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Address for correspondence:
Harshita Prathamesh Ghosalkar
Assistance Professor, Sheth J.N.
Paliwala College of Commerce,
Arts and Science, Pali
Email:
ghosalkarharshitapathamesh@gmail.com

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Marketing 5.0 And Consumer Behavior Trend

Harshita Prathamesh Ghosalkar

Assistance Professor, Sheth J.N. Paliwala College of Commerce, Arts and Science, Pali

Abstract

Marketing 5.0 combines advanced technologies such as AI, big data, AR/VR, IoT, and blockchain with a human-centered approach to create personalized and engaging customer experiences. Research shows these technologies can improve customer engagement, trust, and data-driven decision-making, although some tools may be ineffective if they do not match consumer needs. While case studies highlight benefits like automation and personalization, challenges such as limited infrastructure, organizational resistance, and omnichannel integration remain. Overall, Marketing 5.0 focuses on human-technology collaboration, offering strong potential but requiring ethical, sustainable, and well-aligned implementation.

Keywords: Marketing 5.0, Consumer Behaviour, Artificial Intelligence, Big Data Analytics, Personalization, Digital Marketing, Customer Experience, Omnichannel Marketing, Human-Centric Marketing, Technology for Humanity.

Introduction

In the modern digital era, marketing has evolved significantly due to rapid technological advancements and changing consumer expectations. Traditional marketing approaches that focused mainly on products and sales have gradually transformed into more customer-oriented and value-driven strategies. This transformation has led to the emergence of **Marketing 5.0**, a concept introduced by Philip Kotler, which emphasizes the integration of advanced technologies with a human-centered approach.

Marketing 5.0 uses technologies such as artificial intelligence, big data, the Internet of Things (IoT), and automation to understand consumer behavior more accurately and deliver personalized experiences. Unlike earlier marketing approaches, it focuses not only on selling products but also on building meaningful relationships with customers by understanding their emotions, values, and expectations.

At the same time, consumer behavior has undergone major changes in the digital age. Modern consumers are more informed, connected, and conscious of brand values. They expect fast, convenient, and personalized experiences across multiple channels, including online platforms and physical stores. As a result, organizations must adapt their marketing strategies to meet these evolving expectations.

Marketing 5.0 addresses these changes by combining technological innovation with empathy and ethical responsibility. It allows businesses to predict consumer needs, provide customized solutions, and create seamless customer journeys across digital and offline environments. Therefore, understanding the relationship between Marketing 5.0 and consumer behavior trends has become essential for businesses aiming to remain competitive in the modern marketplace.

Objectives:

1. To understand consumer behavior in this techno-savvy world
2. To understand and evaluate the customer satisfaction, consumer value, and need
3. To build strong customer relationships or consumer bonds.
4. To understand marketing 5.0 policy framework.

Marketing's purpose always is to enhance people's lives and contribute to the common good. – PHILIP KOTLER

Marketing 5.0 is a concept introduced by **Philip Kotler** that describes the **latest evolution of marketing**, where **advanced technology is used to serve human needs better**.

The evolution (quick context)

- **Marketing 1.0** – Product-centric (sell what you make)
- **Marketing 2.0** – Customer-centric (satisfy customer needs)
- **Marketing 3.0** – human-centrism (values, purpose, emotions)
- **Marketing 4.0** – Digital-centrism (online, social, multichannel)
- **Marketing 5.0** – **Technology for Humanity**

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You may have heard about Marketing 1.0 and 2.0, which focused on products and consumers, and Marketing 3.0, which valued the emotional aspects. Now, get ready to discover the next level of this evolution: **Marketing 5.0!**

Today, Marketing 5.0 integrates advanced technology with empathy, placing people and their values at the center to create meaningful and positive impact.

What is Marketing 5.0?

Marketing 5.0 is a human-centered approach that uses technology to build authentic emotional connections by understanding people's values, needs, and aspirations. It goes beyond transactions, focusing on meaningful, personalized experiences and relevant content that align brand values with social and environmental responsibility. By meeting the expectations of informed, value-driven consumers, Marketing 5.0 aims to create lasting relationships and turn customers into loyal brand advocates.

Key technologies behind Marketing 5.0

- **AI & Machine Learning**—predictive insights, personalization
- **Big Data** – understanding behavior patterns
- **IoT** – real-time customer data
- **Robotics & Automation** – efficiency + consistency
- **AR/VR & Metaverse** – immersive experiences

Why is it necessary to adapt to Marketing 5.0?

In today's world of rapid change and unprecedented technological progress, adapting to Marketing 5.0 has become essential. Consumers now have access to vast amounts of information and are increasingly conscious of how their choices affect the world around them. In this context, traditional marketing methods, which primarily focused on persuasion and product sales, are no longer sufficient to attract and retain loyal customers. Marketing 5.0 emphasizes understanding people, their emotions, and their true needs, aiming to connect with what genuinely matters to them. Embracing this approach is crucial for building trust and loyalty, showing that a brand genuinely cares about its consumers' values and priorities.

Marketing 5.0 Objectives

The objectives of Marketing 5.0 are focused on the emotional connection with the target audience, through which meaningful bonds that extend beyond mere commercial transactions are created. Memorable experiences for customers are intended to be created by providing unique and personalized interactions that generate a positive impact on their lives. Through the delivery of exceptional experiences, differentiation in the market is achieved, and consumers are captivated. In addition, the development of a strong and authentic brand is pursued in Marketing 5.0, with a clear purpose and values that are aligned with those of customers. Through authenticity, consumers' trust and loyalty are earned, and the brand is positioned as a natural choice in purchasing decisions.

Main Objectives of Marketing 5.0

1. **Deliver Human-Centric Experiences**
Use technology to understand emotions, needs, and values—not just buying behavior.
2. **Personalize at Scale**
Offer customized products, services, and messages to millions of customers using AI and data analytics.
3. **Predict Customer Needs**
Anticipate what customers want *before* they ask, through predictive analytics and AI.
4. **Improve Customer Engagement**
Create deeper, two-way interactions across digital and physical touchpoints.
5. **Enhance Decision-Making with Data**
Replace intuition-based marketing with data-driven, real-time insights.
6. **Increase Marketing Efficiency & Effectiveness**
Automate routine tasks while improving accuracy, speed, and consistency.
7. **Build Trust and Ethical Marketing Practices**
Protect data privacy, ensure transparency, and use technology responsibly.
8. **Support Inclusivity and Social Impact**
Design marketing that is accessible, inclusive, and contributes positively to society.
9. **Strengthen Long-Term Customer Relationships**
Focus on loyalty, advocacy, and lifetime value rather than short-term sales.
10. **Integrate Online and Offline Experiences**
Create seamless, omnichannel customer journeys using digital tools.

The objective of Marketing 5.0 is to use advanced technologies to deliver personalized, predictive, ethical, and human-centric customer experiences.

Examples of Marketing 5.0

Marketing 5.0 examples demonstrate how brands are using technology to connect emotionally with audiences and create memorable experiences.

Nike, with its Dream Crazy campaign, has inspired millions by highlighting athletes' breakthrough stories and encouraging the public to pursue their dreams.

Coca-Cola innovated with the Share a Coke campaign, personalizing packaging with names and nicknames, encouraging sharing and connection between people.

Dove, with its Real Beauty campaign, broke beauty stereotypes by promoting self-acceptance and valuing diversity.

How to apply Marketing 5.0 strategy

To apply Marketing 5.0, modern consumer behaviour must be understood, including their needs, desires, and values, to create a genuine emotional connection. Advanced technologies should be used to personalize messages and experiences, making interactions more relevant and meaningful. Offline and online marketing must also be integrated to ensure the brand is present across multiple touchpoints, providing a consistent and seamless consumer journey.

1. **Gaining insight into modern consumer behavior**

In Marketing 5.0, understanding modern consumer behavior is crucial for business success. By placing customers at the center and going beyond demographics, companies use data and advanced technologies like AI and predictive analytics to uncover individual needs and motivations. This deep insight enables personalized offerings, stronger emotional connections, effective campaigns, and long-term customer loyalty, creating a strong competitive advantage.

2. **Harnessing new technologies for dynamic personalization**

Real-time data collection and analysis help brands understand individual preferences and buying behaviour, enabling highly personalized experiences. Technologies such as artificial intelligence, machine learning, and big data make large-scale personalization possible. Using these insights, companies can deliver relevant recommendations, tailored offers, and customized Marketing 5.0 communication. This approach boosts customer satisfaction, strengthens brand identity, and builds long-term loyalty, turning engaged customers into brand advocates and driving success in the digital age.

3. **Integrating offline and online marketing**

The integration of offline and online marketing is essential in Marketing 5.0, as consumers engage with brands across multiple digital and physical touchpoints and expect a seamless experience. By connecting these channels, businesses can create cohesive customer journeys—such as discovering a product online, experiencing it in-store, and purchasing it via mobile—while tracking interactions across platforms. This integration maximizes the strengths of both approaches, combining offline marketing's emotional and sensory impact with online marketing's personalization, precise targeting, and measurable insights.

4. **Marketing 5.0 Opportunities**

Marketing 5.0 offers companies opportunities to build deeper emotional connections through personalized and relevant experiences while gaining valuable customer insights to better understand consumer needs. It also enables brands to reach global audiences through expanded communication channels and encourages active engagement on social media, fostering two-way interactions. These opportunities highlight the evolution of marketing toward a more human-centered and connected approach, as emphasized in Marketing 5.0.

5. **Emotional connection with the audience**

Emotional connection is a key opportunity in Marketing 5.0, as it focuses on understanding modern consumer behavior and appealing to their emotions and values. By building emotional bonds, brands can create stronger, long-term

relationships that encourage loyalty and advocacy. This reflects the evolution of marketing from transactional approaches to more human-centered experiences, allowing companies to stand out in competitive markets and gain consumer preference through meaningful and emotionally resonant campaigns.

6. **Personalization and relevance**

Advancements in technology and data access enable brands to better understand their customers and deliver personalized experiences that meet individual needs. By creating relevant campaigns and content, companies can stand out in an information-saturated environment and connect with their audience in a more engaging way. Personalization and relevance increase the chances that brand messages will be noticed, appreciated, and positively received by consumers.

a. **Access to customer insights**

In Marketing 5.0, access to customer insights is more detailed and powerful due to advanced data collection, analytics, and artificial intelligence. These tools help brands understand consumer behavior, preferences, and emerging trends, enabling more informed decisions. By precisely segmenting audiences and personalizing messages and offers, companies can deliver highly relevant experiences and build meaningful, long-lasting relationships with their customers.

b. **Greater global reach**

With Marketing 5.0 and the rise of the internet and social media, brands can reach a global audience more efficiently and precisely. Digital platforms enable worldwide campaigns, real-time interaction with consumers across countries, and the creation of global connections. Supported by machine translation and localized content, brands can communicate effectively across cultures, expand their international presence, and strengthen global recognition and growth.

c. **Engagement and interaction on social networks**

In Marketing 5.0, social media engagement and interaction are essential for successful marketing strategies, as they allow brands to connect directly with their audience in an authentic and meaningful way. By sharing relevant content, responding to questions, gathering feedback, and engaging in real-time conversations, brands can build loyal communities and lasting relationships. Social media also provides valuable insights into customer preferences and behaviors, enabling companies to adapt their strategies, improve campaign effectiveness, and strengthen their market presence.

Core principles

- **Human-centric:** tech supports people, not replaces empathy
- **Data-driven:** decisions based on real insights, not guesses

- **Predictive:** anticipate customer needs before they ask
- **Contextual & personalized:** right message, right time, right person
- **Ethical & inclusive:** privacy, trust, and social responsibility matter

One-line summary

Marketing 5.0 = using smart technology to deliver deeply human, meaningful, and responsible customer experiences.

The objectives of Marketing 5.0 focus on combining advanced technology with human values to create smarter, more meaningful marketing.

Consumer behaviour trend:

A consumer behaviour trend is a pattern or shift in the preferences, purchasing habits, and decision-making processes of consumers over time, influenced by social, technological, economic, and cultural factors.

Relationship Between Marketing 5.0 and Consumer Behaviour Trends

1. Data-Driven Consumers → AI-Driven Marketing

Consumer trend:

- Consumers leave digital footprints (searches, clicks, reviews, wearables, apps)

Marketing 5.0 response:

- Uses **AI, big data, and analytics** to understand behaviour patterns and predict needs

👉 Relationship: **More data-rich consumers = more predictive marketing**

2. Demand for Personalization → Hyper-Personalized Marketing

Consumer trend:

- Customers expect personalized products, messages, and experiences

Marketing 5.0 response:

- Delivers **personalization at scale** using machine learning and automation

👉 Relationship: **Individual preferences shape tailored marketing strategies**

3. Convenience & Speed → Automation & Smart Systems

Consumer trend:

- Preference for fast, frictionless experiences (one-click buying, chatbots)

Marketing 5.0 response:

- Uses **automation, AI assistants, and smart recommendations**

👉 Relationship: **Convenience-seeking behaviour accelerates tech adoption**

4. Ethical & Value-Driven Consumers → Responsible Marketing

Consumer trend:

- Consumers care about privacy, sustainability, inclusivity, and brand values

Marketing 5.0 response:

- Emphasizes **ethical AI, transparency, and social responsibility**

👉 Relationship: **Consumer trust expectations guide technology use**

5. Omnichannel Behavior → Integrated Experiences

Consumer trend:

- Consumers move seamlessly between online and offline channels.

Marketing 5.0 response:

- Integrates **digital and physical touchpoints** into one journey

👉 Relationship: **Blended behavior demands seamless marketing ecosystems.**

6. Interactive & Immersive Expectations → AR/VR & Metaverse

Consumer trend:

- Desire for engaging, immersive experiences

Marketing 5.0 response:

- Uses **AR, VR, and immersive tech** for product trials and storytelling

👉 Relationship: **Experience-driven behavior fuels immersive marketing.**

7. Trust Fatigue → Human-Centered Technology

Consumer trend:

- Skepticism toward ads, algorithms, and data misuse

Marketing 5.0 response:

- Combines **technology with empathy and human judgment**

👉 Relationship: **Humanized tech rebuilds trust**
Analysis of marketing 5.0 from the consumer behavior point of view

From a **consumer behaviour perspective**, Marketing 5.0 represents a shift from passive consumption to **active, value-driven participation**. Today's consumers are highly informed, digitally connected, and emotionally aware, which influences how they perceive and interact with brands. They no longer make decisions based solely on price or product features; instead, they evaluate brands based on **values, authenticity, social responsibility, and personal relevance**.

Marketing 5.0 responds to this behaviour by using advanced technologies—such as AI, big data, and personalization tools—to better understand consumer motivations, preferences, and emotions. This allows brands to deliver **tailored experiences** that feel human rather than transactional. Consumers expect seamless omnichannel interactions, meaningful engagement, and consistent brand behaviour across online and offline platforms.

Additionally, consumers increasingly seek brands that contribute positively to society and the environment. When brands align with these expectations, they build **trust, emotional attachment, and loyalty**, turning customers into long-term advocates. Thus, Marketing 5.0 reflects an evolution in consumer behaviour where emotional connection, ethical values, and personalized experiences strongly influence purchasing decisions.

Conclusion

Marketing 5.0 is a modern approach that helps brands connect more deeply with today's consumers through emotional engagement, personalization, relevance, and advanced

technologies. It enables companies to create memorable experiences, build authentic brands, and increase engagement and reach, especially on social media. By embracing this more human and connected form of marketing, businesses can strengthen relationships with consumers in an increasingly technological world.

Marketing 5.0 aligns advanced technologies with evolving consumer behaviour trends by delivering personalized, predictive, ethical, and human-centric marketing experiences.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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