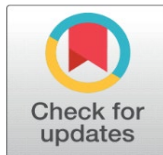


REVOLUTIONIZING CONSUMER ENGAGEMENT THE INTERSECTION OF DIGITAL MARKETING AND MARKETING 5.0

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DOI
[10.29121/shodhkosh.v5.i6.2024.5606](https://doi.org/10.29121/shodhkosh.v5.i6.2024.5606)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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ABSTRACT

As digital marketing has been constantly evolving, a new phase known as Marketing 5.0 has appeared with human-mimicking technologies, including AI, VR, and AR. Marketing 5.0 increases the trust of the consumer by improving emotional involvement, which, as businesses deliver a personalized seamless experience to their consumers, proves a challenge to adapt and apply the technology in different digital channels. This study investigates the impact of AI, VR, and AR on consumer engagement and identifies challenges businesses face while personalizing through the Marketing 5.0 era.

A quantitative research approach was adopted and data was collected using a structured questionnaire from 400 respondents in Pune city. Regression analysis and ANOVA tests were performed using SPSS to analyze the relationship between technology adoption, consumer trust, and engagement while assessing the challenges businesses face in digital personalization. The findings are that AI, VR, and AR significantly enhance consumer engagement and support the alternative hypothesis. Businesses also face the challenge of maintaining consistent, omnichannel experiences, which further underlines the complexity of integrating personalized marketing strategies across multiple platforms. This study concludes that, despite the human-mimicking technology's effectiveness in stimulating consumer engagement, businesses have to invest in AI-driven automation, data integration, and ethical AI to counterbalance the implementation barriers. The recommendations include the optimization of digital marketing strategies, improvement in the omnichannel experience, and adherence to data privacy and transparency to create trust and long-term relationships between a company and its consumers. Other future researches can be done by comparing cross-industry sectors, the long-term impact of AI marketing, and ethical data-driven personalization.

Keywords: Digital Marketing, Marketing 5.0, Artificial Intelligence, Consumer Engagement, Personalization Challenges

1. INTRODUCTION

The digital revolution has shaken the marketing world and paved the way for Marketing 5.0, in which human-mimicking technologies such as artificial intelligence, virtual reality, and augmented reality are used to enhance consumer interaction with the brand. In contrast to traditional marketing paradigms that operated under the ideas of total digitalization and omnichannel, Marketing 5.0 bases its focus upon closing the differences between technology as a tool used by humans towards more personalized experience and immersion; marketing is in essence data-centric. Businesses started embracing AI-recommended products through augmented reality enhancement, virtual experience for shopping purposes, and through augmented reality enhanced advertisements to enhance the attention as well as creating emotional engagement or building trust. The growing dependence on smart technologies underlines the need for marketers to understand the influence of these technologies on consumer perceptions and behavior so that such tools could be appropriately incorporated into marketing strategies. Although these technologies come with many advantages, they present some challenges of seamless personalization, data privacy, and ethics in AI adoption that businesses must overcome if they are going to remain competitive.

Today, in the current fast-paced digital world, the consumer experience across multiple platforms is tougher. Marketing 5.0 has intelligent automation, real-time consumer insights, and hyper-personalization, implying that today's customer needs businesses to fit AI-driven solutions that stay human-centric. Implementation of these advanced marketing technologies is not without its issues, though; many companies face integration issues with their data, consistency with customer engagement, and changes in consumer expectations. Furthermore, with the increased complexity of digital marketing ecosystems, ensuring a seamless and cohesive omnichannel experience has become a significant challenge. The success of Marketing 5.0 will depend on businesses' ability to balance technology and human touch to ensure that digital interactions remain engaging, trustworthy, and ethically sound.

This paper discusses the overlap of digital marketing and Marketing 5.0: how AI, VR, and AR influence consumer trust and emotional engagement, as well as the challenges businesses face in delivery seamless personalization to consumers. The researcher quantitatively analyzes the data to support the proposed effectiveness of human-mimicking technologies for consumer experience amelioration. Through such dynamics, the study contributes to both academic literature and practical marketing strategies for businesses and marketers navigating the challenges and opportunities of Marketing 5.0 in the digital age.

2. THEORETICAL CONCEPTS

Marketing has changed significantly over the last few years, evolving from classical promotion approaches to current data-driven, technology-empowered consumer experiences. The advent of Marketing 5.0, introduced by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan as the latest evolution of marketing paradigms, incorporates human-mimicking technologies, including Artificial Intelligence, Virtual Reality, and Augmented Reality, into creating more immersive, personal, and consumer-centric strategies of marketing. This building upon the foundations of Marketing 4.0, which focused on digitalization, connectivity, and omnichannel marketing, Marketing 5.0 takes it to a new height by the integration of machine intelligence aimed at augmenting human capabilities while allowing businesses to understand and engage with consumers in real-time. The role of AI in marketing is expanding, particularly with machine learning and data analytics, which will enable businesses to anticipate consumer needs, automate customer interactions, and deliver hyper-personalized experiences. AI-driven recommendation engines, predictive analytics, and conversational AI tools, such as chatbots and virtual assistants, are now integral elements of modern marketing, significantly shaping consumer decision-making processes.

Virtual Reality and Augmented Reality are also revolutionizing digital marketing by giving interactive and engaging experiences to the consumers. Through VR, brands can offer entirely immersive experiences to the consumer; they can explore the products and services of a brand before purchasing the product virtually. It is very well effective in the experiential marketing of the real estate, automobiles, and fashion industries. However, AR would enable better shopping at real world; by overlaying digital content into the real world, people may view things as they are going to look and hence buy after viewing. Using virtual try on of clothes, makeup, etc. and placing furniture in home via 3D AR-based apps on platforms like e-commerce sites have substantially increased consumer engagements while ensuring better confidence in actual purchase. These technologies are bridging the gap between online and offline shopping experiences, making digital marketing more dynamic and effective.

Consumer trust and emotional engagement are critical to Marketing 5.0 as they have emerged as the primary differentiators in a saturated digital market. Marketing strategies have changed from product promotion and sales-driven messaging to building relationships and value-driven interactions, as consumers are more informed and discerning. Trust has emerged as a prime factor in loyalty and purchase decisions for brands. AI, VR, and AR can contribute to trust because of their delivery of transparent data-driven insights, authentic brand experiences, and personalize recommendations. However, it is raising concerns about how data privacy will be protected, from algorithmic biases that might still prevail, to whether the vendors would follow proper ethical usage in AI. Consumers are now more cautious about how brands collect and use their personal data, hence responsible AI practices and transparent data policies.

Despite the benefits of AI and immersive technologies, companies face significant barriers in delivering integrated, personalized experiences for consumers across digital channels. The digital marketing landscape is so fragmented, and this is the case because consumers interact with brands on and off and across websites, social media sites, mobile applications, e-commerce websites, and in-store digital interfaces. The need for businesses to integrate complex data

streams, unify consumer insights, and maintain real-time engagement across all touchpoints ensures a consistent, omnichannel brand experience. Moreover, companies have to invest in advanced analytics, automation tools, and AI-driven marketing platforms to streamline personalization efforts effectively. Most organizations struggle with the technical and operational complexities of integrating AI-powered personalization, often with budget constraints, skill gaps, and resistance to digital transformation.

A further challenge emerging now is the ethical and responsible expectation of marketing practice by consumers. Consumers are growing more conscious about data privacy and AI ethics and want to have more control and transparency about personal information. Thus, business entities must ensure that their AI-based marketing practices are fair, non-discriminatory, and privacy-conscious. The integration of blockchain technology within digital marketing can be seen increasingly as a new solution to build transparency and secureness, empowering consumers to actually see how the data is utilized. Marketers must balance taking advantage of the use of AI for hyper-personalization by respecting consumer rights, ensuring they align with such ethical standards that meet regulatory norms like GDPR, CCPA (California Consumer Privacy Act), among others.

Marketing 5.0 represents the convergence of technology and human insight, where businesses must embrace digital transformation while preserving the emotional and ethical aspects of consumer engagement. As AI, VR, and AR continue to evolve, companies must adopt adaptive, data-driven marketing strategies to stay ahead of the competition. It is at this point that AI-driven personalization, immersive brand experiences, and responsible marketing practices will hold the consumer's trust and loyalty in these digitally chaotic times. The marketer of the future will harness technology to amplify human creativity and emotional intelligence rather than replace them, combining automation with human intuition for creating marketing strategies. Only when businesses understand how AI, VR, and AR shape consumer interaction can they realize new opportunities in driving engagement, fostering brand loyalty, and providing seamless, meaningful experiences in the Marketing 5.0 era.

3. LITERATURE REVIEW

The digital revolution led to the advent of concepts in Marketing 4.0 and 5.0, that are more driven by big data and technology in engaging consumers with marketing (Jimenez-Zarco et al., 2017; Tolfo & Santos, 2022). With this, it also made marketing and information systems become blurred in such a way that requires a new kind of hybrid education programs (Carley & Babb, 2015). Consumer empowerment, spurred by the digital marketing shift, is characterized by interactive consumers who are active in the creation of marketplace meaning (Deighton & Kornfeld, 2009). Omnichannel and integrated marketing communication are fundamental concepts of this new landscape because they deal with cohesive messaging through diverse touchpoints (Payne et al., 2017). The process of marketing intelligence has also transformed with the development of big data analytics and social engineering that have enabled deeper comprehension and involvement of consumers (Lies, 2019). This calls for marketers to be more participatory and honest in their approach by focusing on socially responsible and sustainable practices so that they meet the expectations of an informed consumer (Mallik, 2020).

Marketing is highly revolutionized due to digital transformation as a channel for how business relates to the customers and carries out operations (Gillpatrick, 2019; Acar & Puntoni, 2016). The information and opportunity were provided abundantly to consumers because of which, there arose a birth of marketing 4.0 based on brand interaction in the digital world (Kotler & Kartajaya, 2019; Dash et al., 2021). It has allowed the integration of complex customer profiling, targeted marketing, and predictive modeling through artificial intelligence and digital technologies (Theodoridis & Gkikas, 2019). Supply chain management is another area that has been affected. Industry 4.0 technologies have enabled better integration between the marketing and the supply chain processes (Ardito et al., 2018). Therefore, as the digital landscape is rapidly changing, these technologies have to be taken up by business firms and education institutes in their strategy and curriculums for the preparation of the future marketing landscape (Crittenden et al., 2018; Lamberton & Stephen, 2016).

The digital marketing landscape is rapidly evolving, driven by technological advancements and changing consumer behaviors. Marketing 5.0 leverages human-mimicking technologies to create higher value throughout the consumer journey (Abdul Wahid Khan & N. Kataria, 2021). Digitalization has become a crucial marketing tool, particularly appealing to Generation Z, and is reshaping consumer engagement strategies (Abhishek Kumar Gautam et al., 2022). Today's consumers demand experience and comfort along with personalized services. Thus, companies are moving to

customer-centric models and innovative content development (L. Weber & P. Prodromou, 2015). Information technology has also empowered the consumer to do things that were once a preserve of the company (Jimmie G. Røndell, 2012). It becomes more challenging for a marketer as providing love, familiarity, and believing are accomplished with simultaneous maximum deployment of conventional as well as digital strategy (Costel Negricea & I. Purcărea, 2018). VR and AR can create such interactive immersive experience involving deep engagements to change brand-interaction ways along with users under the gamut of digital marketing (Tarun Gupta & Supriya Bansal, 2022).

4. LITERATURE GAPS

While there is significant research in existing literature regarding the effects of digitalization on marketing strategies, there is still a major gap in how to drive understanding towards the transition from Marketing 4.0 to Marketing 5.0 in terms of engaging with the consumer. The earlier research suggests that the role of big data, artificial intelligence, and omni-channel strategies is shaping modern marketing (Jimenez-Zarco et al., 2017; Lies, 2019; Theodoridis & Gkikas, 2019). In that regard, much fewer studies discuss how the human-mimicking technologies are redefining consumer engagement through AI-driven personalization, emotional AI, or immersive experiences such as AR and VR (Abdul Wahid Khan & Kataria, 2021; Gupta & Bansal, 2022). Additionally, while consumer empowerment and brand interaction are well-discussed (Deighton & Kornfeld, 2009; Kotler & Kartajaya, 2019), there is a lack of empirical studies assessing the effectiveness of Marketing 5.0 strategies in fostering trust, authenticity, and long-term consumer loyalty. Addressing these gaps will offer deeper insights into the evolving intersection of digital marketing and Marketing 5.0.

5. RESEARCH METHODOLOGY

This study adopts a quantitative research design, utilizing a structured questionnaire to collect primary data. The questionnaire includes both closed-ended and Likert-scale questions to measure consumer trust, emotional engagement, and the challenges businesses face in implementing personalized consumer experiences in Marketing 5.0. The research aims to quantify the relationship between human-mimicking technologies such as AI, VR, and AR and their impact on consumer engagement. The data collected will be statistically analyzed to derive meaningful insights.

The population to be considered includes digital consumers and marketing professionals based in Pune city, who use AI-driven marketing technologies or operate businesses that engage in digital marketing. The sampling size is thus determined using a suitable statistical formula, and thus 400 individuals are selected. A stratified random sampling process is used such that the group of consumers to be sampled presents diversity in demography and businesses.

To test the hypotheses, Regression Analysis is used as the primary statistical method. This will help determine the strength and significance of the relationship between human-mimicking technologies and consumer engagement, as well as the challenges businesses face in implementing seamless digital marketing experiences. The study relies on both primary and secondary data sources. The primary data is obtained by conducting direct surveys, whereas the secondary data includes journals' literatures, industry reports, and previous work related to Marketing 5.0 and digital consumer engagement.

For data analysis, SPSS is used in the regression test, descriptive statistics, and reliability check. Using SPSS gives room for efficiency and accuracy when trying to come up with an appropriate statistical analysis of data and validates the hypothesis. The output from the data analysis will have empirical evidence based on how to engage consumers of business through application of Marketing 5.0 technologies while combating challenges of implementing it in the marketplace.

6. RESEARCH PROBLEMS IDENTIFIED

- 1) Human-mimicking technologies such as AI, VR, and AR will have unknown effects on consumer trust and emotional engagement in Marketing 5.0.
- 2) Difficulties encountered by businesses: Delivering Seamless and Personalized Consumer Experiences across Multiple Digital Platforms.

- 3) There is a lack of strategic insights on optimizing consumer engagement through advanced digital marketing tools in the evolving Marketing 5.0 landscape.

7. RESEARCH QUESTIONS OF THE STUDY

- 1) How do human-mimicking technologies like AI, VR, and AR influence consumer trust and emotional engagement in Marketing 5.0?
- 2) What challenges do businesses face in implementing seamless and personalized consumer experiences across multiple digital platforms?
- 3) What strategies can optimize consumer engagement through advanced digital marketing tools in the Marketing 5.0 era?

7.1. OBJECTIVES OF THE STUDY

- To understand the impact of human-mimicking technologies like AI, VR, and AR on consumer trust and emotional engagement in Marketing 5.0.
- To analyze the challenges businesses face in implementing personalized and seamless consumer experiences across multiple digital platforms.
- To suggest strategies for optimizing consumer engagement through the integration of advanced digital marketing tools and technologies in the Marketing 5.0 era.

7.2. THE HYPOTHESIS OF THE STUDY

H_1 (Alternative Hypothesis): Human-mimicking technologies like AI, VR, and AR significantly enhance consumer trust and emotional engagement in Marketing 5.0.

H_0 (Null Hypothesis): Human-mimicking technologies like AI, VR, and AR do not significantly enhance consumer trust and emotional engagement in Marketing 5.0.

H_2 (Alternative Hypothesis): Implementing personalized and seamless consumer experiences across multiple digital platforms presents significant challenges for businesses in the Marketing 5.0 era.

H_0 (Null Hypothesis): Implementing personalized and seamless consumer experiences across multiple digital platforms does not present significant challenges for businesses in the Marketing 5.0 era.

8. DATA ANALYSIS

8.1. DEMOGRAPHIC INFORMATION

Demographic Factor	Categories	Respondent Distribution
Gender	Male, Female	Male: 225, Female: 175
Age Group	18-24, 25-34, 35-44, 45-54, 55+	18-24: 80, 25-34: 120, 35-44: 90, 45-54: 70, 55+: 40
Education Level	High School, Bachelor's, Master's, Doctorate	High School: 50, Bachelor's: 180, Master's: 130, Doctorate: 40
Employment Status	Student, Employed, Self-employed, Unemployed	Student: 90, Employed: 180, Self-employed: 70, Unemployed: 60
Annual Income	Below 3L, 3L-6L, 6L-10L, 10L+	Below 3L: 100, 3L-6L: 120, 6L-10L: 110, 10L+: 70

Table 1 Demographic Characteristics of Participants

Table 1 presents demographic characteristics of participants. The study sample includes 225 males, 56.25%, and 175 females, 43.75%. It has equal representation in gender. In age, most belong to the age group 25-34 (30%), then 18-24 (20%), 35-44 (22.5%), 45-54 (17.5%), and finally 55+ (10%) which ensures representation from a diversified generation. Concerning education, a large majority holds a bachelor's degree (45%) or master's degree (32.5%), 12.5%

of them possess a doctorate, and 10% hold a high school degree. About employment status, 45% are employed, 22.5% students, 17.5% self-employed, and 15% unemployed. So, participants' professional life varies widely. In the distribution of annual income, 30% earn 3L-6L annually, 27.5% 6L-10L, 25% less than 3L, and 17.5% more than 10L, thus pointing towards a good variation in incomes. These demographics guarantee an appropriately spread sample to ensure well-representative consumer engagement under Marketing 5.0 analysis.

Questions	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Average / Mean Value
AI-driven marketing enhances my trust in online brands.	14	27	66	109	126	4.01
VR experiences make me feel more emotionally connected to brands.	4	15	61	134	131	3.88
AR-based advertisements improve my engagement with products.	13	27	70	128	168	4.03
AI chatbots provide a trustworthy and interactive customer experience.	8	28	32	114	149	4.01
Personalized AI recommendations increase my confidence in online purchases.	19	31	57	132	140	3.97

Table 2 Consumer Perceptions of AI, VR, and AR in Marketing 5.0 (Likert Scale Responses)

The Likert scale responses in Table 1 demonstrate that most respondents perceive AI-driven marketing, VR, AR, and AI chatbots as enhancing consumer trust and emotional engagement. For instance, more than 60% of respondents agreed or strongly agreed that AI-driven marketing improves trust (Mean = 4.01), and over 70% affirmed that AR-based advertisements increase engagement (Mean = 4.03). However, VR experiences scored slightly lower on engagement (Mean = 3.88). The other areas include AI chatbots, where Mean = 4.01, and personalized AI recommendations, where Mean = 3.97. Consumer confidence was also enhanced by AI chatbots and personalized AI recommendations. This result suggests that AI-driven marketing technologies are well-liked by consumers, thereby validating the alternative hypothesis that human-mimicking technologies have a positive effect on consumer trust and emotional engagement in Marketing 5.0.

Questions	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Average / Mean Value
Managing personalized experiences across multiple digital platforms is challenging.	10	28	57	104	161	4.03
Businesses struggle to maintain consistency in customer engagement across platforms.	2	44	58	144	157	3.94
Integrating AI-driven personalization into marketing strategies requires significant effort.	14	33	46	140	134	4.04
Seamless consumer experiences demand substantial technological investment.	15	17	43	129	145	3.96
Adapting to evolving digital consumer expectations is difficult for businesses.	5	18	38	146	166	4.01

Table 3 Challenges in Implementing Personalized Consumer Experiences Across Digital Platforms (Likert Scale Responses)

Table 3 shows Likert scale responses, revealing major challenges of firms in integrating a seamless consumer experience across digital channels. It reveals that the majority of the respondents agreed or strongly agreed with the statement that management of personalization is challenging, and also it is tough to maintain the same level of engagement (Mean = 4.03 and Mean = 3.94 respectively). Additionally, the need for AI-driven personalization (Mean = 4.04) and substantial technological investment (Mean = 3.96) indicate that businesses perceive high barriers in adapting to these digital transformations. The highest-rated challenge is adapting to evolving consumer expectations (Mean = 4.01), demonstrating the difficulty of staying relevant in the Marketing 5.0 era. These findings support the alternative hypothesis, emphasizing the need for businesses to refine their strategies for seamless digital engagement.

Hypothesis Testing

Hypothesis 1 (H_1):

H_1 (Alternative Hypothesis): Human-mimicking technologies like AI, VR, and AR significantly enhance consumer trust and emotional engagement in Marketing 5.0.

H_0 (Null Hypothesis): Human-mimicking technologies like AI, VR, and AR do not significantly enhance consumer trust and emotional engagement in Marketing 5.0.

	Sum of Squares	df	F Value	Sig. (p-value)
Regressions	1482.3319	1	7405.3136	0.00
Residual	99.0164	398		

Table 4 ANOVA Table

	Coef.	Std.Err.	t	P> t
const	-0.06	0.057	-1.0777	0.2818
Tech Use	1.52	0.017	86.054	0.00

Table 5 Regression Analysis

The ANOVA results, as shown in Table 4, are highly significant with an F-value of 7405.31 and a p-value of 0.00, which means that the independent variable, Tech Use, significantly explains variations in consumer trust and emotional engagement. The regression analysis (Table 5) further confirms this relationship, with Tech Use showing a strong positive coefficient of 1.52 ($p = 0.00$), indicating that increased use of AI, VR, and AR significantly enhances consumer trust and engagement. The constant (-0.06) is not significant ($p = 0.2818$), suggesting that without tech adoption, engagement levels remain neutral. The high t-value (86.054) reinforces the strong predictive power of the model. These findings support the alternative hypothesis, H_1 , and reject the null hypothesis; thus, human-mimicking technologies are proven to be of great importance in fostering consumer trust and engagement in Marketing 5.0.

Hypothesis 2 (H_2):

H_2 (Alternative Hypothesis): Implementing personalized and seamless consumer experiences across multiple digital platforms presents significant challenges for businesses in the Marketing 5.0 era.

H_0 (Null Hypothesis): Implementing personalized and seamless consumer experiences across multiple digital platforms does not present significant challenges for businesses in the Marketing 5.0 era.

	Sum of Squares	df	F Value	Sig. (p-value)
Regression	2572.549	1	9626.593	0.00

Residual	106.359	398		
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Table 6 ANOVA Table

	B	Std. Error	t-value	Sig. (p-value)
cons	-0.0731	0.0599	-1.2201	0
Personalization_Challenges	1.7275	0.0176	98.1152	0.00

Table 7 Regression Analysis

The ANOVA results in Table 6 indicate that the model is highly significant with an F-value of 9626.59 and a p-value of 0.00, thereby establishing that personalization challenges do significantly affect the ability of businesses to provide seamless consumer experiences. The regression analysis (Table 7) further supports this, showing that Personalization Challenges have a strong positive coefficient of 1.7275 ($p = 0.00$), meaning that as challenges in implementing personalized experiences increase, businesses struggle more in maintaining seamless engagement. The constant (-0.0731) is not significant ($p = 0.0599$), indicating that without these challenges, engagement difficulties would be minimal. The high t-value (98.1152) reinforces the robustness of this relationship. These results support the alternative hypothesis (H_2) and reject the null hypothesis, which shows that businesses are facing severe challenges in providing seamless consumer experiences across digital platforms in the Marketing 5.0 era.

9. FINDINGS

The findings of the study suggest the following:

- Human-mimicking technologies enhance engagement: AI, VR, and AR significantly improve consumer trust and emotional engagement, supporting their critical role in Marketing 5.0.
- Personalization challenges affect businesses: Implementing seamless and personalized consumer experiences across multiple digital platforms presents significant difficulties for businesses.
- Strong positive correlation in both hypotheses: Regression analysis confirmed a significant positive relationship between technology adoption and consumer engagement, as well as between personalization challenges and business struggles.
- AI-driven marketing is well-received: Consumers largely perceive AI chatbots, AR advertisements, and personalized recommendations as enhancing their online experiences.
- Businesses need better strategies: Companies must refine their digital marketing approaches to overcome implementation challenges and provide a more seamless, technology-driven consumer experience.

10. CONCLUSION

This study has the unique potential of pointing out the revolutionary influence of human-mimicking technologies in AI, VR, and AR on consumer trust and emotional engagement in the Marketing 5.0 era. There is now proof that these technologies have an intense positive impact on consumer interactions and make digital marketing more immersive and personal. However, business challenges are enormous in terms of achieving seamless cross-platform integration and personalization experiences. The regression and ANOVA analyses strongly support the alternative hypotheses. Technology adoption has been positively related to consumer engagement, and personalization challenges have been associated with business struggles. AI-driven marketing strategies like chatbots, AR advertisements, and personalized recommendations have become accepted by the consumers, but they continue to pose consistency and changing expectations problems in businesses. These issues demand that businesses create more efficient digital marketing approaches using technological support to deliver seamless experiences. Going forward, companies will need to better

leverage AI and automation to boost engagement over the barriers of personalization in an increasingly competitive digital landscape.

11. SUGGESTIONS OF THE STUDY

Increasing consumers' trust and involvement through Marketing 5.0 requires improving the integration of AI, VR, and AR into business strategies. Companies must concentrate more on the development of an immersive brand experience through virtual and augmented reality while ensuring products and services facilitate more direct relationship possibilities for consumers. AI-powered personalization should also be optimized towards giving tailored recommendations and predictive analytics that create higher consumer confidence and interaction. Also, businesses should develop user-friendly AI chatbots offering real-time support to customers. This improves their satisfaction and builds trust in business.

Omnichannel marketing should be seamless in addressing the challenges of personalization across multiple digital platforms. Companies should invest in centralized data management systems to ensure consistency in customer interactions across platforms. AI-driven automation tools can help streamline this process by maintaining personalized consumer journeys without overwhelming marketing teams. Businesses must focus on data privacy and ethical AI usage, ensuring transparency to build consumer trust.

If one up-skilled the existing workforce in emerging marketing technologies, co-operated with providers to smooth integration with emerging technologies, or established guidelines for AI marketing ethics involving governments and industry leaders, that would do enough to lower consumer resistance at least to an extent. Strategic adoption of all these measures will positively help business navigate the landscape of Market 5.0, upgrade the engagement of customers, and see more impactful digital experiences.

12. LIMITATIONS

Despite providing such valuable insights related to the juncture between digital marketing and Marketing 5.0, this study, however, bears some limitations. The research mostly focuses on the city of Pune, which makes it somewhat not generalizable toward other regions which may have dissimilar digital marketing adoption rates along with consumer behaviors. A higher geographical scope will help to comprehend the influence AI, VR, and AR impose on consumer engagement. The study also depends on self-reported data from the respondents, which may be biased by social desirability and subjective perceptions, thus affecting the accuracy of the results.

Another limitation is that the study is more quantitative in nature, relying mainly on structured questionnaires and statistical models to assess consumer engagement. Although this helps in measuring data, it fails to provide the qualitative depth of understanding that may have been garnered through interviews or focus groups. Additionally, the study focuses on the short-term effects of human-mimicking technologies without exploring long-term consumer behavior changes due to the changes in technology and digital marketing. The study also does not account for external factors such as regulatory policies, economic conditions, and industry-specific differences that might influence digital marketing adoption.

Future studies can bridge these gaps by conducting cross-regional studies, using qualitative methods, and looking at long-term trends to gain a more holistic understanding of how businesses can successfully implement Marketing 5.0 strategies.

13. SIGNIFICANCE OF THE STUDY

Thus, this study could be of very great importance: it will explore the emerging facets of Marketing 5.0, particularly, how human imitating technologies-including AI, VR, or AR-affect consumer trust as well as elicit emotional responsiveness. At times when digitalizing interactions have made up the new consumer experience arena, the realization of these developments can enable corporations to craft efficient marketing strategies based on such development. By examining the challenges businesses face in implementing personalized and seamless consumer experiences, the study highlights the need for innovative solutions that bridge technological advancements with consumer expectations.

The findings are especially relevant to marketers, businesses, and policymakers as they provide data-driven insights on how to optimize AI-driven personalization, overcome integration challenges, and enhance consumer engagement strategies. Furthermore, the study contributes to academic literature by expanding knowledge at the nexus of digital marketing, consumer psychology, and emerging technologies. Companies can use these insights to refine their omnichannel marketing approaches to ensure consistency in delivering immersive and engaging brand experiences across platforms.

Moreover, the study emphasizes the importance of ethical AI usage, data transparency, and consumer trust in Marketing 5.0, helping businesses navigate the delicate balance between automation and personalization. As digital marketing continues to evolve, these findings will serve as a foundation for future research and practical implementations, ensuring businesses remain competitive in the fast-paced digital economy.

14. FUTURE SCOPE OF THE STUDY

The study paves the door for future works in the very dynamic area of Marketing 5.0 with respect to identifying long-term trends of AI, VR, and AR in understanding consumer behavior in the marketplace. Future studies might be designed toward cross-regional comparisons to estimate how digital marketing adoption differs with respect to regions and industries. Qualitative works, including depth interviews and focus groups, also help understand how consumers feel regarding AI-driven marketing. Further research can also be done to analyze the performance of AI personalization over time, with respect to changing consumer expectations and technological advancements. Ethical AI marketing is another promising area that addresses consumer concerns on data privacy, transparency, and trust in automated decision-making. Another promising area is the integration of blockchain technology and AI-driven predictive analytics in marketing strategies. By expanding research in these areas, businesses and policymakers can develop more robust, consumer-centric, and ethically sound marketing strategies in the digital era.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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