standalone medium, LBM extends existing digital strategies by embedding marketing messages within real consumption contexts. This supports the view that context driven interactions play an increasingly important role in shaping marketing effectiveness within platform based ecosystems.

### 4.3. Value Creation Mechanisms and Challenges in the LBM Ecosystem

The survey results also clarify the value creation mechanisms within the LBM ecosystem, which are structured around two main pillars: location advantage and consolidation advantage (Rout et al., 2024).

With regard to location advantage, 63.7% of advertisers reported that their target customer profiles align well with the customer base at venues within the LBM network. In addition, 87.9% of respondents highly valued the platform’s ability to reach customers in the appropriate behavioral context, such as when customers are having coffee, dining, or shopping. This capability enables brands to deliver marketing messages to the right audience in real time, thereby creating synergy between customer needs and advertising content.

Meanwhile, consolidation advantage emerges when the platform integrates fragmented infrastructures from multiple venues into a large-scale advertising network. This allows advertisers to reach customers across a broader range of locations compared with implementing campaigns at individual venues separately, while also optimizing the utilization of infrastructure for venue partners (Rout et al., 2024). Survey data indicate that 100% of advertisers believe the platform provides sufficient information to help them select locations that align with their marketing strategies.

Despite these benefits, the study also identifies several challenges that need to be addressed in order to promote broader adoption in the future. From the advertisers’ perspective, the most pressing need is to expand the network of venues to improve access to target customers (66.7%), followed by enhancing targeting capabilities for different customer segments (57.6%). Some respondents also suggested improvements to the banner setup interface and the provision of more detailed campaign performance reports to support the optimization of marketing effectiveness.

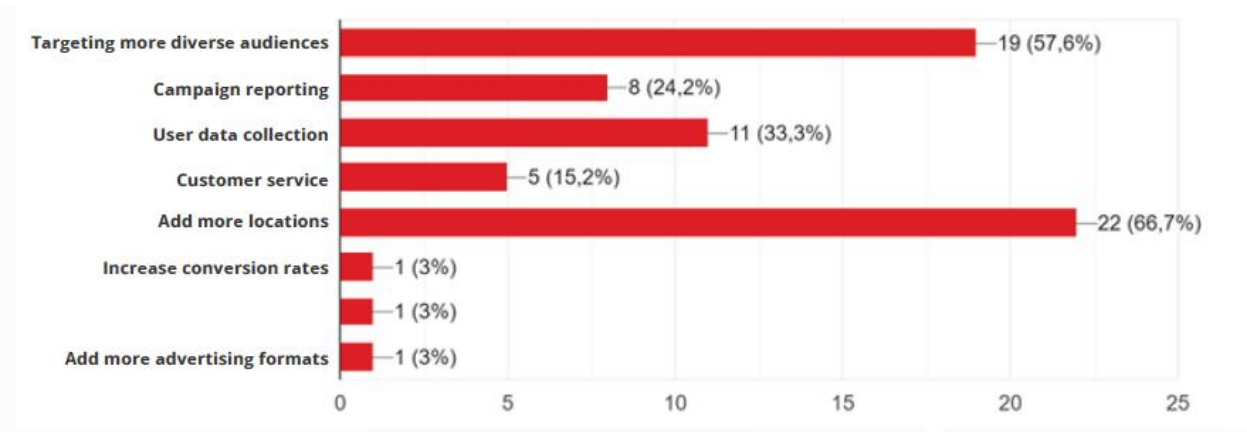


Figure 3. Advertisers’ suggested improvements for the LBM platform

Source: Authors

In addition, negative consumer reactions to irrelevant advertising, often referred to as consumer reactance, represent an important factor that must be carefully managed to ensure that the customer experience at the point of sale is not negatively affected by poorly targeted or irrelevant advertising messages. This finding is consistent with prior research on contextual advertising and consumer behavior, which suggests that the effectiveness of location based marketing depends not only on technological capability but also on the perceived relevance and appropriateness of the message within a specific context. When advertising content fails to align with users' situational needs, it may trigger resistance and reduce overall campaign effectiveness. This highlights the importance of balancing targeting precision with user experience, reinforcing the role of context sensitivity as a critical factor in value co creation within LBM platforms.

#### **4.4. Implications**

##### **4.4.1. Theoretical Implications**

This study contributes to extending theories of value co-creation and the Technology Acceptance Model (TAM) in the context of location-based marketing (LBM) platforms in emerging markets. Unlike many previous studies that primarily focus on consumer behavior, this research shifts the analytical perspective toward a B2B context, clarifying the motivations of advertisers and venue partners to participate in platform ecosystems.

The findings indicate that the value of LBM platforms is not derived solely from their ability to provide advertising technology but also from their capacity to integrate fragmented infrastructures from multiple venues into a unified marketing network. Two key value-creation mechanisms are identified: location advantage and consolidation advantage, which enable brands to reach customers within real consumption contexts. In addition, the study highlights the importance of omnichannel complementarity in enhancing communication effectiveness, thereby expanding current understanding of how marketing platforms can connect online and offline experiences within the customer journey.

##### **4.4.2. Managerial Implications**

For LBM platforms, the findings highlight their critical role as coordinators within a multi-sided ecosystem. To sustain and expand their networks, platform operators should enhance data transparency, improve the accuracy of location technologies, and provide detailed campaign reports that allow advertisers to better evaluate marketing performance. Expanding the network of venue partners and improving customer targeting capabilities are also essential for increasing the platform's overall value.

For advertisers, the study suggests that LBM should be integrated as a complementary channel within omnichannel marketing strategies. The value of LBM does not primarily lie in offering low-cost advertising impressions but in its ability to provide context-based marketing touchpoints embedded in real consumer behavior environments. Integrating LBM with digital marketing platforms such as Meta, Google, or TikTok, as well as with out-of-home (OOH) advertising, can help increase message reach and strengthen brand recall.

For venue partners, the study indicates that they can play a more active role in the value co-creation process. Rather than simply providing Wi-Fi infrastructure, venue partners can leverage behavioral data generated by the platform to enhance customer experiences at the point of sale, thereby creating additional value for both brands and businesses within the platform-based marketing ecosystem.

Overall, the findings suggest that LBM platforms generate competitive advantage not through low-cost advertising impressions but through context-rich marketing touchpoints embedded in real consumption environments.

## **5. CONCLUSIONS**

This study provides empirical evidence on how location-based marketing (LBM) platforms create value for participants within the digital marketing ecosystem. Based on survey data collected from advertisers who implemented campaigns on the AWING platform, the results indicate that LBM is primarily used to enhance brand awareness, strengthen brand presence at experience touchpoints, and support customer acquisition. The relatively high level of advertiser satisfaction reflects the platform's ability to reach customers within appropriate behavioral contexts and to support firms' marketing objectives.

The findings also suggest that LBM functions as a complementary channel within omnichannel communication strategies. Rather than directly competing with digital advertising channels in terms of low-cost impressions, the value of LBM lies in its ability to provide marketing touchpoints embedded in real consumption contexts. When combined with digital marketing platforms or out-of-home (OOH) advertising, LBM can help firms expand message reach and improve brand recall. The study also identifies two key value-creation mechanisms of LBM platforms: location advantage and consolidation advantage, which enable the integration of dispersed venues into a large-scale marketing network.

Future research may expand the scope of investigation to different market contexts in order to further examine the generalizability of value creation mechanisms within location-based marketing ecosystems. In addition, combining qualitative approaches and longitudinal research designs could provide deeper insights into how LBM platforms evolve and adapt to the rapidly changing digital marketing environment. Future studies should also explore the role of emerging technologies, such as artificial intelligence (AI), big data analytics, and blockchain, in enhancing advertising personalization, improving data transparency, and strengthening trust among participants within platform-based marketing ecosystems.

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