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Bridging Technology And Consumer Conversations: The Influence Of Marketing 5.0 Techniques On E-Word Of Mouth Marketing

[1]Vijil Vijayan,[2] Dr. Renjith Mohan P

[1]Research Scholar,[2]Associate Professor & Head

[1]P.G & Research Department of Commerce

[1]Government College Nattakom, Kottayam,India

Abstract: The customer is regarded as the king of the market. In today's marketing landscape, digitization plays a crucial role. The rise of digital technologies has reshaped marketing practices, requiring a fundamental shift in strategies for customer engagement. Marketing 5.0 emphasizes the need for companies to adapt to this new digital landscape and prioritize customer experience and trust. Electronic word-of-mouth (e-WoM) marketing has emerged as a powerful force in the digital era. Consumers increasingly depend on online reviews, social media posts, and peer recommendations before making purchasing decisions. Unlike traditional word-of-mouth, e-WoM rapidly spreads across digital platforms, shaping consumer preferences and impacting brand reputations.. It is important for businesses to understand how technology can shape these conversations. The study explored the influence of Marketing 5.0 on electronic word of mouth marketing .A well-structured questionnaire was used to collect the data.IBM SPSS software were employed to analyse the data. The findings gives us an insight that adopting the techniques of marketing 5.0 enhance e-WoM marketing which will ultimately turn relates to customer engagement.

Index Terms – Marketing 5.0, e-WoM marketing

I. INTRODUCTION

Researchers have consistently found that word-of-mouth (WOM) plays a crucial role in shaping consumer behaviour, as it involves guidance, endorsements, and referrals from relatives, friends, and other consumers (Engel et al. 1969; Cheung & Thadani, 2012; Rani & Shivprasad, 2018; Namet al., 2020). As seen by online reviews, ratings, and conversations on websites, communities, and social media platforms, electronic word-of-mouth (e-WoM) has progressively substituted traditional in-person consumer conversation about products (Van, 2021). Online comments created by users concerning companies, goods, or brands are known as electronic word-of-mouth (e-WoM) (Hennig-Thurau, 2004). People engage in electronic word-of-mouth (e-WoM) either actively, by sharing their experiences, or passively, by reading the opinions of others, since the number of people using digital devices keeps increasing (Hennig-Thurau, 2004; Rani & Shivprasad, 2021). The influence and effectiveness of electronic word-of-mouth (e-WoM) have significantly amplified in the digital era. Studies have shown that e-WoM plays a crucial role in shaping consumers' purchasing decisions (Mishra, 2016; Rani & Shivaprasad, 2021; Arya et al., 2021). During the global COVID-19 pandemic, as the e-commerce market share rose from 14% to 17%, e-WoM emerged as a key determinant in consumer decision-making (Rani & Shivaprasad, 2021).Extensive research in consumer behaviour has highlighted e-WoM's strong connection with brand awareness, supplier evaluation, product selection, and stakeholder relations (Cox et al., 2008; Dellarocas et al., 2007; Lee et al., 2009; Shivaprasad & Rani, 2020).

Marketing 5.0 marks a transformative shift in how businesses connect with consumers in the digital era. By integrating advanced technologies, it moves beyond conventional approaches focused solely on customer acquisition and retention, instead prioritizing the development of strong, meaningful relationships with consumers. This relationship-centric strategy is vital for sustaining long-term success in an increasingly competitive business landscape. With the power of AI and machine learning, companies can process vast volumes of customer data in real time, allowing them to craft highly personalized marketing strategies tailored to individual preferences and behaviours. This advanced level of customization strengthens customer engagement by providing timely, relevant content, products, and services, leading to greater satisfaction and brand loyalty. The importance of Marketing 5.0 stems from its ability to leverage cutting-edge technologies and data-driven analytics to transform customer interactions and drive brand success. Through the integration of AI and machine learning, businesses can process vast amounts of data to gain valuable insights into consumer preferences and behaviours. This enables marketers to design highly targeted campaigns that align with the unique needs and interests of individual customers.

Although Marketing 5.0 technologies offer significant advancements and potential advantages, there remains a lack of clarity regarding their exact influence on e-WoM. Predictive marketing, contextual marketing, and augmented reality marketing aim to enhance consumer interactions, message credibility, and the spread of e-WoM, their practical implementation and measurable impact on electronic word-of-mouth remain insufficiently explored. This research studies the symbiotic relationship between Marketing 5.0 and Electronic Word of Mouth Marketing in the digital age among social commerce users.

II. PROBLEM STATEMENT

Despite the increasing importance of e-word of mouth (e-WoM) in shaping consumer behaviour, the integration of advanced technologies, as outlined in Marketing 5.0, remains underexplored. While e-WoM has proven to be a powerful tool for brand promotion, there is limited understanding of how Marketing 5.0's technological advancements, such as artificial intelligence, machine learning, and data analytics affect the creation, dissemination, and impact of consumer-generated content. Additionally, the ways in which these technologies influence consumer trust, engagement, and purchase decisions through e-WoM are still unclear. This study aims to bridge this gap by investigating the influence of Marketing 5.0 on e-WoM, exploring how technology enhances or alters consumer conversations and brand interactions in the digital landscape.

III. LITERATURE REVIEW

A paradigm shift in marketing, Marketing 5.0 was first proposed by Kotler et al. (2020) and emphasises the convergence of technology, human-centric approaches, and sustainability. The complexity of the digital age and the necessity for marketers to adjust to shifting consumer habits and technical breakthroughs are recognised by this new marketing era (Kotler et al., 2020). According to research, Marketing 5.0 necessitates a customer-centric strategy that emphasises on individualised experiences and solid customer relationships (Leeflang et al., 2014). Additionally, Marketing 5.0 relies heavily on the use of AI, machine learning, and data analytics, which allow marketers to optimise their marketing strategies and make data-driven decisions (Huang & Rust, 2018). Additionally, the idea of Marketing 5.0 emphasises the significance of social responsibility and sustainability, pushing marketers to embrace eco-friendly procedures and support charitable causes (Kotler, 2017). All things considered, Marketing 5.0 signifies a dramatic change in the marketing environment, necessitating that marketers adopt flexible, creative, and customer-focused strategies. Marketing 5.0 represents a transformative shift in marketing strategies by integrating human-centric principles with advanced technologies such as artificial intelligence (AI), big data, natural language processing (NLP), and the Internet of Things (IoT) (Movahed et al., 2024; Nugraha, 2024). Unlike traditional marketing approaches that primarily focus on customer acquisition and retention, Marketing 5.0 emphasizes hyper-personalization, predictive marketing, and agile methodologies to create intelligent, data-driven, and consumer-focused marketing environments (Ewolucja Działań Marketingowych, 2023; Alanazi, 2022). By leveraging AI and machine learning, businesses can analyze vast amounts of consumer data in real time, enabling the development of highly tailored marketing strategies that enhance customer engagement, improve decision-making, and foster brand loyalty (González-Ferriz, 2024). The integration of digital and physical touchpoints further

enhances omnichannel experiences, ensuring seamless interactions between consumers and brands (Nozari & Pourghader Chobar, 2024; Zaldumbide-Peralvo, 2023). Additionally, Marketing 5.0 aligns with ethical and sustainable business practices, prioritizing transparency, privacy, and consumer trust (Nugraha, 2024; Gutiérrez, 2024). It supports value co-creation, human-machine collaboration, and mass customization, reflecting the rise of the empowered digital consumer who demands authentic and personalized brand experiences (Mert, 2023). While Marketing 5.0 offers significant advantages, challenges remain in optimizing big data analytics, enhancing AI capabilities, and effectively integrating IoT for market research (González-Ferriz, 2023). As digital markets continue to evolve, businesses must adapt to shifting consumer behaviours and technological advancements to fully harness the potential of Marketing 5.0 in shaping the future of customer engagement and brand success (López, 2024; Madić et al., 2024).

Electronic Word of Mouth (e-WoM) has become a pivotal factor in consumer decision-making, often surpassing traditional marketing channels due to its authenticity and trustworthiness (Wijaya et al., 2024). Research highlights that factors such as source credibility, message valence, and platform type play a crucial role in shaping e-WoM's impact on brand perception and purchase intentions (Jain & Rani, 2024). The rapid expansion of social media platforms has further amplified e-WoM's influence, enabling swift dissemination of user-generated content that shapes consumer attitudes (Kinari et al., 2023; Tuncdogan & Hughes, 2023). Theoretical frameworks such as the Theory of Planned Behaviour and Social Exchange Theory indicate that consumer's process e-WoM through psychological, social, and emotional lenses, reinforcing the dominance of peer reviews over traditional advertising (Kansal & Kaushik, 2024; Sun & Miskon, 2024). Additionally, empirical studies using Structural Equation Modelling (SEM) demonstrate both direct and indirect effects of e-WoM on consumer behaviour, emphasizing variables such as website quality, content richness, and brand-consumer relationships as key influencers (Sultoni, 2023). With the rise of digital dependency during the COVID-19 pandemic, e-WOM has emerged as an unpaid yet highly effective marketing tool, as consumers increasingly rely on online reviews before making purchase decisions (Jain & Rani, 2024).

Despite its widespread impact, research underscores several contextual variations and emerging challenges in e-WoM adoption. Studies indicate that while e-WoM adoption is prevalent in regions with high social media penetration, such as Morocco, businesses often struggle with its unpredictable nature, requiring improved management strategies (AlAoui & Chaali, 2024). Additionally, cultural and social differences play a significant role in shaping e-WOM effectiveness, highlighting the need for cross-cultural investigations to understand how societal factors influence consumer responses (Siregar et al., 2024). Recent bibliometric analyses have identified emerging themes such as brand authenticity, co-creation, and brand hate, which require deeper exploration (Bhaiswar et al., 2021; Ross, 2022). Furthermore, advancements in artificial intelligence and machine learning offer new opportunities for businesses to analyze consumer sentiment and personalize marketing strategies based on e-WOM data (Herzallah, 2025). However, qualitative aspects such as message tone, emotional resonance, and ethical concerns regarding fake reviews and online manipulation remain underexplored (Ghouse et al., 2023). Future research must integrate consumer psychology, digital advancements, and ethical considerations to bridge these knowledge gaps and optimize e-WOM's role in strategic marketing initiatives (Li, 2023).

IV. RESEARCH OBJECTIVE

To analyze the influence of Marketing 5.0 techniques on E-Word of Mouth Marketing

V. RESEARCH METHODOLOGY

The suggested theoretical framework is analyzed and statistical support is provided using a quantitative approach (Alkhwaldi et al., 2022). Data is gathered by the distribution of questionnaire. The study's population consists of the social commerce users in Kottayam district, Kerala.

Multi-stage random sampling is employed for sample selection. We divided the entire Kottayam district into 5 taluks .One panchayath and one municipality were selected from each taluks .Again, one ward was selected from each selected panchayath and municipality. Further, 20 social commerce users from a total of 10 wards were selected at random.

Everyone who took part offered their informed consent. To measure the research variables, the questionnaire was split into three sections. The socio-demographic factors were the focus of the first section. The second section, which included questions about Marketing 5.0, created by Alanazi (2022).The final component e-WoM marketing is measured by using scale established in previous studies (Rani, Toni, & Shivaprasad, 2022).All the scales was taken from existing literatures and it was measured on 5 point likert scale. The respondent's age, gender, educational qualification, residential status,

occupation, marital status, experience in online platforms, daily hour wise screen time in social media, frequency of online purchase were the demographic variables of the study.

VI. DATA ANALYSIS AND RESULTS

Table 6.1: Summary of demographic variables

Variables	Category	Frequency	Percentage
Gender	Male	109	54.5
	Female	91	45.5
Age	18-25	94	47
	26-33	72	36
	34-41	26	13
	Above 41	8	4
Educational qualification	Below graduation	59	29.5
	Graduate	105	52.5
	Post Graduation	24	12
	Professional course/Ph.D	12	6
Residential Status	Urban	79	39.5
	Rural	121	60.5
Occupation	Student	96	48
	Govt employee	20	10
	Private sector employee	66	33
	Business	5	2.5
	Professional	13	6.5
Marital Status	Single	110	55
	Married	76	38
	Divorced	6	3
	Widowed	8	4
Experience in online platforms	Less than 2 years	36	18
	2-5 years	82	41
	5-7 years	47	23.5
	More than 7 years	46	17.5
Screen time in social media platforms in a day	Less than 1 hour	11	5.5
	1-2 hours	38	19
	2-3 hours	65	32.5
	3-4 hours	24	12
	More than 4 hours	62	31
Frequency of online purchase	Never	4	2
	Rarely	80	4
	Occasionally	98	49
	Frequently	18	9
Type of product purchased online	Clothing & Apparels	75	37.5
	Computer & Electronics	54	27
	Books	32	16
	Food & Health items	23	11.5
	Skin care products	15	7.5
	Others	1	.5

Note: Sample size (n) = 200

The table gives some insights about the demography of the respondents. There are slightly more male respondents (54.5%) than females (45.5%). Most participants are young adults; with 47% aged 18-25 and 36% aged 26-33. In terms of education, 52.5% are graduates, while 29.5% have not completed graduation. A majority (60.5%) live in rural areas, while 39.5% are from urban regions. Students make up the largest group (48%), followed by private sector employees (33%). Most respondents are single (55%), while 38% are married and a few are divorced or widowed.

When it comes to online behaviour, 41% of people have been using digital platforms for 2-5 years, showing they are quite familiar with them. Social media use is high, with over 60% spending more than 2 hours daily, and 31% using it for more than 4 hours. Online shopping is common but not very frequent, as 49% shop occasionally and 40% buy rarely. The most popular products purchased online are clothing (37.5%) and electronics (27%). Only 9% shop frequently, which suggests that while many people use e-commerce, regular online shopping is still developing among them.

Table 6.2: Variables & reliability

Variables		Cronbach's Alpha	Source
Marketing 5.0	Predictive Marketing	.754	Brynjolfsson et al. (2021); Moraru and Vincenti (2016)
	Contextual Marketing	.712	Luo (2003); Lee and Jun (2007)
	Augmented real Marketing	.843	Rauschnabel et al. (2022); Ng and Ramasamy (2018); Jessen et al. (2020); Carmigniani et al. (2011)
E-Word of Mouth Marketing	Source credibility	.892	Wood and Swait, (2002)
	Source Homophily	.802	Kannaiah and Shanthi (2015)
	Message Credibility	.879	Yayli & Bayram, (2012)
	Message Quality	.749	Bas Menkveld, (2013)
	Receiver's Characteristics	.827	Almana & Mirza, (2013), Yin et al., (2014)
	Website Credibility	.755	Lee et al.,(2013)

A Cronbach's alpha of 0.70 or higher indicates an acceptable level of reliability. In this analysis, all constructs demonstrated satisfactory reliability, as each alpha value surpassed the 0.70 threshold. Additionally, none of the values exceeded 0.95, indicating the absence of redundancy among the items.

To analyze the influence of marketing 5.0 techniques on e-WoM marketing, a regression model was employed. The details of the fitted model are provided below:

$Y=\beta_0+\beta_1X_1+\beta_2X_2+\beta_3X_3+\epsilon$

Where:

Y = Electronic Word-of-Mouth (e-WoM)

X_1 = Predictive Marketing (PM)

X_2 = Contextual Marketing (CM)

X_3 = Augmented Reality Marketing (ARM)

β_0 = Intercept (constant)

β_1, β_2, β_3 = Regression coefficients of the predictor variables

ϵ = Random error term

The following hypothesis was formulated:

H0: There is no significant influence of Marketing 5.0 techniques on e-WoM marketing

The correlations as well as the significant effects between the three factors and dependent variables were shown in Table 6.3

Table 6.3 Correlation between variables

	e-WoM	PM	CM	ARM
e-WoM	1			
PM	.597**	1		
CM	.647**	.728**	1	
ARM	.714**	.667**	.754**	1

** Correlation is significant at the 0.01 level (2-tailed)

The correlation analysis shows that all three Marketing 5.0 techniques such as Predictive Marketing (PM), Contextual Marketing (CM), and Augmented Reality Marketing (ARM) have a significant positive relationship with e-WoM. ARM has the highest correlation with e-WoM ($r = .714$, $p < .01$), followed by CM ($r = .647$, $p < .01$) and PM ($r = .597$, $p < .01$), indicating that ARM has the strongest impact on e-WoM. Additionally, strong correlations exist among the independent variables, with CM and ARM ($r = .754$, $p < .01$), PM and CM ($r = .728$, $p < .01$), and PM and ARM ($r = .667$, $p < .01$), suggesting that these techniques are often used together in marketing strategies.

Table 6.4 Adjusted R Value

Model Summary[b]

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.740[a]	.547	.540	.42964	1.778

a. Predictors: (Constant), Augmented Real Marketing, Predictive Marketing, Contextual Marketing

b. Dependent Variable: EWOM

Table 6. 5 ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.666	3	14.555	78.851	.000[b]
	Residual	36.180	196	.185		
	Total	79.846	199			

a. Dependent Variable: EWOM

b. Predictors: (Constant), Augmented Real Marketing, Predictive Marketing, Contextual Marketing

Table 6.6 Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.789	.179		4.419	.000		
	Predictive Marketing	.127	.064	.146	2.002	.047	.437	2.288
	Contextual Marketing	.172	.081	.175	2.122	.035	.340	2.940
	Augmented Real Marketing	.428	.067	.485	6.402	.000	.402	2.487

a. Dependent Variable: EWOM

The model summary indicates that the regression model explains 54.7% of the variance in Electronic Word-of-Mouth (e-WoM), as shown by the R Square (0.547) value. The Adjusted R Square (0.540) suggests a slight adjustment for the number of predictors, confirming the model's reliability. The R value (0.740) indicates a strong positive correlation between the independent variables (Predictive Marketing, Contextual Marketing, and Augmented Reality Marketing) and e-WoM. The Standard Error of the Estimate (0.42964) represents the average deviation of observed values from the predicted values, implying a reasonable model fit. Lastly, the Durbin-Watson statistic (1.778) falls within an acceptable range, indicating no significant autocorrelation in the residuals, ensuring the validity of the regression results.

The ANOVA table assesses the overall significance of the regression model in predicting Electronic Word-of-Mouth (e-WoM). The F-statistic (78.851) and the p-value (.000) indicate that the model is highly significant, meaning that at least one of the predictor variables (Predictive Marketing, Contextual Marketing, or Augmented Reality Marketing) has a significant impact on e-WoM. The regression sum of squares (43.666) shows the variation explained by the model, while the residual sum of squares (36.180) represents the unexplained variation. Since the p-value is below 0.05, the model is statistically significant, confirming that Marketing 5.0 techniques contribute meaningfully to e-WoM.

The coefficient table indicates that Marketing 5.0 techniques significantly impact e-WoM. Augmented Reality Marketing (B = 0.428, p = .000) has the strongest effect, highlighting the importance of immersive and interactive marketing strategies. Contextual Marketing (B = 0.172, p = .035) also plays a significant role, suggesting that personalized and context-aware marketing messages encourage online discussions. Predictive Marketing (B = 0.127, p = .047) has the weakest but still significant effect, showing that AI-driven predictions contribute to e-WoM, though to a lesser extent. The VIF values (2.288 to 2.940) and tolerance values above 0.1 confirm that there are no multicollinearity issues in the model.

VII. DISCUSSION AND CONCLUSION

This study highlights the significant impact of Marketing 5.0 techniques on Electronic Word-of-Mouth (e-WoM) marketing, demonstrating how predictive marketing, contextual marketing, and augmented reality marketing influence e-WoM and online brand discussions. Among these, augmented reality marketing has the strongest effect, emphasizing the role of immersive and interactive experiences in shaping consumer perceptions and online recommendations. Contextual marketing also plays a crucial role, indicating that personalized and relevant messaging enhances e-WoM. Predictive marketing, while significant, has a relatively weaker influence, suggesting that AI-driven insights alone may not be as effective as experiential and personalized strategies in generating e-WoM. These findings confirm that businesses adopting Marketing 5.0 strategies can enhance their digital presence, improve customer relationships, and foster brand loyalty through technology-driven engagement techniques.

The study has several practical implications for businesses and marketers. By leveraging augmented reality and contextual marketing strategies, brands can create personalized, interactive, and engaging customer experiences, which in turn can drive positive e-WoM and brand advocacy. Companies should focus on real-time and data-driven marketing approaches to better understand consumer preferences and deliver targeted content. Additionally, firms must integrate AI and predictive analytics into their

marketing strategies, not just for forecasting consumer behaviour but also for optimizing real-time decision-making and customer interactions. The insights from this study can help businesses develop more effective digital marketing campaigns, ensuring that consumers are more likely to engage in and spread positive e-WoM.

Despite its contributions, this study has certain limitations. The findings are based on a specific sample, which may limit generalizability across different consumer segments and industries. Additionally, the study relies on self-reported data, which may introduce biases such as recall errors and social desirability bias. The research also does not explore the long-term effects of Marketing 5.0 techniques on e-WoM, making it difficult to assess their sustained impact on electronic word of mouth marketing. Furthermore, external factors such as cultural differences, economic conditions, and evolving digital trends were not extensively analyzed, which could influence the applicability of these findings in different geographic regions and markets.

To address these limitations, future research should examine the impact of Marketing 5.0 strategies across different industries and global markets, ensuring a broader understanding of their role in e-WoM. Incorporating qualitative research methods, such as in-depth interviews and ethnographic studies, could provide deeper insights into consumer perceptions and e-WoM behaviours. Additionally, further studies should explore the integration of emerging technologies such as block chain, voice search optimization, machine learning, and AI-driven chat bots in digital marketing strategies. Longitudinal studies could assess the long-term impact of Marketing 5.0 on consumer trust, brand loyalty, and purchasing behaviour. By expanding the research scope, future studies can contribute to a more comprehensive understanding of the evolving role of technology-driven marketing in influencing consumer interactions and digital engagement.

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