

# Review Of Tech Integration In Marketing Strategies Impact On Consumers

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## Abstract

This study examines the integration of technology in marketing strategies and its impact on consumer behavior. As technology continues to evolve rapidly, its integration into marketing practices has become increasingly essential for businesses aiming to stay competitive and relevant in today's digital age. The research explores various technological tools and platforms used in marketing, such as social media, data analytics, and personalized marketing techniques. Key factors influencing consumer perceptions and behaviors in response to these technologies are analyzed, including convenience, personalization, and engagement. Additionally, the study investigates challenges and opportunities associated with technological integration in marketing strategies, highlighting implications for businesses and recommendations for future research. Through a comprehensive review of current literature and empirical findings, this abstract summarizes the critical insights into how technological advancements shape consumer interactions and decision-making processes in the modern marketplace.

## Introduction

In today's rapidly evolving digital landscape, the integration of technology in marketing strategies has revolutionized how businesses engage with consumers. This introduction explores the profound impact of technological integration on consumer behavior and marketing practices, emphasizing key trends, challenges, and opportunities in the field.

Technological advancements, ranging from artificial intelligence (AI) and machine learning to big data analytics and digital platforms, have reshaped the marketing landscape. These tools enable businesses to gather vast amounts of consumer data, allowing for personalized and targeted marketing campaigns. For instance, AI-powered algorithms can analyze consumer preferences and behaviors in real-time, facilitating the delivery of tailored content and offers that resonate with individual consumers. Social media platforms have become

pivotal channels for marketing strategies, offering unparalleled reach and engagement opportunities. Brands leverage social media to interact directly with consumers, build communities, and amplify brand messaging through viral content and influencer partnerships. The immediacy and interactivity of social media also enable brands to receive instant feedback and adapt marketing strategies in real-time.

The integration of technology in marketing is not without its challenges. Privacy concerns, data security, and ethical implications surrounding the use of consumer data remain prominent issues. Balancing personalization with consumer privacy rights presents a delicate challenge for marketers striving to maintain trust and transparency. Technological integration requires businesses to continually adapt and innovate to stay ahead of competitors. The rapid pace of technological change necessitates ongoing investments in training and infrastructure to effectively harness new tools and platforms. The benefits of technological integration in marketing are significant. Enhanced consumer engagement, improved targeting capabilities, and measurable return on investment (ROI) are among the advantages that propel businesses towards adopting and refining their tech-driven marketing strategies. This introduction sets the stage for a deeper exploration of how technological integration is reshaping consumer interactions and decision-making processes in the contemporary marketplace. By examining current literature and empirical research, this study aims to provide valuable insights into the evolving role of technology in shaping the future of marketing strategies and consumer behavior.

### **Need of the Study**

Technology and communication foster relationships, increase organizational effectiveness, and allow people to get to know one another, all while assisting businesses to grow and prosper. Internet, mobile, social media, and customer relationship management systems are just a few examples of technology that have a substantial way on how businesses engage with potential customers. As a type of these new modes of communication, the media landscape and the communications strategy utilized by organizations are changing. Many consumers and business professionals use their computers and phones to search for information and communicate with other people and businesses.

Consumers with access to a variety of information sources and a keen interest in interactive media may be able to obtain more product knowledge on their own. Workplaces are changing as more people use virtual offices, text on their phones, and interact on social media sites like Facebook, LinkedIn, Pinterest, and Twitter. As the media landscape changes, so will the amount of money that businesses spend on various types of technology and communication. After they have been created, businesses must communicate the benefits and values of their products and services to both current and prospective clients.

The millennial generation, which includes today's youth, is driving the transition to new communication technology. Young consumers may want to receive promotions via mobile marketing, such as from stores on their phones as you walk down the street, or via a mobile

gaming device that connects to the Internet. Similarly, when businesses use social media more frequently, Facebook advertisements are well-liked. Traditional media such as periodicals, newspapers, and television compete with the Internet, texting, mobile phones, social media, user-generated content such as blogs and YouTube, as well as out-of-home advertising such as billboards and mobile promotions. To remain relevant, all sorts of marketing media have been forced to generate new ideas. Due to high consumer expectations and an explosion in engagement devices and channels, marketers today must make sense of a wide matrix of disconnected figures. Despite the today that certain solutions now provide a more comprehensive view of data, 71% of Chief Marketing Officers (CMOs) believe they are unprepared for the data explosion they are currently confronting. Today, gathering metrics requires more than merely keeping track of transactions and corporate goals. Businesses must consider establishing consolidated, personal perspectives of their customers across channels in order to leverage loyal and engaged customers strategically. They require metrics that may be aggregated to create a comprehensive picture of the customer relationship and show how to target messaging more effectively to improve engagement. Marketers believe that silos must be broken down and data sources must be linked. Only then will they be able to completely comprehend client interactions and transactions and use this knowledge to develop long-term relationships.

### **Tools of Modern Marketing**

Modern marketing makes advantage of digital marketing. It is a type of marketing that makes advantage of digital resources such as tablets, cell phones, and personal computers. To interact with stakeholders, game consoles and televisions are used. A component of digital marketing is digital brand engagement. Websites, e-mail, applications, and social networks are examples of digital marketing technology or platforms. Digital marketing can also be done through non-internet channels such as television, radio, SMS, or online through social media, email channels, and banner ads. Social media marketing is a component of digital marketing. However, digital marketing is growing in favour among marketers since it allows them to more accurately target and track many areas, including their Return on Investment (ROI), than other traditional marketing channels. Many businesses utilize a mix of traditional and digital marketing channels. Digital marketing refers to the use of digital channels for consumer and business product and service marketing. As we spend more time on our smartphones, tablets, and laptops, marketing is undergoing a transformation. For brands, the challenge is to interact with consumers in real time across all of these platforms and develop campaigns that are successful across social media, display advertising, and e-commerce.

The nature of marketing has changed as a result of people's real-time engagement with businesses via websites and mobile apps. The modern marketing department must combine the technical aspects of data, digital engineering, and analytics with the creative aspects of the discipline by telling captivating stories that tap into people's hopes and desires. The two regions don't always get along. It can be tough to persuade creative marketers to work with technical personnel. Digital has greatly affected three areas of marketing: campaign speed,

relevancy, and reach. Digital marketing has also significantly boosted relevance. Messages can be laser-focused on extremely specific groups, presenting them with relevant content. Campaigns now reach a far larger audience. Because there are so many different ways for consumers to get media, such as Facebook, YouTube, news websites, smartphone apps, and tablet apps, a good idea can quickly grow to enormous proportions. Marketers must improve their skills in order to fully capitalize on these fast-paced, highly relevant campaigns via digital media. They must work together with web developers, social media specialists, and data analytics. Future marketers will need to be well-versed in real-time technology, as well as marketing and creative skills.

The digital marketing technical staff must become more creative, just as marketers must become more informed about technology, data, and analytics. They are rising to the occasion. Curiosity, rather than technical expertise, is more vital for marketers in today's fast developing digital marketplace. For brands to thrive in the digital age, chief marketing officers and chief information officers must collaborate successfully. However, many companies find this difficult, and a disagreement between the two sides is possible. Purely digital firms that have only existed digitally, such as Net-a-Porter, are ready for the digital era. Those considering a career in marketing must be prepared to mix the magic of marketing with the science of technology in order to create effective and focused marketing campaigns. Consumers today consume material through their smartphones, iPads, desktops, eyewear, and watches. As a result, marketing departments must create effective campaigns that work across all platforms and master technology. Marketers work closely with technologists and IT teams. They are aware of the procedures involved in data handling, website creation, and the launch of social media campaigns. The panelists discussed how marketers may develop the skills needed to engage with technologists while retaining their creativity, flair, and intuition.

### **Marketing Technology: Past and Future**

There is little doubt that technology has changed how people around the world receive, process, and respond to information. Customers are discovering new ways to contact with businesses and engage with items as a result of the internet's introduction at the beginning of the twenty-first century and the rapid evolution of technologies that offer quick and easy access to its millions of portals. Many experts and ordinary people today agree that the information age, aided by emerging technology, has reshaped the role of marketing in light of these new forms of buyer-seller interactions. Marketing's role in the past has changed with time. Marketing's role has changed to developing and managing customer connections. Marketers are still attempting to make these connections more than ten years after this new role was founded. The power dynamic in buyer-seller relationships, corporate attitudes toward the marketing function, and marketing methods have all been irreversibly altered by rapid technological advancement, even though the role of marketing has remained unchanged.

The internet has been the most damaging factor in the power shift from marketers to consumers. Because of the internet, customers now have access to a tremendous amount of global data that is timeless, significant, and verifiable. Consumers may get important information on firms and their products with a single click. They can read reviews, compare products, compare pricing, and even talk with other users about the customer service and product quality. Internet users are also creating and spreading content, enabling hitherto unheard-of information and knowledge flows. The development of social networking sites such as Facebook, Twitter, Tumblr, Instagram, and others has provided consumers with direct feedback about items, both favorable and negative, from their friends and contacts. Today, a disappointed customer's blog post or video might swiftly go viral. Because of how it makes people feel, the post has a greater influence than the action it takes. As a result, concepts such as brand supremacy and brand loyalty are becoming obsolete. As consumers seek value at cheaper prices, brands are rapidly becoming commodities, posing challenges for modern marketers. Marketers are now defending brand integrity. Because forcing a product on customers is no longer profitable. Marketing is being driven to find customers and finding ways to translate encounters into distinctive, valuable products that are less expensive and superior to competitors' offerings. It must also figure out how to best win ways with its products in order to find digital brand ambassadors who can share the value of the brand to their connections. Whatever the brand, the reality is that corporations no longer have control over brands, price structures, and the flow of communication. The development of the conscientious customer has displaced technology. Marketing was defined as one of a company's four key functional areas. However, as marketing's focus switched to creating customer relationships in the late 1990s, there has been a shift in how the function as a whole is seen internally within firms. Marketing is now recognized as the glue that keeps firms together. Marketing sales projections assist operations in determining production levels and finance in developing budgets. Through predictive studies of customer patterns and demands, marketing is responsible for supplying research and development with fresh initiatives for product development. This multi-functional business was formed on the premise that marketing is now the responsibility of everyone. Consumers no longer have to wait for marketers to reach out to them since they have more access to information thanks to the use of mobile digital technologies. If a customer wants further information, they may now contact a company both online and offline. All of the persons and organizations with whom these consumers contact are touch points. They provide dependable information sources that help companies construct dynamic customer profiles and typesets. These can then be utilized to develop personalized products and messages that companies can advertise to these specific clients. There are two major elements at work here. The first is that consumers can no longer tell the difference between items and customer service. In the same way that technology has brought the world closer together and put everything at the fingertips of the consumer, their attitudes about customer service, products, marketing, and business functions have blended into one.

## LITERATURE REVIEW

Berthon, P. R., Pitt, L. F. et al,(2012) The twenty-first century has brought both opportunities and problems to our interconnected, global society. Managers must deal with a dynamic and interconnected global environment. As a result, managers in the twenty-first century must consider the multiple opportunities and threats that Web 2.0, social media, and creative customers provide, as well as the resulting shifts in activity, power, and value loci. We proposed five axioms to help managers understand this new era: (1) social media are always a function of a specific country's or context's technology, culture, and government; (2) local events rarely stay local; (3) global events are likely to be (re)interpreted locally; (4) creative consumers' actions and creations are also dependent on technology, culture, and government; and (5) technology is historically dependent. At the heart of these axioms is the managerial recommendation to continually stay current with technology, clients, and social media. To put this managerial recommendation into action, marketers must effectively engage customers, embrace technology, limit the power of bureaucracy, train and invest in their personnel, and inform senior management about the opportunities of social media.

Jain, E., & Yadav, A. (2017) The emergence of marketing, the view for new marketing methods began. Marketers could utilize new techniques to target the market. Then technology arrived, bringing a new perspective to traditional marketing and bringing a revolution. Technology is defined as "the making, use, and knowledge of tools, machines, techniques, crafts, systems, or organizational methods in order to solve a problem or perform a specific function," but in marketing jargon, technology is a mode or medium that helps marketers spread their deliverables to the end user. From television advertising to online marketing, technology has always been advancing. New age marketing is another term for digital marketing. The practice of informing consumers about the benefits of a good, service, or brand in order to sell or promote it is known as marketing. Marketing techniques include understanding consumer behaviour, market segmentation, target market selection, consumer value advertising, and market analysis. From a sociological view, marketing acts as a link between a society's material requirements and its economic reaction patterns. Marketing meets these demands and goals through cultivating long-term relationships and engaging in exchange procedures. Marketing combines information technology, art, and applied science. Marketing management is the process of putting marketing into action in businesses and organizations.

Tapp, A., & Hughes, T. (2004) New technologies are having an increasing marketing on marketing practice, providing both opportunities and problems to those who work in it. The majority of the literature has been on effects that are external to the firm, such as the impact of new business models or the Internet on market structure. The research presented here, on the other hand, focuses on how new technologies act as internal agents of change, driving organizations to adapt to new methods, which in turn upend reported hierarchies. According to the report, this disruption will create opportunities for marketers, who have previously been overlooked as key players at the board level. It has been claimed that marketing's focus

should shift to internal management and facilitation in order for enterprise-wide market orientation to become the dominant corporate culture of the firm. The respondents' unvarnished views of marketers' ability to promote change are reported, and they make for quite depressing reading for the business. We examined several tactics that marketers could use to address these vulnerabilities, strengthen their influence within the firm, and profit from the internal disruption caused by new technologies.

Hulland, J. et al,(2020) New technology have altered nearly every aspect of human life, including the tactics employed by firms to market their goods and services to clients. Along with well-known innovations such as the Internet, more powerful computers, mobile devices and applications, and social media, more radical innovations are on the way. These technological advancements, such as robotics, the Internet of Things (IoT), and artificial intelligence (AI), are having a huge impact on marketing. As a result, it should come as no surprise that organizations in practically every area (including manufacturing, healthcare, finance, and retail) continue to grow their technology spending in order to achieve a variety of objectives. For example, many manufacturing firms aim to save costs by employing automated and robotic production processes, which also reduce human expenses and increase production. Retailers and service providers are increasing their investments in online, mobile, and social media platforms in order to better communicate and engage with their clients—both current and potential clients—and increase sales.

Wang, Z., & Kim, H. G. (2017) Companies are recognizing the importance of changing their approach to customer relationship management (CRM) and developing new marketing capabilities that improve customer happiness. The usage of this research is to look into how social media can help firms develop new CRM capabilities, improve marketing adoption methods, and improve operational efficiency. We believe that social CRM functionality is critical for companies integrating social media into their marketing campaigns in order to boost customer engagement and company performance. We experimentally evaluate data from 232 companies using Facebook, COMPUSTAT North America, and Global Fundamentals yearly databases from 2004 to 2014. The resource-based perspective and dynamic capabilities theory frameworks are used in this study to validate a new form of CRM capability known as social CRM. It also demonstrates how social media usage alters the influence of social CRM capabilities by enhancing their positive capabilities on company performance.

Flavián, C., Ibáñez-Sánchez, S. et al, (2019) This study investigates how recent technological realities in reality-virtual reality can impact the customer experience. We looked at the necessary literature to clearly identify and set the borders, especially those that distinguish pure mixed reality, augmented reality, and augmented virtuality, because academics and managers don't agree on the conceptual boundaries between the distinct realities. On a theoretical level, this work advances the process of establishing the boundaries between the various realities that currently exist. Unlike earlier concepts, we understand that all realities are distinct from one another and list the fundamental characteristics that distinguish them.

As a result, all future technologies will fall into one of the upgraded continuum's categories. In terms of management, we discuss the role that technologies associated with various realities may play in the near future. We also discuss how crucial VR is for increasing people's engagement and positivity. Furthermore, the variations between realities will assist businesses in accurately naming their items and explaining how to utilize them.

D. Khaled, A. S., Ahmed et al,(2021) This study examines current customer growth in the retail business by analysing technological and marketing advancements. The study also investigates the internal and external consequences of innovation on customer satisfaction. Word of mouth (WOM) is the most important component in assessing customer satisfaction, and it also has a huge impact on customer loyalty. For this study, three indicators were chosen: word of mouth, store brand equity (SBE), and customer value (CV), all of which are directly associated to loyalty and satisfaction. These have always been important in highly competitive businesses that make no distinction between tangible and intangible products and services. The value of the store's image in gaining a competitive advantage cannot be emphasized. In recent years, customer value has emerged as an important criterion for the retail experience. While brand equity is evolving in the retail sector, more in-depth research is required to examine all of its possible applications. As a result, these components are regarded as a more robust and complete framework than traditional linear loyalty models. Managers should reinforce and implement service innovation techniques to promote consumer purpose in order to improve the comfort of customers acquiring life insurance products and increase the anticipated efficacy of such products.

Pappas, N. (2016) The study looked at how marketing influenced the formulation of customer trust and the growth of perceived risks in online purchasing behavior. TPB and PRT were used to demonstrate how risk variables and the development of Internet purchase intentions interact with a focus on tourism-related products. It has also examined how marketing strategies affect the impact of perceived risks associated with both products and e-vendors. It has also demonstrated how consumer trust is influenced in the formulation of products and e-channels, as well as how much perceived financial, performance, security, and time loss risks effect this trust. This study has influenced our understanding of how marketing strategies might affect online risks and, ultimately, buy intentions, particularly in the tourism impact where clients perceive high risk in the products. Regardless of the research contribution, it is critical to highlight the study's limitations. To begin, different outcomes may be acquired by studying different e-channels, product brands, or destination visuals. As a result, when extrapolating the conclusions of this study to specific internet vendors, tourism-related products, or places, exercise caution.

Figueiredo, F., Gonçalves, M. J. A. et al,(2021) Big Data has been increasingly important in digital marketing in recent years. The fundamental contribution of this study and mapping of the literature is now a clear chart detailing what has already been published in this field of expertise. We developed a list of the most significant and relevant publications on the subject, detailing the areas of scholarly interest and offering information on the use of technology in a



digital world. One of the most relevant breakthroughs in the use of data in marketing is the analysis of data to predict future consumer needs and behaviors. Because market trends are constantly moving, predicting new developments before they occur is a critical component of an organization's success in modern marketing. Marketing executives will be able to predict future consumer behaviours with some degree of certainty if they are aware of the major drivers that influence consumer decisions. Companies will be able to identify and segment high-value customers, boost loyalty, spend less on marketing, and customise the customer experience by predicting user behaviours and customs.

Hamsa, S. (2021) This study's role is to investigate how the market influences long-term market success. Data analytics, wearable technology, and smart manufacturing are just a few examples of business sector trends that might help promote IT deployment and long-term market growth. Organizational policies and procedures also help to ensure that business and IT operations work together effectively. The contributions cover a wide range of recent business-to-business public relations strategies. Despite the fact that the majority of the entries in this section focus on developing and implementing specific tools and technologies to improve output success and global position, there are a few outliers.

Bolos, C., Idemudia, E. C. et al.(2016) Marketing has always been important to a company's success. Businesses would not exist if they could not find customers and persuade them to purchase the product or service being offered. As a result of recent technical advances, new customers for customer engagement via electronic marketing have emerged (e-marketing). Emarketing broadens the range of strategies available to businesses while drawing on traditional marketing concepts. E-marketing strategies are being used by businesses to communicate with potential customers via websites, social media, and online marketplaces, to mention a few examples. When developing sound e-marketing strategies, businesses should consider a variety of factors, such as how to locate and attract the target market population, engage customers, persuade them to make a purchase, and monitor metrics that show which strategies have the greatest positive financial and non-financial effects on return on investment. Because this sector of marketing is still relatively new, there is much more to learn and research when it comes to effective e-marketing strategies. Businesses who are willing to spend in these e-marketing strategies, on the other hand, can extend their consumer base and increase their return on investment.

Chang, H. H., Wang, Y. H. et al,(2009) the recent rapid rise of the online industry, electronic marketing initiatives have gotten a lot of attention. Many firms upgraded the quality of electronic services (e-service quality) in order to promote customer loyalty, but the outcomes demanded more service. The fundamental purpose of the study is to collect relevant information and construct a detailed research model of electronic commerce in order to identify its antecedent and consequential research factors. This study investigates the relationships between customer satisfaction, customer loyalty, and perceptions of e-service quality. The second purpose of this study is to look into the moderating influence that customer perceived value has in the relationship between loyalty and customer satisfaction.

According to the findings of this study's questionnaire survey, e-service quality promotes customer satisfaction, which in turn supports customer loyalty, in accordance with Bagozzi's appraisal! Emotional response Behavior framework. Another significant finding is the relationship between customer satisfaction and loyalty, which is stronger for customers with high perceived value than for those with low perceived value. The findings show that website operators should prioritize customer perceived value while also enhancing the quality of e-services.

Waheed, A., & Jianhua, Y. (2018) A few decades ago, the development of wireless networks and the rapid spread of technology had a profound impact on how people lived. Consumers' widespread adoption of e-commerce opens up new possibilities for organizations to convey product information quickly and effectively. In contrast, in order for organizations to command greater market attention, they must comprehend how consumers behave when buying purchases. Many academics have argued that it is essential for businesses to investigate the factors that influence consumers' buying decisions. To survive in the competitive business environment of today, organizations cannot ignore the applications of technology in business operations. The success of all business activities depends on the adoption of technology. Over the past few decades, e-marketing (eM) and informatics growth have been closely analyzed together. The internet has grown to be an essential component of information technology, which is still developing quickly on a global scale. The percent of internet users worldwide, which was probably 1.0 percent in the 1990s, is now almost 40%, according to RCIU (2017). It implies that internet usage is growing more quickly and that e-adoption is changing.

### Research Problem

The rapid integration of technology into marketing strategies presents both opportunities and challenges for businesses aiming to effectively engage with modern consumers. This study addresses the pressing research problem of understanding how this technological integration impacts consumer behavior and decision-making processes. One significant challenge is navigating the complexities of consumer data utilization in personalized marketing. As businesses collect and analyze vast amounts of consumer data, concerns regarding privacy, transparency, and data security arise. Marketers must strike a delicate balance between leveraging data-driven insights for personalized marketing efforts and respecting consumer privacy preferences. The dynamic nature of digital platforms and technologies necessitates continuous adaptation and innovation. Businesses face the challenge of staying abreast of technological advancements and integrating them seamlessly into their marketing strategies to maintain competitiveness and relevance. While technological integration enhances consumer engagement and targeting capabilities, it also introduces new dimensions of consumer empowerment and scrutiny. Consumers today are more informed, vocal, and selective, demanding authenticity, relevance, and value from brands. This research problem underscores the need for comprehensive insights into how businesses can harness technology effectively while addressing consumer concerns and expectations. By exploring these

dynamics, this study seeks to provide actionable recommendations for marketers to navigate the evolving landscape of tech-integrated marketing and foster sustainable consumer relationships.

## Conclusion

The integration of technology into marketing strategies has profoundly transformed consumer interactions and behaviors in the contemporary marketplace. This study has highlighted key insights into the impact of technological integration on consumer decision-making processes, engagement dynamics, and the broader marketing landscape. Technological advancements such as AI, big data analytics, and social media have empowered businesses to personalize marketing efforts, optimize targeting strategies, and enhance overall consumer experience. By leveraging consumer data effectively, businesses can deliver relevant content and personalized recommendations that resonate with individual preferences and behaviors. alongside these opportunities, challenges persist, particularly concerning consumer privacy, data security, and ethical considerations. Marketers must navigate these complexities judiciously to build and maintain trust with consumers, ensuring transparency and respect for privacy preferences. the rapid evolution of technology necessitates continuous adaptation and innovation among businesses. Staying ahead in the competitive landscape requires not only embracing new technologies but also understanding consumer expectations and evolving market trends. the future of marketing will likely be shaped by further advancements in AI, automation, and immersive technologies. Businesses that can harness these innovations to deliver seamless, personalized experiences while maintaining ethical standards will be well-positioned for success in the digital age. this study underscores the importance of balancing technological integration with consumer-centric strategies that prioritize transparency, trust, and value. By addressing these considerations, businesses can effectively navigate the complexities of modern marketing and cultivate enduring relationships with empowered consumers.

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