

Chapter 1

Marketing Trends Between 2015 and 2025: Systematic Bibliometric Literature Review

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ABSTRACT

This article presents a comprehensive review of contemporary marketing trends, drawing insights from recent academic literature indexed in Scopus between 2015 and 2025. The analysis reveals a pronounced shift from traditional mass marketing to data-driven, personalised strategies powered by emerging technologies such as artificial intelligence, the Internet of Things, and marketing analytics. Trends such as influencer marketing, virtual and augmented reality, and green marketing have also gained significant momentum, reflecting evolving consumer expectations and societal values. Through bibliometric reviews, conceptual frameworks, and empirical investigations, this synthesis identifies common drivers of innovation, including digital transformation, consumer trust, and the growing role of emotional engagement in digital environments. The findings offer a research agenda for scholars and practical implications for marketers seeking to align with future-facing trends in a dynamic global marketplace

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INTRODUCTION

The modern-day business environment is marked by relentless disruption and intensified scrutiny. Market saturation, global competition, and rapid shifts in consumer values are challenging long-standing business models. For instance, customers no longer passively accept brand messages (Kitchen & Proctor, 2015). Instead, they evaluate, question, and demand transparency and authenticity at every turn. As public trust becomes more volatile, corporations are increasingly held accountable by vocal communities, advocacy groups, and socially conscious consumers (Du Gay & Salaman, 2019). In addition, the pace of technological innovation is reshaping how information is created, shared, and consumed. Digital platforms like social media have redefined the flow of communication and outpaced traditional media in reach and influence. For instance, Dellaert (2019) explains that digital technologies are empowering consumers and allowing them to control how they “search, purchase, experience, and evaluate products” (p.238). As a result, organizations are reinventing marketing in form and function to stay relevant, responsive, and connected in a digitally empowered world.

Historically, marketing operated through one-way communication channels such as print, television, and radio, where brands controlled the message and timing of delivery. Campaigns were largely product-focused and aimed to broadcast a singular value proposition to a broad audience (Rachmad, 2024). This approach assumed passive consumers and prioritized reach over interaction. However, the rise of digital technologies has dismantled this model. Today's consumers are not just recipients of marketing, but also participants, co-creators, and critics. Esposito (2019) describes them as “active subjects” who use communication technologies to get clear and precise information about products and their alternatives. As a result, marketing strategies have shifted toward two-way engagement, personalization, and responsiveness. Data analytics and automation allow brands to understand and anticipate consumer behavior in real time, enabling targeted content delivery across multiple platforms (Kitchen & Proctor, 2015; Rachmad, 2024). Influencer marketing, user-generated content, and interactive experiences have become standard tools for building trust and loyalty. The modern marketing sector is characterized by immediacy, dialogue, and customization, which significantly differs from the static campaigns of the past.

These strategic shifts have led to an evolution in marketing trends in practice and research. Marketers are now expected to deliver value, meaning, and ethical engagement, as consumers weigh brand values alongside product benefits. Issues such as sustainability, diversity, and corporate responsibility have become influential factors in consumer decision-making. Nesterenko et al. (2023) recommend adopt-

ing flexible marketing communication policies that can be adjusted periodically to accommodate changing consumer needs, expectations, and preferences.

This evolution in marketing highlights the need to examine the new trends as captured and interpreted in research. This systematic bibliometric literature review traces these patterns to provide insights into how marketing has adapted and continues to adapt to a rapidly changing world.

METHODOLOGICAL APPROACH

This study employed a systematic bibliometric literature review (LRSB) to analyze marketing trends between 2015 and 2025. The researchers used the LRSB method due to its capacity to combine the rigorous, replicable approach of systematic reviews with bibliometric techniques that enable the mapping and quantification of knowledge. According to Haddaway et al. (2022), a lack of methodological rigour in systematic reviews can lead to biases and low-quality resources. Thus, the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020 guidelines guided the review process. This helped ensure methodological transparency and reproducibility and improve reporting (Page et al., 2021). This integrated methodology facilitated a comprehensive exploration of marketing literature and the visualization of data patterns within the selected timeframe.

The primary foundation for sourcing and selecting pertinent literature was a comprehensive database widely recognized for its academic rigor and curated content. The identification process was informed by the methodological frameworks detailed in recent and earlier works by Rosário and Raimundo (2024), Rosário and Figueiredo (2024), as well as Rosário et al. (2021). The database's high-quality standards are maintained through oversight by an independent advisory body, which applies rigorous selection protocols and conducts continual evaluations to ensure consistency and reliability.

In contrast to more conventional forms of literature synthesis, the LRSB framework delivers a highly organized and granular exploration of a defined research area. As demonstrated in the studies by Rosário et al. (2021), this method prioritizes the deliberate inclusion of sources that closely align with the core research objectives and supports methodological transparency. Such openness enhances critical assessment by enabling external scrutiny of the review's procedural integrity and analytical soundness.

The LRSB process is governed by a meticulously structured protocol that guides the filtering and selection of literature (Table 1). This methodology, recognized for ensuring both relevance and dependability, unfolds in a clearly defined sequence

of three stages and six procedural steps—each of which has been systematically elaborated in the cited works.

Table 1. Process of systematic LRSB

Fase	Step	Description
Exploration	Step 1	formulating the research problem
	Step 2	searching for appropriate literature
	Step 3	critical appraisal of the selected studies
	Step 4	data synthesis from individual sources
Interpretation	Step 5	reporting findings and recommendations
Communication	Step 6	Presentation of the LRSB report

Source: adapted Rosário and Raimundo (2024), Rosário et al. (2021).

The research used the Scopus indexing database, known for its broad coverage and academic reliability, to identify and collate pertinent academic materials. This source is widely recognized in research circles for its curated and peer-reviewed content. However, a major limitation lies in the exclusive use of this single repository, which inherently omits insights that could have been captured through alternative academic databases. Furthermore, the scope of the search was restricted to papers published up to June 2025. To maintain the integrity and validity of the results, the selection criteria were strictly oriented towards papers that had undergone formal peer review.

The researchers used the Scopus database to search for relevant literature. Scopus is recognized for its extensive coverage of peer-reviewed academic publications across disciplines. An initial broad search using the term “marketing” within titles, abstracts, and keywords yielded 381,152 documents. To refine the focus, the search was narrowed to include documents containing “marketing” and “marketing trends,” resulting in 467 publications. Restricting results to the subject area “BUSI” reduced the number to 172 relevant documents. The final search was limited to publications from 2015 to 2025 to align with the study's timeframe. This filtering process yielded a total of 115 sources, which were then analyzed and synthesized in the final report. The systematic use of keyword combinations and targeted filters ensured the inclusion of literature most relevant to the evolving trends in marketing during the selected timeframe.

To ensure analytical precision and subject relevance, the team established specific parameters for what materials would be considered or omitted, as outlined in Table 2. Only scholarly articles that had undergone peer review and directly explored connections between brand evolution and marketing strategies were retained. Works

falling outside the domains of business, branding, or marketing were deliberately left out to maintain thematic consistency.

This deliberate filtering process helped assemble a body of literature that met both quality benchmarks and the study’s conceptual aims. A full breakdown of the selection methodology appears in Table 2.

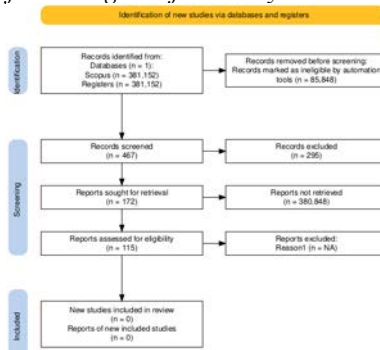
Table 2. Screening methodology

Database Scopus	Screening	Publications
Meta-search	Keyword: marketing	381,152
First Inclusion Criterion	Keyword: marketing, marketing trends	467
Second Inclusion Criteria	Keyword: marketing, marketing trends Subject area, Limited to Business, Management and Accounting	172
Screening	Keyword: marketing, marketing trends Subject area, Limited to Business, Management and Accounting LIMIT-TO PUBYEAR, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025. Until June 2025	115

Source: own elaboration

The evaluation and synthesis of the selected materials were carried out using a combination of thematic and content analysis, following the methodological principles established in the works of Rosário and Raimundo (2024), Rosário and Figueiredo (2024) and Rosário et al. (2021). A rigorous filtering process was employed to ensure that only scholarly contributions of high relevance and academic integrity were considered. Each study’s inclusion was determined based on its alignment with the core research questions, sound methodological execution, and appearance in peer-reviewed literature. The procedural overview is visually represented in Figure 1.

Figure 1. PRISMA 2020 flow diagram for the systematic literature search



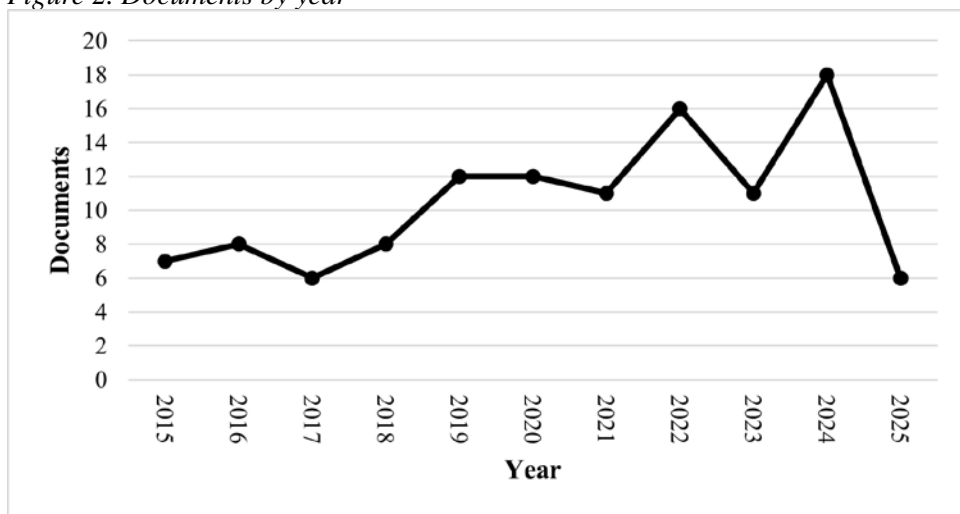
An aggregate of 115 scholarly publications listed in a leading academic index were systematically examined through a dual-method approach that combined narrative analysis with bibliometric techniques, as guided by the methodologies presented in the studies of Rosário and Raimundo (2024), Rosário and Figueiredo (2024), and Rosário et al. (2021). This blended analytical framework enabled a comprehensive exploration of the literature, facilitating the identification of thematic patterns closely tied to the central research inquiries.

Of the 115 documents selected, 70 were journals, 30 were books, 12 were book series, and 3 were conference proceedings.

PUBLICATION DISTRIBUTION

A total of 115 sources published between 2015 and 2025 were identified and analyzed. The annual distribution shows a gradual rise in scholarly interest over the decade. For instance, the number of sources identified for 2015 to 2018 ranges between 6 and 8 (Figure 2). However, this trend began to increase in 2019, with a total of 12. The year 2024 had the highest number of publications (18), followed by 2022 (16). This growth likely reflects intensified research activity in response to rapid digital transformation and shifts in consumer behavior.

Figure 2. Documents by year



The publications were sorted out as follows: Applied Marketing Analytics (4); AI Innovations In Service And Tourism Marketing 4); International Journal Of

Information Management (3); Impact Of Digitalization On Current Marketing Strategies (3); Cogent Business And Management (3); with 2 publications (Use Of Artificial Intelligence In Digital Marketing Competitive Strategies And Tactics; Tqcebt 2024 2nd IEEE International Conference On Trends In Quantum Computing And Emerging Business Technologies 2024; Journal Of Service Management; Journal Of Research In Interactive Marketing; Journal Of Business Ethics; Journal Of Brand Strategy; Journal Of Advertising; International Journal Of Consumer Studies; Globalized Consumer Insights In The Digital Era; Ethical Marketing Through Data Governance Standards And Effective Technology; Ethical AI And Data Management Strategies In Marketing; Contemporary Approaches Of Digital Marketing And The Role Of Machine Intelligence; Australasian Marketing Journal); and the remaining publications with 1 document.

The review identified about 44 (38.3% of total) sources distributed across six major technology-driven enablers of modern marketing. Among these, artificial intelligence (AI) and AI-powered virtual influencers were the most frequently studied, with 16 combined studies (13.91%). Other notable technologies included marketing analytics, big data, the Internet of Things (IoT), email marketing, and augmented or virtual reality (AR/VR), each covered in five to six studies. These technologies collectively emphasize a shift toward automation, real-time data use, and immersive brand engagement (Table 3).

Table 3. Summary of publications focusing on technologies driving marketing trends

Technology	Publications	%	Main themes explored
AI and AI-powered virtual influencers	16	13.9%	AI-driven personalization, automation, AI influencer marketing strategies, and strategic marketing applications
Big data	5	4.3%	Consumer behavior prediction, segmentation, and marketing capabilities
Marketing analytics	6	5.2%	Use of analytics for decision-making, performance, and customer insights
Internet of Things (IoT)	6	5.2%	IoT-enabled consumer data, mobile marketing, and connectivity
Augmented and Virtual Reality	5	4.3%	Immersive technologies in marketing to improve customer experiences
Social media	6	5.2%	Use of social media platforms for brand presence, increasing awareness, and customer interaction

Source: own elaboration

In terms of strategic focus, twelve dominant marketing trends emerged. Digital marketing was the most extensively studied, accounting for 11 studies (10.2%). This was followed by social media marketing, influencer and celebrity endorsements,

personalized marketing, and behavioral advertising, each with 7 to 8 studies. Other notable areas included personalized marketing, behavioral advertising, and ethical marketing, each with 6 sources. The lowest representation was found in product bundling & customization and sensory marketing, with 4 sources each. These distributions highlight the scholarly priorities within the intersection of marketing innovation and strategic application over the past decade. The diversity of these topics indicates a field increasingly driven by consumer-centric strategies that prioritize personalization, emotional engagement, and values-based branding (Table 4).

Table 4. Marketing trends from 2015 to 2025

Marketing trend	Publications	%	Concepts explored
Data-driven marketing	6	5.2%	AI and data use in predictive, customer-centric decision-making
Digital marketing	11	9.6%	Evolution of strategies, platforms, and digital tools across industries
Influencer marketing and celebrity endorsement	7	6.1%	The use of social media influencers and celebrities in marketing practices. Impact on purchasing intentions. Consumer trust and behavior. Role of identification, credibility, and Product-Endorser fit.
Personalized marketing	6	5.2%	Customer targeting, mass personalization, and co-creation platforms
AI and virtual influencers	8	7.0%	Role of avatars and AI personas in brand communication. Building emotional attachments, product recommendations, impact on consumer behavior and attitudes, influence on consumer perceptions
Email marketing	5	4.3%	Campaign design, personalization, and automation in email communication
Ethical marketing	6	5.2%	Ethical issues in marketing Transparency, consumer-brand relationship, customer satisfaction, and marketing responsibility. Impact of ESG rating on firm performance
Sustainability and green marketing	5	4.3%	Environmental values, greenwashing, and sustainable strategies
Storytelling through digital videos	5	4.3%	Visual narratives, emotional engagement, and brand loyalty. Impact of storytelling on brand attitude and image
Social media marketing	7	6.1%	Strategic use of social media tools and trends for engagement
Behavioral advertising	6	5.2%	Behavior analysis, behavioral intention, consumer response to targeted, behavioral, and contextual ads

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Table 4. Continued

Marketing trend	Publications	%	Concepts explored
Product bundling and customization	4	3.5%	Bundled offers, personalization, and decision framing. Intent-aware product-bundling Product classification
Sensory marketing	4	3.5%	Emotional and physical sensory elements to shape consumer perception Sensory marketing and customer satisfaction

Source: own elaboration

Figure 3 displays the countries exhibiting the highest levels of scientific output in specific research areas, with particular emphasis on India, the USA, Indonesia, France, and Pakistan boast the most significant number of publications.

Figure 3. Scientific production by country

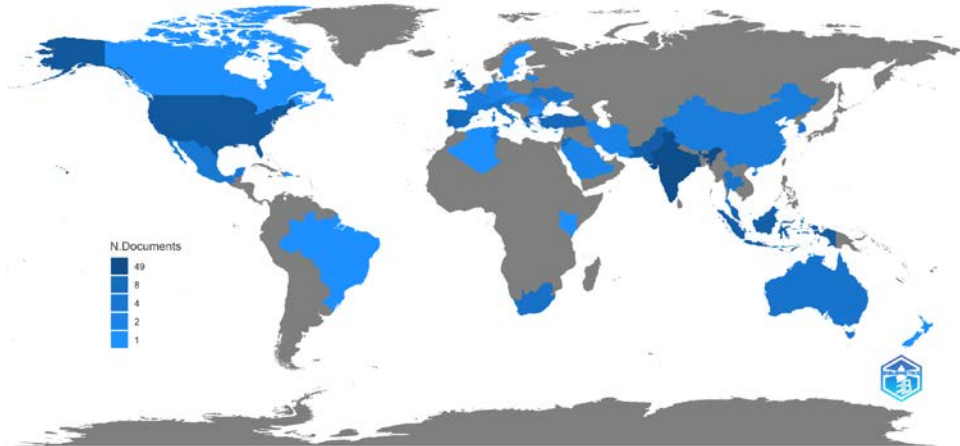


Table 5 and Figure 3 visually illustrate the 10 nations that have contributed the most to science in the domains examined. This research aims to identify the countries that prioritize the study of Marketing trends between 2015 and 2025.

Table 5. Top 10 countries by number of publications

Country	Number of Publications
India	49
Usa	25
Indonesia	17

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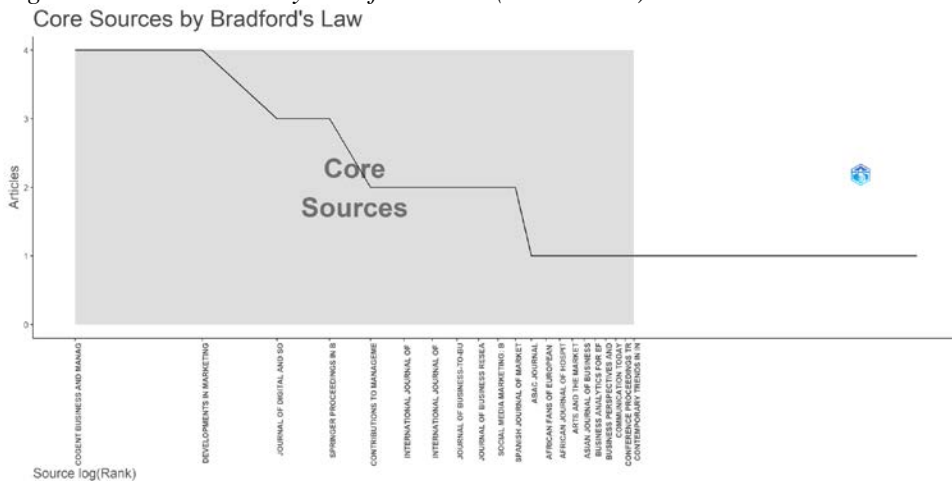
Table 5. Continued

Country	Number of Publications
Pakistan	16
Malaysia	13
Greece	12
Portugal	12
Turkey	9
Spain	8
Jordan	7

Source: own elaboration

Consistent with a bibliometric observation similar to Bradford’s Law, a concentrated group of 21 journals—shown in Figure 4—serves as the primary source of publications in this research domain. Collectively, these journals contribute approximately 18% of the literature on the topic. This pattern reflects a broader trend in emerging academic fields, where a small number of publications tend to dominate the initial dissemination of influential research. These journals often serve as essential channels for sharing new insights and shaping scholarly dialogue as the field evolves.

Figure 4. Core sources by Bradford’s law (2015–2025)



As interest in the topic expands within academic circles, certain influential journals begin to emerge as important anchors for research activity. These publications increasingly provide essential perspectives and tend to dominate the exchange of

fundamental ideas. Eventually, their prominence helps direct scholarly discussions and encourages broader recognition of the topic across multiple academic platforms (Rosário & Raimundo (2024).

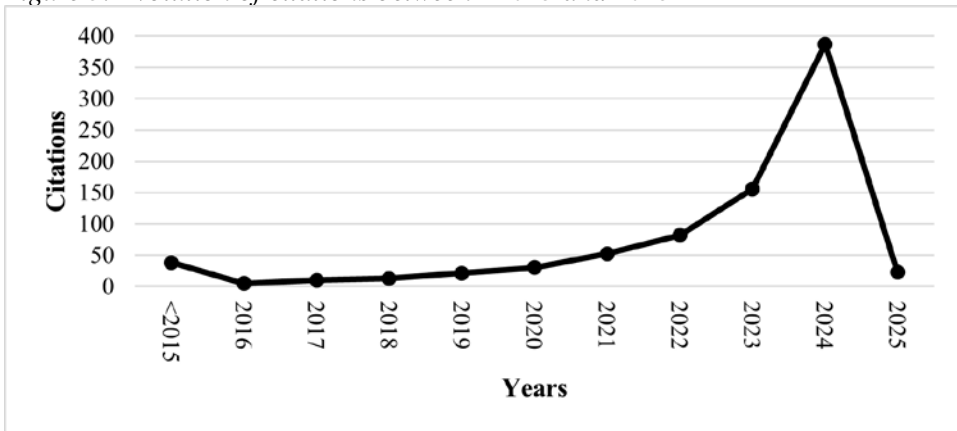
Within this core of developing literature, 21 journals stand out for their notable influence—especially the top 8, which have played a pivotal role in shaping both the conceptual frameworks of research and the scientific community. These journals serve as vital forums for scholarly interaction, allowing researchers to build on previous contributions, reference important findings, and support the continued advancement of understanding of the discipline.

The subject areas covered by the 115 scientific and/or academic documents were: Business, Management and Accounting (115); Economics, Econometrics and Finance (45); Social Sciences (22); Decision Sciences (10); Engineering (8); Computer Science (8); Arts and Humanities (8); Agricultural and Biological Sciences (3); Psychology (2); Mathematics (2); Environmental Science (2); Energy (2); and Materials Science (1).

The most quoted article was “Personalization in personalized marketing: Trends and ways forward” by Shobhana et al. (2022), with 253 quotes published in the *Psychology and Marketing* 3.497 (SJR), the best quartile (Q1), and with H index (154). This article bridges this knowledge gap through a bibliometric review using performance analysis and science mapping. Through a comprehensive review of 383 publications, this study reveals the publication and citation trends, the most prolific authors, journals, and publications, and six major themes (i.e., personalized recommendation, personalized relationship, personalization–privacy paradox, personalized advertising, personalization concept and discourse in marketing, and customer insights in personalized marketing) that characterize the body of knowledge of personalized marketing.”

In Figure 5, we can analyse citation changes for documents published up to June 2025. The period $\leq 2015-2025$ shows a positive net growth in citations with an R2 of 30%, reaching 1.025.

Figure 5. Evolution of citations between ≤ 2015 and 2025



The h-index measures the productivity and impact of published works by identifying the highest number of articles each has received at least an equal number of citations. Nineteen of the documents considered for the h-index received at least 16 citations.

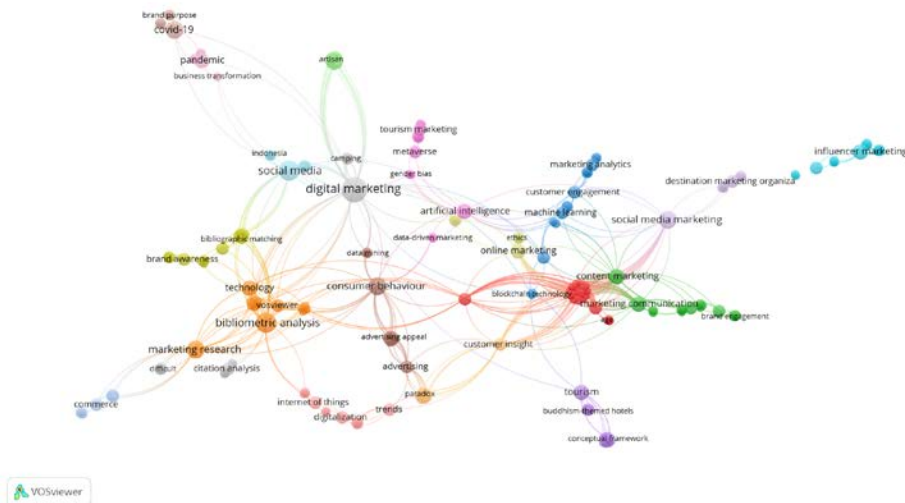
Citations of all scientific and academic documents from the period ≤ 2015 to June 2025, with a total of 1,025 citations; of the 115 documents, 40 were not cited. Using the main keywords “Marketing trends between 2015 and 2025,” the bibliometric analysis revealed key indicators of the evolving landscape of scientific and academic information within the documents, as shown in Figure 5. The researchers derived these insights using VOSviewer scientific software, focusing specifically on the primary search terms: “marketing and marketing trends.”

In the Sankey diagram, the size of each box reflects the frequency of a theme's occurrence, while the connecting flows illustrate the pathways of the theme's evolution. The thickness of a connecting line indicates the strength of the relationship between two themes (Rosário & Dias (2024)).

As shown in Figure 7, the most frequently used keywords include “marketing” (incoming flow count: 6; outgoing flow count: 0), “pandemic” (incoming flow count: 5; outgoing flow count: 0), and “digital marketing” (incoming flow count: 1; outgoing flow count: 0). These keywords are primarily associated with the most frequently cited references.

Figure 8 offers a comprehensive view of the interconnected keywords, showcasing the relationships between key terms found in the academic articles. This analysis sheds light on the topics explored in these studies and provides meaningful insights into potential directions for future research.

Figure 8. Network of linked keywords



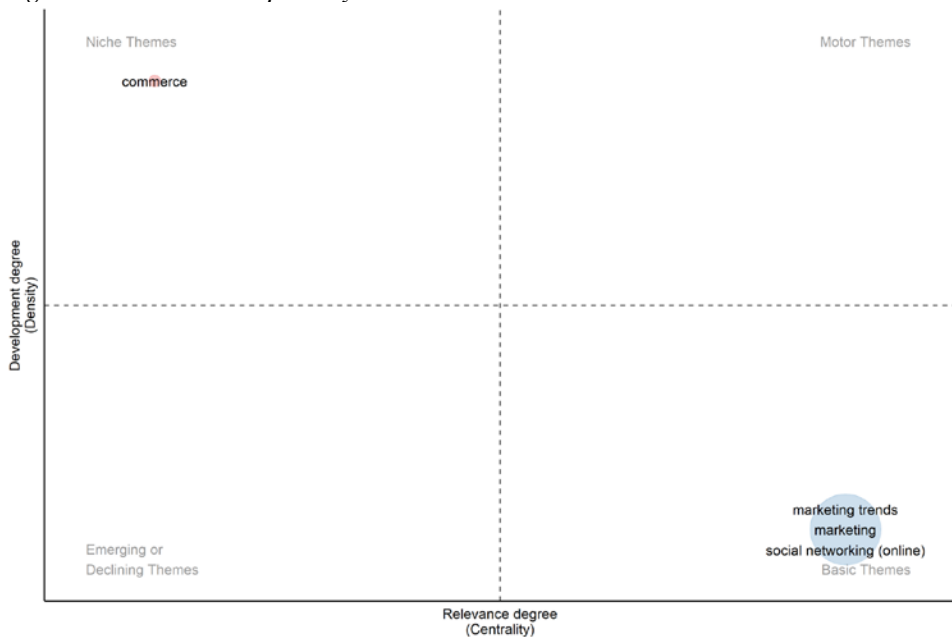
The thematic map employs specific parameters: a minimum cluster frequency of 50 per thousand documents, with 5 labels per cluster, 3 label terms, and a label size factor of 0.3. It also incorporates a visual reference to centrality (indicating relevance) and density (indicating development) to interpret thematic relationships. As illustrated in Figure 9, the analysis is organized into four quadrants, each comprising color-coded circles that represent distinct thematic clusters.

Notably, the quadrant on the right—highlighted in red—identifies the dominant or “driving” themes. This section includes key topics such as commerce, artificial intelligence, and marketing, which are considered strong candidates for future trend exploration.

Themes within this quadrant are analyzed alongside others to help identify potential research directions. Core topics like decision-making and machine learning serve as foundational elements for shaping what is referred to as the “shadow” theme.

To assess the originality of the core theme, it's necessary to further develop the research focus on its relevance. Topics categorized as emerging or persistent—such as customer loyalty, business practices, and marketing—are particularly valuable and can be utilized as variables in future thematic development.

Figure 9. Thematic map analysis

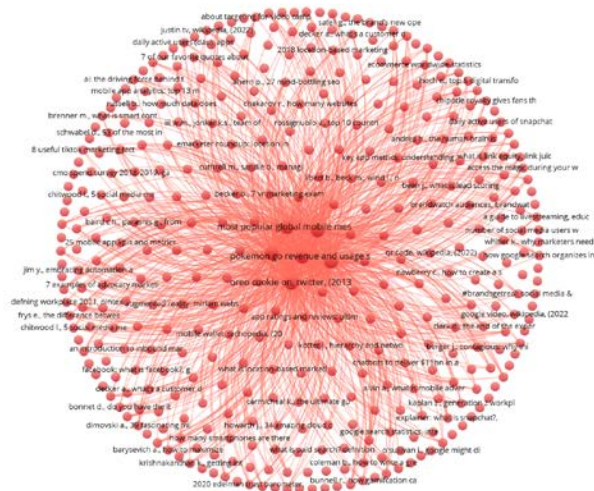


When we look at Figure 9, which covers 115 documents, we see that on the lower right side of the axis, where the basic and transversal research themes of the period in question are concentrated, “marketing trends”, “marketing” and “social networks (online)” appear as the main themes. Figure 9. Analysis of the thematic map. On the upper right side, we do not have any guiding themes of the period, that is, we do not have any central themes. On the upper left side of the axis, we see that, as a peripheral theme, “commerce”, and it can be understood that this is a niche theme.

On the lower left side, which corresponds to emerging or declining themes, we do not have any basic and transversal themes, or emerging or declining themes

Furthermore, Figure 10 illustrates a substantial number of co-citations and units, enhancing the analysis of the cited references and supporting the overall findings.

Figure 10. Network of co-citation



THEORETICAL PERSPECTIVES

Technologies Driving the New Marketing Trends

Over the past decade, transformative technologies have reshaped the marketing sector by enabling personalization, automation, and customer engagement. The integration of digital tools such as artificial intelligence (AI), big data, the Internet of Things (IoT), and immersive media facilitates more intelligent, predictive, and interactive marketing strategies. This section explores the core technologies identified in the systematic bibliometric review, highlighting their contributions and significance in driving marketing innovation from 2015 to 2025.

Big Data

Big data has emerged as a cornerstone of modern marketing strategy. It offers organizations a robust framework for understanding consumer behavior through massive volumes of structured and unstructured data. The use of big data in marketing is associated with advanced segmentation techniques, behavioral prediction, and the enhancement of marketing capabilities (Puri & Mohan, 2020; Amado et al., 2018). It allows marketers to identify micro-segments within broader audiences, tailoring messages and offers based on real-time interactions and historical patterns. Furthermore, big data plays a critical role in omnichannel marketing, enabling seamless integration of customer experiences across digital and physical platforms (Rejeb et al., 2020). The strategic use of big data also supports predictive modeling, enabling brands to forecast demand trends, customer churn, and campaign effectiveness with greater precision. As consumer touchpoints continue to increase, big data ensures that marketing efforts are data-informed, contextually relevant and dynamically optimized (Chintagunta et al., 2016; Cao et al., 2022). Its application spans retail, finance, health, and beyond, indicating its versatility and growing importance in data-driven decision-making.

Marketing Analytics

Marketing analytics provides the tools and methodologies for extracting actionable insights from vast datasets. Cao and Tian (2020) describe marketing analytics as a crucial enabler for evaluating performance metrics, understanding customer behavior, and guiding strategic decision-making. These analytics tools empower organizations to assess the return on investment (ROI) of campaigns, identify high-value customer segments, and optimize pricing strategies through data visualization and statistical models (Aswani Thampi & Ambeesh Mon, 2024; Dar et al., 2021). Moreover, analytics bridges the gap between raw data and strategic insight by transforming customer feedback, web traffic, and sales data into meaningful narratives about consumer motivations and preferences. The use of marketing analytics enhances accountability and agility, particularly in competitive digital marketplaces (Kumar et al., 2016; France & Ghose, 2019). With marketing becoming increasingly performance-driven, analytics provides an empirical foundation for experimentation and innovation (Iacobucci et al., 2019). This has led to the emergence of real-time dashboards, predictive KPIs, and customer journey mapping tools, all of which contribute to more agile and responsive marketing operations.

Artificial Intelligence

AI is revolutionizing marketing by enabling automation, deep personalization, and real-time decision-making. AI technologies, such as recommendation engines and chatbots to advanced machine learning algorithms, allow marketers to anticipate needs, optimize content delivery, and automate responses at scale (Dabija & Frau, 2024; Blanco-Ruiz et al., 2024). A recurring theme in the literature is AI's capacity to enhance customer experiences through intelligent systems that learn and adapt to user behavior over time (Manoharan et al., 2024; Haleem et al., 2022; Verma et al., 2021). In addition, the rise of AI-based influencer marketing is empowering businesses to leverage digital personas programmed to engage audiences with curated content, product endorsements, and even emotional expressions (Allal-Chérif et al., 2024). These virtual influencers blur the boundaries between human and machine, creating new opportunities for brand storytelling and audience connection. Moreover, AI supports dynamic pricing, content generation, and sentiment analysis, enabling more nuanced consumer targeting (Stone et al., 2020; Chuan-Fu & Kuppusamy, 2025; Chintalapati & Pandey, 2022).. As AI models evolve, their role in strategic marketing is expected to deepen, driving hyper-personalized, predictive, and ethically complex marketing landscapes.

Internet of Things

The Internet of Things (IoT) introduces a networked ecosystem where everyday devices collect and transmit data. This enables a new layer of contextual marketing based on location, behavior, and device usage. IoT's contributions to marketing range from mobile marketing, smart device integration, and the harvesting of real-time consumer data (Tsai et al., 2017; Zaid & Farooqi, 2024). Marketers can use IoT to track consumer interactions with products, from in-store smart shelves to wearable tech, creating feedback loops that enhance personalization and predictive capability (Nguyen & Simkin, 2017). For example, IoT-enabled smart homes and cars generate usage data that can inform marketing messages tailored to user habits and preferences. In addition, mobile and location-based services powered by IoT allow brands to push timely offers and updates, enhancing the immediacy and relevance of customer engagement (Taylor et al., 2020; Singh & Singh, 2015). Bhuiyan et al. (2021) found that this technology also supports proactive customer service, where connected devices can detect issues and initiate support autonomously. IoT will continue to play a pivotal role in shaping seamless, intuitive, and anticipatory customer experiences as connectivity expands.

Augmented and Virtual Reality

Augmented and Virtual Reality (AR/VR) technologies provide immersive and interactive experiences in marketing, transforming the way brands interact with consumers. They help capture consumer attention and enhance brand storytelling. AR and VR serve as product visualization tools and strategic assets for marketers aiming to differentiate their campaigns in an oversaturated digital environment (Zaveri & Amin, 2019; Rauschnabel et al., 2022). Ruiz et al. (2016) explain that AR in advertising enables marketers to overlay branded content onto the user's environment. This allows consumers to interact with campaigns in real time, whether through mobile devices or wearable technology. VR, on the other hand, provides marketers with fully immersive environments that can simulate brand narratives, training experiences, or event previews, creating deeper emotional engagement (Mofokeng & Matima, 2018; Alcañiz et al., 2019). These technologies are increasingly deployed in digital advertising, experiential campaigns, and live brand activations. As attention spans decrease, AR/VR's capacity to create multisensory, participatory marketing experiences positions them as key differentiators in digital marketing strategies.

Social Media

Social media continues to be a powerful technology enabler in marketing by providing platforms for real-time interaction, community-building, and content dissemination. Research findings show that social media is not just as a communication tool, but also a strategic infrastructure for customer engagement, brand identity, and consumer insights (du Plessis, 2022; Maravilhas, 2015; Kim & Kim, 2020). Social platforms facilitate bi-directional communication between brands and consumers by allowing for immediate feedback, trend monitoring, and personalized content delivery. Influencer marketing, viral campaigns, and user-generated content are some of the key strategies made possible by social media technologies (Moseler & Mörk, 2021; Maravilhas, 2018b). Furthermore, social media analytics help marketers understand audience preferences, track sentiment, and measure campaign performance with precision. The increasing integration of e-commerce functionalities into social media platforms, such as shoppable posts and livestream sales, indicating a shift toward more transactional and immersive digital ecosystems (Maravilhas, 2018a; Kim & Kim, 2020). As platforms evolve with features like AI-powered content recommendations and augmented reality filters, social media remains central to modern marketing strategies.

Marketing Trends Between 2015 and 2025

The period between 2015 and 2025 has witnessed significant shifts in marketing strategies driven by technological innovation, evolving consumer expectations, and societal changes. The research findings identified thirteen key marketing trends that influence academic research and practical applications. These trends reflect a convergence of data-driven approaches, digital transformation, ethical considerations, and new forms of consumer engagement. The following discussion explores these trends in detail:

Data-Driven Marketing

Modern-day marketing strategies use data technologies like artificial intelligence (AI) and big data analytics to enhance predictive and personalized decision-making. These innovations enable marketers to collect, analyze, interpret, and use vast amounts of consumer data to create more targeted campaigns, optimize customer experiences, and anticipate market shifts (Raju et al., 2025; Damon & Ellis, 2025; Rosário & Dias, 2023). The integration of AI enables automation of complex data processing tasks, allowing for real-time insights and dynamic adjustments in marketing strategies. Camilleri (2020) also explains the adoption of customer-centric marketing through data analysis. This improves engagement and increases conversion rates by tailoring offers and messages to individual preferences. Ultimately, Grandhi et al. (2021) highlights that data-driven marketing represents a paradigm shift where quantitative evidence increasingly inform decisions rather than intuition. This drives more efficient allocation of marketing resources.

Digital Marketing

Digital marketing continues to dominate research due to its broad scope and rapid evolution. The first area of focus involves the expansion of digital platforms, including social media, search engines, mobile applications, and emerging technologies such as augmented reality (AR) (Anurag & Kaur, 2024; Chopra, & Saini, 2021). These channels have revolutionized how brands communicate with consumers, offering interactive, personalized, and multimedia-rich experiences. Studies show strategic adaptations to platform algorithms, user behavior patterns, and cross-channel integration to optimize visibility and engagement (Eleonora et al., 2023; Haneefuddin, 2017). Another critical dimension is the transformation of marketing tools and analytics. Laila et al. (2024) found that these innovations enable marketers to monitor campaign performance, segment audiences more effectively, and automate routine

tasks through programmatic advertising. This practice improves organizational performance, customer relationships, and satisfaction.

Digital marketing provides tools and strategies for building brand loyalty and customer relationship management. With increasing competition and information overload, brands are leveraging content marketing, influencer partnerships, sustainability initiatives, and community building to differentiate themselves (Kaufman et al., 2023; Kozak & Correia, 2025). In addition, digital marketing enhances agility, where quick responses to trends, real-time content updates, and customer feedback loops play a vital role. This agility allows brands to stay relevant and adaptive in fast-changing markets by tailoring messages and offers almost instantly based on consumer behavior and emerging conversations. Moreover, tools like AI-driven chatbots and automated email campaigns streamline communication and contribute to continuous dialogue and deeper connections with customers (Nair & Gupta, 2021). Sang (2024) explain that adopting these evolving strategies and digital tools provides industries with greater flexibility and responsiveness, ultimately improving customer retention and brand advocacy. These developments mark a significant shift from traditional marketing, which was often slower and less interactive (Srinivasan & Singh, 2022; Budac, 2018). This highlights how digital marketing now serves as a dynamic, customer-centric approach that drives sustained business growth.

Influencer Marketing and Celebrity Endorsement

The increased use of social media has significantly impacted how consumers engage with marketing content. Chopra et al. (2021) indicate that modern-day consumers have poor recollection of brand messages and advertisement. In addition, they use blocking tools to limit the number of ads they see. This has prompted businesses to look for other ways to connect with their target consumers, including influencer marketing. According to Moodley and Machela (2022), these brands engage influencers to tell brand stories that resonate with consumers and engage them at an emotional level. Chopra et al. (2021) defines influencers as ““everyday people” who command a huge follower base on social media to engage with their audiences” (p.2). These social media personalities create content that reflects their lifestyles, interests, and personal values. This allows them to build authentic relationships with followers and position themselves as credible sources of product recommendations (Ting et al., 2019; Schram, 2024). As a result, they play a critical role in shaping consumer preferences and purchase decisions.

Celebrities often serve as aspirational figures. Unlike influencers, these individuals are known for other achievements other than endorsing products or creating online content (Guruge, 2018). They can be athletes, actors, musicians, and other public figures. Celebrity endorsement involves leveraging their fame, public image,

and perceived credibility to promote products or services. Their association with a brand can significantly influence consumer attitudes. However, this requires a strong product-endorser fit (Schouten et al., 2021). In this case, brands must ensure that consumers identify with the endorser's persona or values. Celebrity endorsements enhance brand recall, increase trust, and positively impact purchasing intentions (Satria et al., 2019). Ultimately, the effectiveness of these celebrity endorsements and influencer marketing depend on the celebrity's reputation and the perceived authenticity of the partnership.

Personalized Marketing

Advancements in predictive analytics, data collection, and machine learning are driving personalized marketing. Brands are increasingly relying on user data, such as browsing behavior, purchase history, and engagement patterns, to deliver highly tailored content, offers, and experiences (Chandra et al., 2022). Aksoy et al. (2023) explain that this shift from broad segmentation to individual-level targeting has allowed marketers to anticipate consumer needs, personalize product recommendations, and optimize communication channels in real time. Predictive analytics plays a central role by enabling companies to forecast purchasing behavior and tailor their strategies accordingly (Kotras, 2020). This leads to increased conversion rates and stronger brand-consumer relationships.

Simultaneously, mass personalization and co-creation platforms have gained momentum by allowing consumers to participate actively in shaping their own experiences. Brands are creating deeper engagement and loyalty through collaborative approaches, including customizable products and interactive campaigns that invite consumer input (Arrigo, 2022). Hung et al. (2015) indicate that these efforts reflect a shift in consumer expectations, with people now expecting brands to recognize their preferences and offer relevant, timely content. As a result, personalized marketing is not only about sales optimization but also about building long-term value and emotional connection with consumers (Ammar & Trigui, 2017). However, the success of these strategies hinges on transparency and ethical data use due to increased concerns around privacy and data protection continue to grow.

AI and Virtual Influencers

AI and virtual influencers have become central to modern brand communication strategies. This form of influencer marketing blends technology with marketing psychology to shape consumer perceptions and behaviors (Hansal & Pruthi, 2023; Gerlich, 2023). Unlike traditional influencers, virtual avatars or AI-generated brand ambassadors are entirely digital yet exhibit human-like traits. This enables brands

to create controlled, consistent personas that resonate with specific target audiences. Brands design these AI personas to reflect aspirational lifestyles or niche interests, which can enhance product recommendations and increase consumer receptivity (Chan et al., 2023; Böhndel et al., 2023). In addition, Yan et al. (2024) found that AI and virtual influencers facilitate emotional attachment. Marketers achieve this connection through strategies like storytelling, interactive content, and immersive experiences that mimic human engagement.

Moreover, the use of AI enables real-time personalization by allowing these influencers to adapt their messaging based on user data and predictive analytics. Consumers develop trust and affinity for virtual influencers when the design and messaging align with their values and expectations, including transparency and creativity (Allal-Chérif et al., 2024; Mouritzen et al., 2024). This evolving dynamic influences attitudes toward brands and creates a new form of digital intimacy that can be as powerful as traditional influencer marketing (Łaszkiewicz, 2024). It also offers companies greater control, scalability, and cost-efficiency.

Email Marketing

Email marketing is a direct brand-to-consumer communication driven by innovations in campaign design, personalization, and automation. Marketers tailor modern email campaigns to engage recipients based on their behaviors, preferences, and purchasing history (Thomas et al., 2022). Personalization, such as addressing the subscriber by name, offering product recommendations, or timing emails based on user activity, significantly boosts open and click-through rates (Mogos & Acatrinei, 2015). Automation tools further streamline the process, enabling marketers to trigger emails in response to specific actions, such as abandoned cart reminders, birthday offers, or post-purchase follow-ups (Budac, 2016; Al-Ababneh, 2022). This ensures relevance and timeliness. Visual design and mobile responsiveness are also critical, as most users access email through smartphones. In addition, the integration of AI has improved A/B testing, subject line optimization, and audience segmentation, allowing marketers to refine strategies in real-time (Al Muala et al., 2025). Despite the growth of social media and messaging apps, email remains a trusted and high-ROI channel, especially for maintaining long-term customer relationships and nurturing leads through the sales funnel.

Ethical Marketing

In recent years, consumers access to information and social awareness on corporate responsibility has significantly increased. This has led to the rise of ethical marketing. For instance, Lee and Jin (2019) found a shift towards openness amidst

growing consumer ethical and environmental concerns. Target consumer groups and advocates expect brands to disclose sourcing practices, environmental impact, data use, and even labor conditions. Transparency, authenticity and accountability becoming vital components of customer trust and loyalty (Hartman, 2016). Ethical practices contribute to long-term customer satisfaction by aligning with consumer values, such as sustainability, social justice, and fair trade. In addition, marketing responsibility entails ensuring that advertisements are not misleading, manipulative, or exploitative, especially in targeting vulnerable populations (Rawat et al., 2015; Kamila & Jasrotia, 2023). Companies that fail to uphold these ethical standards risk backlash, reputational damage, and consumer attrition. On the other hand, brands that embed ethics into their marketing, through honest messaging, inclusive representation, and responsible data handling, often gain a competitive edge (Abbas et al., 2020; Hartman, 2016). The trend signals a deeper integration of ethics into strategic marketing decisions, where doing good is no longer separate from doing well in business.

Sustainability Marketing

Sustainability marketing has gained significant momentum due to the rising environmental concerns and increasing consumer demand for corporate accountability. Most consumers today are conscious about environmental values (Ahmed et al., 2020). As a result, it has become crucial for brands to adopt more transparent and authentic approaches to their sustainability claims (Esmaelnezhad et al., 2023). However, this shift has also led to the proliferation of greenwashing, where companies exaggerate or falsely advertise their environmental efforts to appeal to eco-conscious consumers (Somesh et al., 2024). Such practices have fueled consumer skepticism, making credibility and proof of impact critical to effective sustainability marketing. In response, firms have begun integrating Environmental, Social, and Governance (ESG) principles into their branding and operational strategies. Landi and Sciarelli (2019) explain that ESG ratings influence consumer perception and improve firm performance, particularly through increased investor confidence, customer loyalty, and brand resilience. Marketing strategies now frequently highlight carbon footprint reduction, ethical sourcing, circular economy models, and corporate social responsibility initiatives (Dangelico & Vocalelli, 2017; D'Souza et al., 2015). This evolution in sustainability marketing reflects a broader shift toward values-based branding, where environmental integrity and long-term impact play a key role in shaping consumer trust and driving competitive advantage.

Storytelling Through Digital Videos

Visual narratives are emerging as powerful tools for emotional engagement and brand differentiation. The decreasing attention spans and intensifying digital saturation are key drivers to increased consumption of digital videos. Marketers are increasingly relying on video content to connect with audiences in a meaningful way (Hoffman, 2021; Kuchta & Miklošík, 2017). Storytelling conveyed through short-form videos and reels allows brands to humanize their identity, evoke emotional responses, and convey values that align with consumer beliefs. According to Ting et al. (2019), the ability to showcase customer journeys, brand origins, or social impact initiatives enables companies to build authenticity and trust. This emotional connection enhances brand loyalty and deepens consumer involvement, which in turn influences purchasing decisions (Sedej, 2019). In addition, Kim et al. (2018) explain that storytelling significantly shapes brand attitude and image. This strategy positions companies as product providers and relatable, value-driven entities.

Social Media Marketing

Social media platforms have become essential tools for brand engagement, customer service, and business growth. Businesses strategically use social media for promotional content, for two-way communication, community building, and real-time responsiveness (Ilgaz Sümer, 2020; Lefi & Sghaier, 2024). Trends such as short-form video, live streaming, shoppable posts, and user-generated content have enhanced interactivity and audience reach. Perakakis et al. (2016) explain that social media analytics now enable brands to measure engagement metrics, monitor sentiment, and refine targeting strategies with greater precision. Moreover, platforms have introduced advanced ad formats and algorithms that support personalized marketing efforts (Hanson, 2025; Ogan, 2024). This has allowed businesses to drive traffic, boost conversion rates, and increase brand visibility with measurable returns on investment (Wibawa et al., 2022; Naresh & Sree Reddy, 2019). Companies that consistently maintain active, transparent, and value-driven social media presences often experience stronger customer loyalty and improved business performance.

Behavioral Advertising

Brands are using data technologies like machine learning algorithms, cookies, and AI-driven analytics for behavior analysis. These innovations enable marketers to track and interpret vast amounts of consumer data with greater precision (Atasoy & Basal, 2024; Mohd Isa & Wong, 2015). For instance, marketers can monitor users' online activities, ranging from browsing habits to purchasing behaviors, to

design personalized and timely advertising campaigns. Pham Thi Be et al. (2024) explains that this targeting helps align advertising with behavioral intention, needs and expectations. This progression has empowered behavioral advertising, where ads are tailored based on a consumer's observed preferences and actions (Vukaso- vić, 2016; Giannoukou et al., 2023). The ability to predict behavioral intentions enable marketers to deliver targeted messages that are more relevant and persuasive, often resulting in higher engagement and conversion rates (Bohorquez-Lopez & Gutiérrez-Leefmans, 2022). Behavioral and contextual advertising strategies have been particularly effective in capturing consumer attention by aligning ads with users' real-time contexts or long-term interests.

However, consumer responses are shaped by their perceptions of privacy, relevance, and control. While many appreciate the convenience of personalized ads, concerns around data security and intrusiveness persist (Rosário & Dias, 2023). As a result, ethical considerations and regulatory compliance have become central to the success of behavioral advertising, with transparent data practices and user consent mechanisms emerging as industry standards (Dar et al., 2021; Hartman, 2016). This shift underscores the need for balance between data-driven precision and respect for consumer autonomy.

Bundle Customization

The rise of bundled offers as a marketing trend reflects a shift toward value-driven and convenient purchasing experiences. Initially, bundling was popularized as a tactic to increase sales volume and move excess inventory. However, this strategy has evolved into a sophisticated way of enhancing customer satisfaction and loyalty (Beheshtian-Ardakani et al., 2018). Marketers increasingly leverage technology to offer tailored bundles that combine complementary or high-demand products. Sun et al. (2022) indicates that this reduces decision fatigue and amplifies perceived value. The integration of personalization in marketing further supports bundle customization. Data like consumer preferences, purchase history, and behavioral intent empowers brands to dynamically generate product combinations that appeal to individual needs (Bauer et al., 2016; Miliopoulou, 2019). This intent-aware approach streamlines the customer journey and improves targeting accuracy and conversion rates.

Sensory Marketing

High competition has increased the need for businesses to utilize marketing strategies based on an effective understanding of consumer behaviors, decision-making process, and perceptions. Sensory marketing contributes to this by allowing marketers to leverage the consumers' emotional and physical responses triggered

by their senses (Singla et al., 2022). Satti et al. (2021) defines sensory marketing as “marketing that engaged in involvement of customers’ five senses which will derive their perception, behaviours and decisions” (p.4). These senses include smell, hearing, taste, sight, and touch. Brands are strategically designing multisensory experiences to create memorable interactions and support stronger emotional connections with consumers (Akarsu & Palazzo, 2021; Na & Kim, 2020). For instance, they are using visual aesthetics, such as color schemes and design consistency, to communicate brand identity. Satti et al. (2021) found that these experiences improve customer satisfaction and perceived product/service quality. The emotional resonance generated through sensory cues also leads to stronger brand loyalty and increased word-of-mouth recommendations.

CONCLUSION

Marketing underwent a significant transformation shaped by rapid technological progress and shifting consumer expectations between 2015 and 2025. Technologies like big data, AI, analytics, IoT, immersive technologies, and social media expanded the boundaries of what marketing can achieve and redefined how brands communicate, personalize, and build trust. These innovations have enabled new forms of engagement, ranging from real-time behavioral advertising to hyper-personalized email campaigns, by providing marketers with the tools to anticipate needs, automate outreach, and respond dynamically to audience behavior. Personalization now extends beyond names in subject lines to predictive product recommendations, co-created offerings, and intent-aware bundle customization. The fusion of analytics with automation allows for continuous optimization. Measurable insights inform storytelling, influencer engagement, and content strategies. Brands are using platforms like social media to ensure marketing content is delivered at the right moment through the right channel.

The evolving marketing strategies show the significance of consumer-centric approaches that prioritize consumers experience, satisfaction, and perceptions. The use of AI-generated virtual influencers and immersive AR/VR environments helps create emotionally resonant brand narratives. In addition, social media and sensory marketing deepen engagement through community participation and multi-sensory design. Influencer marketing, whether driven by human personalities or digital avatars, shapes consumer behavior by leveraging credibility, relatability, and product-endorser alignment. At the same time, ethical and sustainability marketing have emerged as critical responses to growing public scrutiny. These trends emphasize transparency, environmental responsibility, and authenticity. Technologies such as big data and IoT support these shifts by tracking ESG metrics, verifying supply

chains, and enabling real-time consumer feedback loops. Thus, marketing today is expected to not only sell but also reflect values, address societal concerns, and earn long-term trust.

These developments and trends signal a move toward more integrated, intelligent, and ethically attuned marketing ecosystems. For instance, the convergence of strategic storytelling, data-driven targeting, and advanced technologies has enabled brands to cultivate deeper connections while remaining agile in fast-changing markets. Strategies like emotional video content, intent-driven personalization, or sustainable brand messaging demonstrate how technology has transformed marketing execution and redefined the marketer's role as both analyst and storyteller, innovator and steward of consumer trust.

The article "Marketing Trends between 2015 and 2025: Systematic Bibliometric Literature Review" delivers both theoretical and practical contributions to the field of marketing by comprehensively synthesizing marketing research across a decade of transformative change: (i) The study introduces a structured framework of marketing trends driven by emergent technologies such as AI, Big Data, IoT, AR/VR, and analytics. It categorizes technologies as "enablers" and trends as "strategic expressions," offering a clear lens through which marketing's evolution can be studied; (ii) It reconceptualizes marketing not as unidirectional persuasion but as multi-platform, consumer-driven dialogue, supporting models where consumers are active co-creators and critics. This breaks from traditional mass marketing theory; (iii) The paper theoretically elevates ethical marketing and sustainability from peripheral topics to central strategic imperatives. It demonstrates how transparency, ESG principles, and authenticity are now core to marketing effectiveness.

Practical Contributions: (i) The article highlights 13 actionable marketing trends including data-driven personalization, influencer and AI-driven marketing, ethical branding, and immersive storytelling. Each is detailed with usage contexts and technology integrations, helping managers adapt strategies; (ii) By quantifying the frequency and focus of studies, it helps practitioners prioritize investments—e.g., emphasis on AI and marketing analytics suggests areas of maximum ROI in personalization, automation, and predictive modelling; (iii) Tables and thematic classifications offer a ready-made decision-making toolkit. Trends such as email automation, product bundling customization, behavioral advertising, and sensory marketing are framed with examples and implications for engagement and ROI; and (iv) It delivers concrete recommendations on privacy-conscious behavioral targeting, anti-greenwashing, and transparent influencer strategies, which are crucial for firms operating in data-sensitive or socially visible environments; and Unlike most reviews that look backward, this one explicitly includes forward-looking insights up to 2025, helping both scholars and professionals prepare for near-future shifts in marketing capabilities and consumer expectations.

The article identifies several future lines of research based on current gaps, technological evolution, and emerging marketing paradigms. While it doesn't explicitly list a dedicated "Future Research" section, these directions are implied through analysis and trend observations: (i) AI-Driven Personalization Ethics and Regulation. As artificial intelligence becomes embedded in personalization engines, future research will need to explore the ethical implications of algorithmic bias, transparency, and consumer autonomy. Balancing personalization with privacy and fairness; (ii) Measurement of ESG Integration in Marketing Performance

What's emerging: Ethical and sustainability branding are rising, but metrics for ESG's marketing ROI remain underdeveloped. Quantifying ESG's influence on brand equity, loyalty, and customer lifetime value; and (iii) Behavioral Advertising and Psychological Boundaries

What's emerging: Behavioral targeting is powerful but raises ethical concerns. Scholars may study consumer cognition, manipulation perception, and resistance to algorithmic marketing. Consent, ethical thresholds, and impact of hyper-targeted ads on decision-making.

The study implicitly suggests a multidisciplinary research future, blending: (i) Marketing strategy; (ii) Consumer psychology; (iii) Technology ethics; (iv) Legal and regulatory frameworks; and (v) Human-computer interaction.

It invites researchers to explore not just the "what" of emerging trends, but the "how" and "why" behind their effects on consumer experience, firm performance, and societal impact.

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KEY TERMS AND DEFINITIONS

Artificial Intelligence: is a set of technologies that enable computers to perform various advanced functions, including the ability to see, understand, and translate spoken and written language, analyse data, make recommendations, and more.

Internet of Things: is the network of physical devices, vehicles, appliances, and other objects that have sensors, software, and network connectivity, allowing them to collect and exchange data over the Internet.

Social Responsibility: an ethical concept in which a person works and cooperates with other people and organizations for the benefit of the community.

Virtual Reality: is a simulated environment produced by a computer that the user can interact with using virtual reality glasses, which replace natural vision/hearing with images/sounds created by a computer, giving the user a natural immersion in this environment..

Machine Learning: is a field of study in artificial intelligence concerned with the development and study of statistical algorithms that can learn from data and generalize to unseen data, and thus perform tasks without explicit instructions.

Influencers: individuals who have a large number of followers on digital platforms and use this influence to promote products, services or ideas, impacting the purchasing decisions and behaviors of their audience.

Data-Driven: is a strategic concept that can be applied to any business.

Ethical: is the philosophical study of moral phenomena.

Customer Engagement: is the way a company creates a relationship with its customer base to foster brand loyalty and awareness.

