Neoteric Trends in Marketing: Emergence of Marketing Intelligence

Mahendra Kumar

Senior Research Fellow, FMS, MLSU Udaipur

Email- Mahendergander555@gmail.com

Karunesh Saxena

Prof., Vice Chancellor Sangam University, Bhilwara

gmail-karuneshsaxena@gmail.com

Jyoti Dashora

Associate Professor

Chandigarh University, Punjab

email-jtdashora2@gmail.com

Abstract—

Marketing is a process that delivers better value in terms of a product or service to consumers with the goal of creating a sale of the product and services. Marketing is a wider concept that includes selecting the target market through the effective analysis of the market and segmentation. The main objective of the study is to find out about emerging trends in marketing such as Social Media Marketing, Green Marketing, Viral marketing and Word of Mouth etc. This study follows by descriptive research that helps in understanding the impact of neoteric trends of marketing on businesses. The research is helpful in examining the pros and cons of new marketing strategies. The main findings of the research are to offer meaningful information for businesses and marketers who want to adopt these emerging trends of marketing in their operations.

Keywords:-Marketing trends, emerging trends, Marketing intelligence, neoteric trends**.**

1. INTRODUCTION:-

Marketing is a process that delivers better value of to the customer for product and service. The purpose of creating a sale of the product and services. Marketing is a wider concept that includes selecting the target market through the effective analysis of the market and segmentation of the market. Now a days, it is often seen that competition is increasing day by day. So businesses should engage in marketing activities to enhance the sales of the products because of growing competitors among them. In today's globalization world, it doesn't matter whether they are small or large business, produces products and services, carrying out different marketing activities in wider terms to stay competitive in the market (***Mammadbayov et al., 2021).***

In recent couple of years, it could be seen that the technology has changed in different ways and it also changed the marketing. Most of the business companies use the new marketing techniques that replaces the existing marketing techniques. Changes in trends is taking place of every Sphere of the life and it is the part of changing business environment.

It also affects every business organization. Over the changes in time, Technology and Science, led to the growth of new marketing strategy in the competition environment. Earlier traditional methods of the marketing were used by the business companies that were different from the modern methods of the marketing. It has been found that the old methods of marketing more emphasized on selling the products to the final consumers but now time has changed. The

modern methods of the marketing more emphasizes on selling the product or services along with delivery the better value to the consumers (**Sharma, 2012**).

The future of the marketing means emerging Trends and advancement in technologies. It creates a stage by finding out the rapid changes of the technology and their influence on consumer behavior and market trends. Changing the buying behavior of the consumers that discusses the emergence of digital natives, increasing mobile device usage and grooming demand of the consumers for better product and services. It helps the market to better understand the requirements of the consumers and also adapts these practices in order to effectively meeting the consumer demand. The modern Marketing concept more emphasizes on big data and artificial intelligence system in collecting the consumer information, managing the current market situation and able to assess target market (**Ananya Venugopal, 2024**).

An attempt has been made in the present study to discuss the current emerging Trends of marketing such as Green Marketing, social media marketing, viral marketing and word of mouth marketing.

2.0 Emerging Trends of Marketing-

From the beginning to the present, the main objective of the marketing activity has been to provide customers new reasons for purchasing the new goods and services. The main objective the marketing revolution that has been started in the year of 2000 is to start identifying the motivation for making it possible for the customers to talk about the new brand of the company. Some of the new marketing Trends are given below.

1. Social Media Marketing
2. Green Marketing
3. Viral Marketing
4. Word of Mouth Marketing

2.1 Social -Media Marketing-

2.1.1 "Social Media Marketing" Evolution pattern

Past 20 years, social media marketing has undergone a significant change, evolving from simple online interaction to the key elements of modern corporate strategies. As per **Kaplan & Haenlein, (2010** it includes various platforms such as Facebook and Myspace were first largely used for interpersonal communication, but most of the companies realized needs how to stay competitive in market so it could be used for customer engagement and promotion of the brand. As the expansion of the platforms, social media marketing change from straight forward content sharing to more complex like partnership of the influencers, targeted advertisement and data driven activities (**Kumar et al., 2010**).

In recent days, social media marketing incorporates various platforms such as storytelling, real time communication complex analytics for promoting the brand loyalty and it has effect on customer behavior. The major evolution of social media marketing is Instagram Tik-Tok and LinkedIn. With the development of these platforms, have transformed the one way communication into interactive and engagement focused marketing strategies. **Appel, et al. (2019)**

2.1.2 Concept of Social Media Marketing-

From the strategic marketing point of view, social media may be defined as the process that does not allow only the business companies but it allows customer to exchange resources for mutual benefits. According to **Larimo, J (2020**) "an organization's integrated pattern of activities that, based on a careful assessment of customers' motivations for brand-related social media use and the undertaking of deliberate engagement initiatives, transform social media connectedness (networks) and interactions (influences) into valuable strategic means to achieve desirable marketing outcomes" Social media is an essentiality for daily life. It changes the way in which how the consumers engage with new products and information. Social media marketing is a dynamic marketing discipline that uses different platforms

to provide the products and services to the ultimate consumers. Social media marketing helps to provides better opportunity for business organization to enhance brand awareness increase better customer relationship and lead the sales with the help of community building, interactive participation and effective targeted content. *Shukla, & Agarwal, V. (2024)*

Due to social media marketing businesses may come to know about their customer's demographics profile such as age, sex, interests, and habits and also their choice about products and services. Additionally, Social Media platforms provide marketers with feedback regarding the number of customers who view on their aids. With the help of these data marketers can access how much their advertisements have impact on customers *(ElGhannaM Ahmed et. all 2019).*
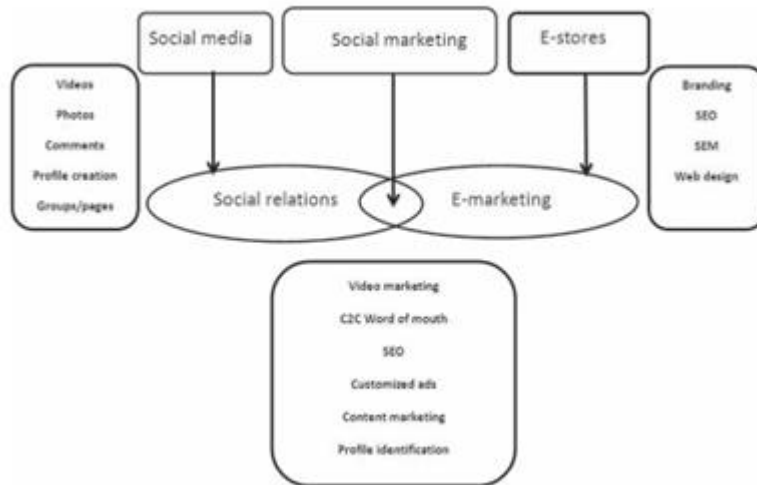

Figure-1.1 Conceptualization of Social Media Marketing

Source- Elghannam Ahmed & Mesias Francisco (2019) Short Food Supply Chains from a Social Media Marketing Perspective : A Consumer-Oriented Study in Spain, 80-90

2.1.3 Applications of social Media Marketing_

The key applications of social media marketing are following below.

Table-1 Applications of Social Media Marketing_

S. No.	Application	Description	Source
1	**Enhancing Consumer Engagement and Brand Awareness**	Social media enables the companies to reach out large public, content sharing and improve the process of communication. In addition to, it helps the businesses to create positive image such as brand awareness and loyalty of the consumers in the mind of target audience. The authors explained that Social media can be used for getting online people and able to generate user's friendly content.	*Verma, A. & Agrawal, R. (2025)*

2	**Improving Performance and Strategic Marketing**	The researchers describes that many companies strategically use social media platforms for employee's engagement, integrated communication and sales facilitation, all of these can be helpful for marketing and financial results of the companies.	*Laradi, S. & Derouez, F. (2024)*
3	**Promoting and Commercializing New Product Launches**	In order to create awareness, social media campaigns are widely used during the promoting and launching times of the products. It highlights new techniques that are useful in getting attentions of the consumers such as interactive postings prizes and hashtag challenges.	Verma, A. & Agrawal, R. (2025)

Source- created by own

2.1.4 Future of social media marketing-

It is expected that social media marketing will be more data driven and personalized activities for industries. As per the discussion of *Yan, K& Taiwan, A. (2025)* While utilizing the advance analytics, machine learning and artificial intelligence practices to produce commodity that would be especially for targeted and anticipate the behavior of the customers. The future of social media marketing may be defined by incorporating customization, effective utilization of cutting edge Technology like artificial intelligence practices and augmented reality. It will be expected branch customize their message for a particular platform such as YouTube and Instagram *(Ananda.et, all 2025).*

3.0 **Evolution of Green Marketing-**

The evolution of Green shows the changes from Eco leveling to strategic sustainability integration of the marketing where companies are concerned for note only promoting the Eco-friendly products as well as adopt environmental responsibilities as an important part of their marketing activities.

✓ **Growing concern for environment (1970)-**

In the view of *Peattie & Crane, (2005)* the term Green Marketing grew in 1970 is the environmental movement. In response to growing public concern over the pollution and resources depletion, most of the company started marketing eco-friendly products in the market.

✓ **Regulations and Eco labelling (1980-1990)-**

Government encouraged the companies to embrace sustainable practices in the year of 1980 by enacting stronger environment lows and Eco labelling initiatives such as (Germany's "Blue Angle" 1978). According to *Ottman, (1993*) during that point of time, green product certifications and branding became more important.

✓ **Integration of Corporate Social responsibilities (2000)-**

Marketing with green initiative included into the inclusive framework of corporate social responsibility by the early year of 2000. To build trust and reputation most of the companies prioritized recycling programs, use of renewable energy and sustainable supply chains in marketing *(Polonsky, 2011).*

Global sustainability goals, internet activism and environmentally conscious customers are the main elements of successful Green Marketing. *Kotler, et all (2011)* explains that today is most of the companies prioritise circular economy approaches carbon neutrality and open ECG (Environment, Social Governance).

3.1 Concept of Green Marketing-

Green marketing consists of all the marketing activities that fulfill the human wants in a way that does not harm the environment. According to **Bhardwaj et al., (2023)** Marketing is more than advertising and sales furthermore, the idea generation of the product, manufacturing, packing, promoting and distribution etc. Green Marketing is also considered as sustainable or Eco- marketing and environment- friendly marketing.

Figure1.2- Concept of Green Marketing

Source- Bhardwaj, S., Nair, K., Tariq, M. U., & Ahmad, A. (2023). *The State of Research in Green Marketing : A Bibliometric Review from 2005 to 2022*. 1–16.

According to **Polonsky, M. J. (1994**) Green marketing refers to "the marketing of products that are presumed to be environmentally safe. It includes a broad range of activities, including product modification, changes to the production process, sustainable packaging, and modifying advertising" The Green Marketing defined as the idea of promoting new product and services based on their environmental benefits. It includes producing and selling the new product and services that are designed to reduce the unwanted impact on environment along with adopting sustainable practices or techniques in the manufacturing and distribution of the products.

3.2 Applications of green marketing-

Green Marketing may be defined as the proper combination of the sustainability principle into marketing mix strategies that always focus on eco- friendly goods and services, innovation in digital techniques and consumer engagement. Some of the following applications of Green Marketing are below.

✓ **Mixture of Sustainable marketing-**

India's biggest event like MahaKumbh is also employing the sustainable marketing mix in order to maintain a proper balance between ecological, economic and social objectives. This includes biodegradable products, pollution less accommodations and online initiative to encourage ethical behaviors. **Vashishth, M. (2025)**

✓ **Developing Green Products and Supply Chain-**

In the opinion of **Zhu, Y. (2022)** Now days most of the companies are creating the goods and service which having lower negative impact on the existing environment and adopting green marketing practices with the help of supply chain. It emphasizes that companies should make strategic investment in both developing green products that would be beneficiary for customers and manufacturers.

✓ **Combination of Green Marketing and Digitalization-**

Through Consumer Education, Targeted Campaigns, and Green Advertising, the emergence of digital platforms help in making green marketing more successful. Sustainable consumption and the promotion of environmentally friendly products are adopted by digital media (**Keller, 2023).**

✓ **Trust in Brand and Consumer Behavior-**

Green marketing influences purchase intentions in a satisfactory way by improving brand image and trust. Green awareness, eco-labeling, and fair communication about environmental gains are important components (**Sadiq, B. 2022).**

3.3 Future of Green Marketing-

In order to promote a sustainable environment, Green Marketing depends on remove the gap between consumer attitude and behavior. Key suggestions include raising the awareness of Eco friendly projects, focusing on innovation in sustainable method and better matching of Green Marketing strategies with changing customer preferences. According to author **Shah Pallavi (2023)** By Supporting environment objectives and satisfying the needs of customers for eco-friendly goods and services this strategy makes sure that Green Marketing will be developed as key components of sustainable businesses. Green Marketing practices are considered as a key factor in building a sustainable future. In order to determine that how the Green Marketing practices can help the society to move towards the higher sustainability (**Manju & Latha, 2023).**

4.0 Evolution of Viral Marketing-

"Viral marketing" term was firstly used by media writer Douglas in 1994. She developed her idea by identifying the speed of advertisement and sharing of the information among the users of the internet, especially on social media with the objective of making it possible and persuading the customer to share the message with their close friends and family members in exchange for a reward. Jeffrey f from Harvard Business School used the term of viral marketing in his research paper named as the "virus of marketing". In 1996. In addition to, Steve jurvetson introduced the term of "Hotmail experience (Outlook)" in the year of 1997. He also introduced the term "Alpha user" in 2003 which suggests that it is now feasible to identify the active participants in any viral campaign and they may be targeted for advertising through mobile networks. In recently 2013, a conference was organized in Las Vegas to define the similar trends in viral marketing strategies using viral media.

In the opinion of **Rinandiyana et al., (2022)** It introduced by Steve jurvetson and his colleagues tim draper at Microsoft Hotmail, which was considered a free email service. In their country, email served as advertisement therefore they shared the message to their friends, coworkers and family members. In simple words viral marketing consists of sending messages through the internet or social platforms in the form of videos, advertising games, eBook, images, articles and writing along with encouraging the customers to freely forward them to others that would be helpful in making foundation of the viral marketing. However, the initial impulse is what matters in viral marketing plan, regardless of the support employed. One of the most current evolution of viral marketing is the beginning of influencer marketing in which people who have more experience in comparison of others in spending the message (**Granata & Scozzese, (2018).**

4.1 Concept of Viral Marketing-

Viral marketing may be defined as the marketing strategy that integrates the consumer' communication through the tools that enabling the customers to spread message. This technique gates advantage of people's communication like their feelings emotions and experience are strongly transmitted using their social networks (**Salirrosas, 2020)**

Viral marketing is considered as one of the current marketing promotional tool. It uses social media to achieve certain goals of the company. The main objective of the viral marketing is to get more visitors and motivate them to share the

message with others that will help in increasing consumer buying. ***Rinandiyana et al., (2022)*** Viral marketing is the part of promotional tool that uses the power of word of mouth marketing but it is proceed through email.

Viral marketing is a kind of marketing strategy that deals with word-of-mouth (or email) marketing. Viral marketing generates favorable word-of-mouth brand awareness through digital blogs and social networks. In actuality, viral marketing is a tactic that encourages consumers to share marketing messages with others, which increases the message's visibility and impact significantly ***(Chopra, Monika 2017).***
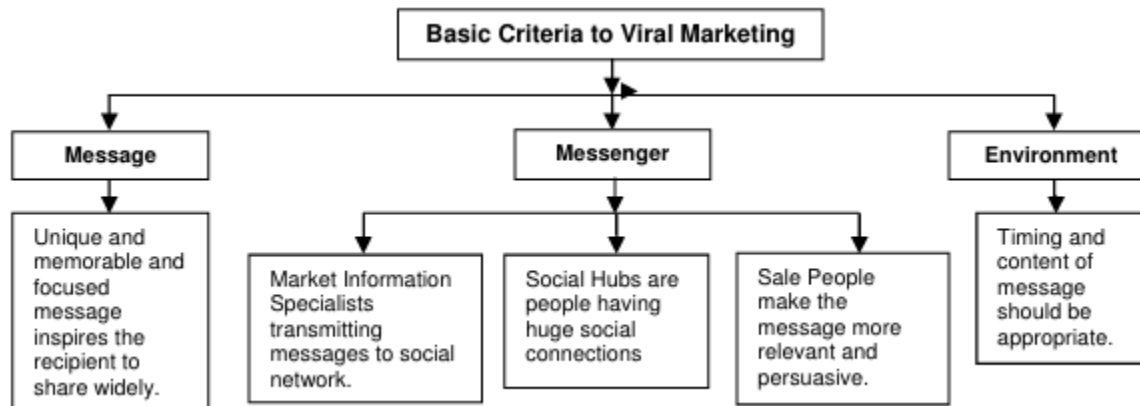

Figure 1.3- Criteria of Viral Marketing

Source- Chopra, Monika (2017). Viral marketing: impact on business organizations journal of modern management & entrepreneurship (JMME), ISSN: 2231–167X Volume no 07,

1–17.

4.2 Appications of Viral Marketing-

The following are the important applications of viral marketing.

➢ **Social media-**

Social media plays an important role in creating content for marketing activities, making collaboration and sharing the information. It can say now a days it has become important part of the media. Most of the companies can target customers on the basis of advertisements that all appear on social media platform. Using different media in the respect of commercial context would be a powerful tool because it helps the businesses in sharing the information. A company uses advertisement for a product or brand that boosts sale of the company strongly rather than using traditional marketing. So it has been found that while using social media helps in increasing brand awareness.

➢ **Message-**

Message is the information that niece to be sent and has been encoded in different languages, including such as words, music and graphics etc. The appropriate language should be chosen by the target audience and the different media types because of advertising' informative function is important for assessing its effectiveness**.** The effective message would spread fast but a depressing and can destroy the campaign as a whole. Using the message in viral marketing plays an important role in increasing the brand awareness.

➢ **Attractiveness-**

Attractiveness is having positive and negative types of attractiveness. The every viral marketing strategy should be implemented after consulting the researchers and identifying the pertinent models such as AIDA model of the

advertisement. When the customers are interested they may start accepting the message and decide to use the products and services of the company. In viral marketing, attractiveness has a beneficial impact on the brand awareness. (*Mukherjee et al., 2023).*

> ➢ **Facebook-**

The word Facebook is known for exchanging the ideas and looking for comprehensive information so that they can accept, remark on, and share with their close friends. After receiving the message, they will continue to share it with other individuals in accordance with their own standard. It depends on the number of the users who get the message, the message sent through their connections will become more appealing and spreading more widely.

> ➢ **Twitter-**

It makes it possible to track the uses updates, visualize the message and measure users. The author *Salirrosas, (2020)* explained this approach has drawback as well as search limiting the message to 140 words, making it more challenging to sharing the message and requiring the better criteria before sharing the information.

4.3 Future of Viral Marketing-

Now we can say the future of viral marketing is expected to be shaped by using artificial intelligence short videos and authentic community driven engagement. In the opinion of *Isabelle Bousquette (2025)* Artificial Intelligence can be used by business more and more to produce productive and personalized content, allowing the business for effective and affordable viral promotion. While live streaming will increase the potentiality for interaction and real time engagement, short videos on social media platform such as Tik Tok, Instagram, reals and YouTube will be the main source of viral marketing. *Shubhang Saurav (2024)* In summary, the future of viral marketing lies in Ai driven creativity, authentic influencer partnership and immersive story-telling that makes it and effective Strategies for the company looking forward to explain internationally with the minimum financial budget.

5.0 Evolution of Word of Mouth Marketing-

The electronic word of mouth is a complicated, digital driven phenomena replaced the conventional, interpersonal recommendation as the primary types of the word of mouth marketing.

Conventional Word of Mouth Marketing-

For decades word of mouth marketing included in-person or direct communication. it was based on social connections and trust *(Alcocer, N. 2017).*

eWOM's Emergence-

In the late 1990 is and early 2000s, witnessed the growth of online platform, review websites and email that were helpful for the customers to express their Ideas with other people who were outside of their immediate social groups *(Minazzi, R. 2015).*

The era of Social Media-

The Speedy growth of social media sites like Facebook Instagram and Twitter increase the electronic word of mouth. It has major influence on consumer behavior and brand perception by unable in message to reach to target audiences *(Bharrathi, R. 2024*).

5.1Concept of Word of Mouth Marketing-

The importance of word of mouth marketing campaigns for business companies increased as a result of significant influence of social media and social interaction among the target audiences. In the opinion of, *Aguirre, et. all. (2023)* Furthermore, word of mouth marketing drawn a lot of attention and becoming an Essential elements in the field of marketing. Word of mouth marketing maybe defined as "the oral person to person communication between a receiver

and a communicator whom the receiver perceives non- commercial concerning a brand, a product or a service." It consists of informal sharing of thoughts and experiences regarding new products or services that have significant impact on what customers decide to purchase. *Krishnan & Nene, (2018).* Word of mouth marketing has two faces which are known as positive word of mouth marketing and negative word of mouth.

5.2 Positive Word of Mouth Marketing-

Positive word of mouth marketing refers to "talking about products and services between people a part from companies advertising for products or services." These talks can take the form of bilateral conversation and suggestions. According to authors *M., & Rastgoo (2016)* the main elements is that these talks are being given by individuals who have no gain to encourage others to use that product. The relationship quality, trust and satisfaction has great impact on positive word of mouth marketing and it can be occurred both electronically and face to face. It can be seen as a direct result of better customer service and strong client connections (*Nnabuko, J., & Ogba, I. 2020).*

5.3 Negative Word of Mouth Marketing-

Negative word of mouth is an important element for the E-commerce market, especially for small businesses that sell their products to the potential consumers. As per authors *Tao & Xue, (2025)* Overall product quality, color and image evolution are the main factors that help in reducing its negative effect on performance. Negative marketing is known as when unhappy customers spread the word about their bad experience and it can affect other people's opinion and preferences. According to *Çelik & Özçelik, (2024)* this study, the people who receive Healthcare services they are this dissatisfied as far likely to spread unfavorable word of mouth. Negative word of mouth is when people start spreading negative information about a particular product to destroy its image, bring up complaints or draw attention of other people to dissatisfactory service experience. People usually share it with each other or with the help of digital platforms (*Berry, S. 2024).*

5.4 Negative Word of Mouth is spreading faster than Positive Word of Mouth-

It has been found that negative word of mouth has significant impact on consumer attitude, purchase intention and decision to buy product often more so in comparison to positive word of mouth. Negative word of mouth can lower the brand evaluations and purchase intentions of the consumers, particularly when a consumer believes that the source or information is reliable and pertinent. *Yegammai, M (2022)* People are more likely to spread negative information because it gets their attention and makes them feel something. The dynamic social impact theory describes that people usually share negative information with each other for longer period of time and in a more sufficient manner than positive information. *Angelis, (2016)* As compared to positive word of mouth negative word of mouth is especially more elaborated and assimilated, which means it is discussed in greater detail and included into conversations deeply. So the depth of the conversation makes it more memorable and tends to be shared more. *Pastore, A.et. all (2015)* Although negative word of mouth spreads more quickly some research shows that positive word of mouth is more prevalent overall and it has the ability to influence the Purchase intentions of the people more strongly, especially for the well-known businesses. So high commitment and low choice industries, the impact and reach of negative messages are more considerable. *Lomax, W. (2016)* so in general, it concludes that negative word of mouth influences consumer behaviors more strongly than the positive word of mouth. It starts when it is attributed to the brand, trusted and emotionally chargeable.

6.0 Suggestions Social Media Marketing-

Below are some suggestions for the companies enhancing performance and stay competitive in market.

Strategic analysis and planning-

> ➢ A company should develop precise strategic plans with goals of the company.

> ➤ In order to achieve their goals, the company issued conduct SWOT analysis for making informed decision. (*Velikikh, K. 2021*).

Strategies for Innovation and growth-

> ➤ Company can strengthen the core business sectors by increasing margins, enhancing efficiency and reducing costs (*P., & Dhir, A. 2022*).
> ➤ Company can diversify the product and services or make decision to enter into a new markets to eliminate the risks and get advantage of new opportunities.

Customer engagement and marketing planning-

> ➤ Business organization can be good by using data analytics, personalization and digital marketing to connect with its potential consumers. (*Biney, E. 2024*).
> ➤ To increase goodwill and reputation, develop smart alliances and partnerships.

7.0 Suggestions for Green Marketing-

> ➤ Green Marketing strategy must engage the customer and embrace all the unique ideas of transparency. This would help in building confidence and ensure that target consumers will support eco-friendly initiatives (*Gupta et al., 2024*).
> ➤ Sustainability must be taken into consideration while designing the products and taking into account how they will affect the environment according to their product life cycle.
> ➤ Companies are encouraged to use Green Marketing techniques in order to get several advantage by implementing these tactics (*Sharma, 2024*).
> ➤ It can help the businesses in strengthening their position in a dynamic market, encourage innovation and have a good environment impact.

8.0 Suggestions Viral Marketing-

Some important suggestions are the following-

> ➤ **Conversion of viral content into an essential business plan-**

By using strategic techniques, businesses can get advantage of current trends in social media and viral content to achieve long term objectives (*Aprianti, 2023*).

Effective collaboration with social media influencers-

> ➤ Businesses can improve their goodwill and reach through effective collaboration with relevant influencers by sharing the content with their target audience and increasing interaction with their consumers.

Involvement of emotional components in the content for social media-

> ➤ Industries in food and beverage must incorporate particular emotional components into their social media content. This technique is important for engaging the customer and promoting content sharing among them (*Bunjamin et al., 2024*).

Conclusion:

In today's fast-paced world, marketing has shifted from simply pushing products to building genuine, value-driven connections with people. Success now depends on a brand's ability to be more "human" by listening to social media conversations, acting with environmental integrity, and earning the trust of the community. While technology like AI and big data help businesses understand our needs more deeply, the real power lies in the hands of the consumer; we often trust peer recommendations and word-of-mouth more than any corporate advertisement. Because negative news travels faster and carries more weight than positive feedback, brands must prioritize honesty, high-quality service, and

proactive communication above all else. Ultimately, the future of business isn't just about high-tech tools or viral trends; it is about using those innovations to be more empathetic, sustainable, and responsible members of the society we serve.

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