MARKETING 5.0

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Abstract

Marketing 5.0 is a marketing approach focusing on improving the human experience by combining creativity and technological tools such as artificial intelligence. While maintaining a human-centered approach, it better understands customer needs and produces solutions through digital transformation and artificial intelligence.This study conducted a systematic literature review using the PRISMA protocol to examine how Marketing 5.0 has been addressed in marketing research. Twenty-seven academic studies from the Scopus database were analyzed, and trends, methodological approaches, advantages, limitations, and future research suggestions were identified. The findings reveal that Marketing 5.0, with its integration of technologies such as artificial intelligence, big data, augmented reality, and sustainability, is not just about technology. It also emphasizes the importance of human-centered approaches, reassuring the audience that human values are not lost in the digital transformation of marketing strategies. However, limitations such as data security, ethical challenges, and excessive dependence on technology were also highlighted. The study identifies gaps in the literature and guides future research.

Keywords: Marketing 5.0, Technology-Driven Marketing, Artificial Intelligence and Big Data, Sustainability and Prosumers, Human-Centered Marketing Strategies

1. INTRODUCTION

In the current era, the rapid evolution of technology has given rise to new paradigms in marketing. One such paradigm, marketing 5.0, as coined by Kotler et al. (2021), is a novel approach that blends technology with a human touch. Key technologies such as artificial intelligence (AI), big data (BD), the Internet of Things (IoT), augmented reality (AR), and blockchain are pivotal in shaping marketing strategies (Gooljar et al., 2024; Swaminathan et al., 2024). Marketing 5.0 underscores that technological advancements extend beyond automation and analysis to encompass human emotions and values (Alimohammadlou, M., & Khoshsepehr, 2023; Movahed et al., 2024).

While there has been a notable increase in studies related to Marketing 5.0, comprehensive literature synthesis still needs to be done in this field. This study, with its unique approach and focus on key research questions, such as how Marketing 5.0 is approached theoretically and practically, which methodologies are employed, and what gaps currently exist in the literature, promises to bring new insights and perspectives to the field.

Our study is designed to address the immediate need to understand the current state of Marketing 5.0 in marketing research. We aim to analyze the existing literature, identify key trends, and highlight the gaps that need to be filled to guide future studies in this field.

2. LITERATURE

Marketing 5.0 is a concept introduced by renowned marketing expert Philip Kotler. This approach aims to utilize technology for the benefit of humanity, signifying the convergence of technology and human intelligence (Kotler et al., 2021). Marketing 5.0 views technology as a tool and humanity as its focal point (Rajumesh, 2024).). By integrating technological capabilities with human emotions, this model seeks to develop sensitive and effective marketing strategies that serve the betterment of society.

Marketing 5.0 is not merely a marketing strategy but a transformative journey for humanity. With the rapid advancement of technology, consumer expectations have undergone a significant shift (Dutt, 2023). Today, customers seek to purchase products or services and want to feel special, understood, and

valued. This is where Marketing 5.0 comes into play: it employs tools such as artificial intelligence (AI), big data, and augmented reality (AR) to create a marketing approach that resonates with human emotions (Ejjami, 2024).

Marketing 5.0 is a paradigm shift that places the customer at the heart of the marketing process. It's not just about making sales; it's about touching hearts and simplifying lives (Bakhtiari, 2024). For instance, a store doesn't just suggest what you can buy; it understands your tastes, preferences, and needs to offer solutions that say, 'This is just right for you!' Technology doesn't replace humans in this process; it enhances empathy and helps build more meaningful relationships.

Marketing 5.0 builds the future by combining human intelligence with technological capabilities. While robots and AI analyze data, brands leverage this data to connect with human emotions. As a result, Marketing 5.0 has become a technology-driven movement for humanity that aims not only to sell products but also to make people happy (Jaiwant, 2023). This can be achieved by providing personalized recommendations, creating engaging experiences, and addressing societal challenges, thereby enhancing consumers' quality of life.

Thus, the future of marketing will be shaped not by cold, impersonal data but by a warm and genuine human touch. In the digital age, where technology is advancing at a rapid pace, it's reassuring to know that the essence of marketing, the human touch, will remain at the forefront.

2.1. Key Elements of Marketing 5.0

2.1.1. Harmony Between Humans and Technology
- Marketing 5.0 combines human intelligence with technological capabilities.
- Tools such as artificial intelligence (AI), big data, and the Internet of Things (IoT) play significant roles in this era.

2.1.2. Focusing Technology on Human Needs
- Technological tools are used to understand individuals better, build empathy, and solve their problems.
- For instance, a brand may utilize AI to analyze and address customers' emotional needs.

2.1.3. Prioritizing Customer Experience
- This approach emphasizes delivering personalized and value-added experiences to consumers.
- Technological innovations are tailored to meet the needs and desires of customers.

2.1.4. Promoting Social Responsibility and Value Creation
- Marketing 5.0 goes beyond merely selling products; it also aims to contribute to solving societal problems.
- Topics such as sustainability, environmental responsibility, and improving the quality of human life gain prominence.

2.2. Technological Tools in Marketing 5.0

The key technologies driving Marketing 5.0 include:
- **Artificial Intelligence (AI):** Used for data analysis and predicting customer behavior.
- **Big Data:** Analyzes consumer habits and trends.
- **Internet of Things (IoT):** Facilitates customer interaction through smart devices.
- **Augmented Reality (AR) and Virtual Reality (VR):** Creates interactive and immersive experiences.
- **Robotic Technology:** Streamlines processes, particularly in customer service.

Goals of Marketing 5.0

- **Focusing on Humans:** Understanding customers' emotional and practical needs.
- **Leveraging Technology:** Enhancing and optimizing marketing processes.
- **Contributing to Society:** Supporting social and global issues through technological solutions.

3. METHOD

This study employed a systematic literature review (SLR) method, following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) protocol. Methodologically, the PRISMA protocol was followed in the research process, and it was structured in five steps. According to the protocol, this includes the search strategy and database selection, exclusion criteria, and data extraction and analysis (Moher et al., 2015). Accordingly, the formation of research questions, the identification of publications, study selection and evaluation, analysis focused on the research questions, synthesis, and reporting of results for future research were conducted (Page et al., 2021). The research process consists of four steps:

3.1. Identification

The literature search was conducted in the Scopus database.

The keyword "Marketing 5.0" was used.

Publication types included articles, book chapters, conference papers, and books.

3.2. Screening

A total of 27 documents were selected from the identified search results. The selection criteria were as follows:

Inclusion Criteria: Peer-reviewed publications directly related to Marketing 5.0, published between 2019 and 2024.

Exclusion Criteria: Irrelevant studies and sources with low academic reliability.

3.3. Elimination

The elimination process was applied using the PRISMA flow diagram, including:

Title and abstract review,

Full-text evaluation,

Elimination of studies that did not meet the criteria.

3.4. Data Analysis

The selected studies were analyzed using the thematic analysis method.

4. RESULTS

The analysis reveals that a total of 27 publications have been reviewed, comprising 10 articles, 10 book chapters, and 7 conference papers. This balanced distribution across different publication types highlights the growing interest and diversity of contributions to the field of Marketing 5.0. The average number of citations per publication is 4.78, which reflects moderate academic recognition. Notably, the publication titled "Marketing Intelligence and Big Data" received the highest citation count of 58, indicating its significant influence on the field. This shows that studies related to big data and its role in marketing remain a critical area of research with considerable impact (See Table 1).

Table 1. Key Statistics

Statistic	Value
Total Number of Publications	27
Number of Articles	10

Number of Book Chapters	10
Number of Conference Papers	7
Average Number of Citations	4,78
Most Cited Publication	Marketing Intelligence and Big Data
Highest Citation Count	58

The distribution of publication types shows an even split between articles (10) and book chapters (10), with conference papers (7) making up the remainder. The equal representation of articles and book chapters suggests that researchers are exploring Marketing 5.0 from both empirical and theoretical perspectives. Articles likely provide data-driven analyses and quantitative insights, while book chapters often present conceptual models and theoretical discussions. The presence of conference papers reflects ongoing interest and the preliminary nature of certain studies, as conferences often serve as platforms for emerging research and ideas in this field (See Table 2).

Table 2. Publication Type Distribution

Type	Count
Articles	10
Book Chapters	10
Conference Papers	7

The yearly analysis shows a significant upward trend in the number of publications on Marketing 5.0, particularly in recent years. While 2019 and 2020 each saw just 1 publication, the field began gaining momentum in 2021 with 2 publications and expanded further in 2022 with 4 publications. The sharp increase to 8 publications in 2023 and 11 publications in 2024 indicates a growing research interest and relevance of Marketing 5.0 in contemporary marketing discussions. This trend reflects the increasing adoption of AI, big data, and advanced technologies in marketing strategies, as well as their alignment with human-centered approaches. The rapid growth also underscores the urgency of addressing challenges like ethics, sustainability, and personalization in a technologically advanced marketing era (See Table 3).

Table 3. Yearly Publication Distribution

Year	Number of Publications
2019	1
2020	1
2021	2
2022	4
2023	8
2024	11

Table 4 showcases a comprehensive timeline of 27 key publications on Marketing 5.0 from 2019 to 2024, highlighting diverse methodologies and research focuses. The earliest work, "Marketing Intelligence and Big Data" by Lies (2019), uses Big Data Analysis to explore the foundational role of data in marketing strategies, marking the beginning of modern technological integration. By 2020, Yagnik et al. addressed creativity in brand management, emphasizing human-centered models. From 2021 to 2023, a surge of studies emerged, reflecting growing interest in integrating AI, IoT, and data science applications. For example, Mendez-Aparicio et al. (2021) explored customer retention through Data Science Applications, while Opresnik (2022) delved into IoT and AI opportunities. By 2023, significant studies like those of Sardjono et al. and Kawakami et al. incorporated case studies and Agent-Based Modeling, respectively, marking a notable methodological shift toward practical simulations and real-world implementations. The increasing use of Systematic Reviews (e.g., Koroglu, 2023) reflects a structured approach to synthesizing research findings, while quantitative methods like Hafez (2023)

focus on measurable marketing impacts, particularly in sectors like banking. In 2024, the research landscape expanded dramatically, with studies like Gooljar et al. (systematic reviews on sentiment-based models) and Swaminathan et al. (blockchain and AI in Food & Beverage) emphasizing emerging technologies. Additionally, qualitative and theoretical studies, such as Mathew & Tholath (2024) and Bakator et al. (2024), underscore the intersection of sustainability, industry, and society. The use of diverse methods—from the Delphi Method, a structured communication technique used to reach a consensus on a complex issue, to Podcast Analysis, a method for analyzing the content of podcasts—illustrates the dynamic nature of Marketing 5.0 research. Overall, the table reflects a methodological evolution, a growing focus on AI, blockchain, sustainability, and technology integration with human-centered approaches, aligning with the core principles of Marketing 5.0.

Table 4. Key Contributions to Marketing 5.0 Research: Authors, Years, and Methods

Author(s)	Year	Title	Method
Lies	2019	Marketing Intelligence and Big Data	Big Data Analysis
Yagnik et al.	2020	Creativity-centered brand management model	Creativity-based Analysis
Chantamas	2021	Book Review: Marketing 5.0 Technology for Humanity	Book Review
Mendez-Aparicio et al.	2021	Studying customer experience and retention	Data Science Application
Opresnik	2022	The Internet-of-Things and AI	IoT and AI Analysis
Valentino	2022	Developing relationships in the pandemic	Literature Review
Kaur et al.	2022	Developing relationships, personalization, and data herald	Theoretical Analysis
Casas	2022	Holograms and Avatars for Political Persuasion	Case Study
Hafez	2023	The Nexus Between Social Media Marketing Efforts	Quantitative Survey
Kawakami et al.	2023	A Development of Marketing Business Game	Agent-Based Modeling
Paredes & Ballesteros-Lopez	2023	Augmented Reality System as a 5.0 Marketing Strategy	Case Study
Aliev & Kadirov	2023	Digital Marketing and Smart Technology	Digital Marketing Analysis
Opresnik	2023	New Product Development (NPD)	Theoretical Analysis
Romero Montero et al.	2023	Inbound marketing in the hospitality industry	Systematic Review
Sardjono et al.	2023	Applying Digital Advertising in Food and Beverage	Case Study
Koroglu	2023	AI and XR (AIXR) marketing	Systematic Review
Leandro et al.	2024	Conversas Made in CO	Podcast Analysis
Alkobaisi & Al Mubarak	2024	The Impact of 5.0 Marketing on B2B Sustainability	Literature Review
Swaminathan et al.	2024	AI and Blockchain in Food and Beverage	Blockchain and AI Analysis
Movahed et al.	2024	Opportunities and challenges of marketing 5.0	Delphi Method
Atasoy & Basal	2024	New marketing approaches	Data-driven Analysis
Blázquez-Resino et al.	2024	Spain is different!	Historical Review
Nozari & Chobar	2024	The dimensions and components of marketing 5.0	Analytical Framework
Kaur & Kaushal	2024	Marketing 5.0 and the role of mind mapping	Theoretical Analysis
Mathew & Tholath	2024	Prosumers and Sustainability	Qualitative Interviews

Bakator et al.	2024	The three pillars of tomorrow	Theoretical Model
Gooljar et al.	2024	Sentiment-based predictive models for online purchases	Systematic Review

4.1. Trends in Marketing 5.0 in the Literature

The literature analysis reveals that studies on Marketing 5.0 are grouped around four main trends:

4.1.1 Technology and Human-Centric Marketing

Marketing 5.0 aims to enhance human experiences through technological tools. Gooljar et al. (2024) emphasize the impact of artificial intelligence (AI) and sentiment analysis on the customer journey. Mathew and Tholath (2024) discuss the potential of prosumers' attitudes toward sustainability, such as their preference for eco-friendly products or their support for brands with sustainable practices, in creating brand value.

4.1.2 Sustainability and Social Benefit

Marketing 5.0 is not just about selling products, it's about creating a sustainable future. Alkobaisi & Al Mubarak (2024) dissect B2B sustainability efforts in the energy sector, underlining the crucial role of marketing in creating long-term value and promoting sustainable practices. This focus on sustainability is a beacon of hope in a world grappling with environmental challenges.

4.1.3 Sectoral Applications

Marketing 5.0 is not just a buzzword, it's a force driving transformations across sectors. Applications in F&B (Swaminathan et al., 2024), tourism (Blázquez-Resino et al., 2024), and education (Leandro et al., 2024) are reshaping these industries. The use of AI and blockchain in McDonald's marketing campaigns, as highlighted by Sardjono et al. (2023), is a testament to the sectoral success that Marketing 5.0 can bring.

4.1.4 Digital Transformation and Data-Driven Strategies

Data science and AI-based models enable customer behavior analysis to create personalized campaigns (Lies, 2019; Mendez-Aparicio et al., 2021).

4.2. Methodological Approaches

The methodological diversity of studies can be categorized as follows:

Qualitative Research: Interviews and case studies (Mathew & Tholath, 2024).

Quantitative Research: AI and big data analyses (Gooljar et al., 2024; Koroglu, 2023).

Conceptual Models: Theoretical frameworks and proposed models (Movahed et al., 2024; Kaur & Kaushal, 2024).

4.3. Advantages and Limitations of Marketing 5.0

4.3.1 Advantages

Personalized customer experiences (Gooljar et al., 2024).

Sustainable value creation (Albokaisi & Al Mubarak, 2024).

Fast and accurate decision-making mechanisms (Swaminathan et al., 2024).

4.3.2 Limitations

Data privacy and security issues (Casas, 2022).

Ethical challenges (Yagnik et al., 2020).

Overdependence on technology (Lies, 2019).

5. CONCLUSION

This study systematically examines the role of Marketing 5.0 in marketing research, highlighting current trends, advantages, limitations, and methodological approaches. Analyses in the literature demonstrate that Marketing 5.0 not only enhances customer experiences but also paves the way for a more promising future in marketing. By integrating technological tools with human-centered approaches, Marketing 5.0 is set to revolutionize marketing strategies, supported by technologies such as artificial intelligence (AI), big data (BD), augmented reality (AR), and blockchain, built upon real-time analysis and personalization. Additionally, prosumers' interest in sustainable products and services underscores Marketing 5.0's significant role in economic value creation and generating environmental and social benefits (Mathew & Tholath, 2024; Albokaisi & Al Mubarak, 2024).

The study's findings emphasize the transformative impact of Marketing 5.0 on marketing literature, signaling the need for companies to create value to foster long-term customer loyalty. Examples from the tourism, food, and energy sectors illustrate the success of sectoral transformation (Blázquez-Resino et al., 2024; Sardjono et al., 2023; Swaminathan et al., 2024). However, this technological transformation also brings limitations such as data privacy, ethical concerns, and overdependence on technology (Lies, 2019; Casas, 2022). Therefore, it is not just important, but urgent for future research to address these limitations and develop practical solutions.

Regarding methodological diversity, qualitative studies currently dominate the literature, indicating the need to increase the number of quantitative and applied research. Empirical studies leveraging AI and big data analyses can contribute to a deeper understanding of customer behaviors. Additionally, adopting multidisciplinary approaches is not just beneficial, but crucial for a more comprehensive exploration of the social, ethical, and cultural dimensions of Marketing 5.0.

In conclusion, Marketing 5.0 presents a critical opportunity for businesses to enhance competitive advantage, build customer loyalty, and create sustainable value. However, the ethical use of technology and the continuity of human-centered approaches must be ensured. Future research is expected to conduct in-depth sectoral analyses to increase the applicability of Marketing 5.0 and address existing gaps. This study contributes significantly to the literature, offering a deeper understanding of the potential of Marketing 5.0 in marketing strategies and serving as a comprehensive guide for future research..

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