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Research Paper On Emerging Technologies In Marketing

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Abstract

The business landscape is undergoing a significant transformation with the integration of emerging technologies in marketing. Artificial Intelligence (AI), Big Data Analytics, Augmented Reality (AR), Virtual Reality (VR), Blockchain, and Marketing Automation have become critical tools for enhancing customer engagement, improving personalization, and building trust. These technologies are not only reshaping marketing campaigns but also influencing consumer decision-making behavior. This study explores the adoption trends, practical applications, benefits, and challenges of emerging marketing technologies. Data has been gathered through secondary sources such as journals, reports, and market surveys. Findings indicate that businesses embracing these innovations are better positioned to gain a competitive advantage, strengthen customer loyalty, and achieve measurable returns on investment.

Keywords

Emerging Technologies, Marketing Innovation, Artificial Intelligence, Big Data, Blockchain, Augmented Reality, Virtual Reality, Marketing Automation, Customer Engagement, Digital Transformation.

Introduction

Marketing has evolved from mass communication strategies to personalized, technology-driven approaches. Traditional methods such as print, radio, and TV have limitations in measurement and targeting. With the rise of digital platforms, businesses now have access to consumer data on an unprecedented scale. Emerging technologies allow marketers to leverage this data to provide personalized, immersive, and secure experiences.

Artificial Intelligence powers recommendation engines on platforms like Amazon and Netflix. Big Data Analytics enables companies like Coca-Cola and Unilever to predict demand and customize offerings. AR and VR allow brands like IKEA and L'Oréal to create interactive shopping experiences. Blockchain is being used by Nike and Walmart to ensure transparency in supply chains. Marketing Automation (emails, chatbots,

predictive messaging) is helping companies save time and costs while improving customer service.

This paper highlights these technologies, their benefits, and their challenges in modern marketing.

Sources of Data Collection

1. Journals: Journal of Marketing Research, International Journal of Information Management, Harvard Business Review.
2. Industry Reports: McKinsey, Deloitte, PwC, Statista.
3. Case Studies: Google, Meta, IBM.
4. Government data portals and global marketing associations.
5. Illustrative examples such as Amazon's AI-driven personalization, IKEA's AR app, and Coca-Cola's AI vending machines.

Objectives of the Study

1. To understand the scope and application of emerging technologies in marketing.
2. To evaluate how these technologies enhance personalization and customer engagement.
3. To assess the challenges businesses face in implementing them.
4. To suggest strategies for sustainable adoption of marketing technologies.

Importance of the Study

This study is important because:

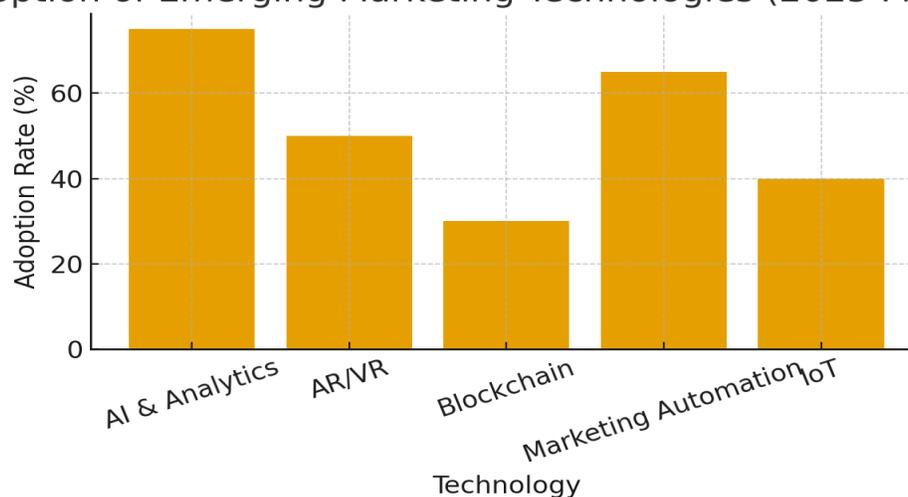
- It provides insights into how technology is bridging the gap between businesses and consumers.
- It helps marketers design campaigns with measurable outcomes.
- It assists policymakers and researchers in understanding digital marketing dynamics.
- It encourages businesses to innovate and adopt customer-centric technologies.
- It highlights future global trends in marketing shaped by technology.

Analysis and Interpretation

Emerging technologies are influencing marketing in multiple dimensions:

1. Artificial Intelligence&Machine Learning – personalizes product recommendations, enhances customer service through chatbots, and improves predictive analytics.
2. Big Data&Analytics – provides insights into consumer behavior, supports demand forecasting, and enables data-driven decisions.
3. AR/VR Applications – retailers like Sephora use AR-based virtual try-on solutions, while real estate firms provide VR property tours.
4. Blockchain – ensures secure transactions, builds consumer trust, and improves transparency in digital marketing.
5. Marketing Automation – reduces costs, automates repetitive tasks, and delivers targeted and timely communication.

option of Emerging Marketing Technologies (2025 Proj



Findings

1. AI and Big Data are the most dominant technologies adopted in marketing because of their proven ability to increase ROI.
2. AR/VR adoption is rising in industries like retail, fashion, and real estate, though high costs limit widespread use.
3. Blockchain is still in early adoption stages but is critical for industries needing trust and transparency.
4. Marketing automation is especially valuable for SMEs that lack manpower.
5. Data privacy, cost, and consumer adaptation remain the major challenges.

Suggestions

1. Businesses should integrate AI-powered analytics for better customer segmentation and forecasting.
2. SMEs should adopt cost-effective automation tools before moving into advanced AR/VR solutions.
3. Companies must invest in employee training to adapt to new technological tools.
4. Blockchain should be gradually adopted to build consumer trust.
5. Businesses should ensure ethical use of consumer data to maintain long-term relationships.
6. Collaboration with technology providers can help traditional companies accelerate adoption.

Conclusion

Emerging technologies are redefining marketing by creating a more personalized, transparent, and interactive ecosystem. While AI, AR/VR, Blockchain, and automation provide numerous benefits, challenges such as high costs, data privacy concerns, and consumer adaptability issues persist. The companies that succeed will be those that adopt a balanced approach—leveraging technologies strategically while ensuring ethical responsibility and inclusivity. The future of marketing lies in the seamless integration of human creativity with machine intelligence.

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