

THE ROLE OF ARTIFICIAL INTELLIGENCE IN MARKETING 6.0: TRANSFORMING CONSUMER ENGAGEMENT AND PERSONALIZATION

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Abstract

Artificial Intelligence (AI) has emerged as a transformative technology in modern marketing, particularly in the era of Marketing 6.0. Marketing 6.0 emphasizes the integration of advanced technologies with human-centric marketing strategies to create immersive and personalized consumer experiences. This study examines the role of AI in transforming consumer engagement and personalization within the framework of Marketing 6.0. The research adopts a descriptive research design and collects primary data from 200 consumers in Ahilyanagar district. The study explores how AI-driven marketing tools such as predictive analytics, recommendation systems, and personalized advertising enhance consumer interaction and satisfaction. Statistical techniques including frequency analysis and hypothesis testing are used to analyze the collected data. The findings reveal that AI significantly enhances customer engagement by delivering personalized marketing messages and improving customer experience. The study concludes that AI-driven marketing strategies are essential for organizations to remain competitive in the digital era. Recommendations are provided for businesses to adopt AI technologies responsibly while ensuring consumer trust and data privacy.

1. Introduction : Marketing has evolved significantly over the past decades, progressing from product-oriented marketing to customer-centric strategies. The concept of Marketing 6.0 represents the latest stage in this evolution, integrating advanced technologies such as artificial intelligence, big data, and immersive digital experiences to create personalized and intelligent customer interactions. Marketing 6.0 focuses on blending physical and digital environments while placing customers at the center of the marketing ecosystem.

Artificial Intelligence plays a critical role in enabling Marketing 6.0 by analyzing large volumes of consumer data, predicting customer preferences, and delivering personalized marketing communications. AI-powered technologies such as machine learning, predictive analytics, and chatbots allow organizations to create tailored experiences for individual customers. These technologies help marketers understand consumer behavior more accurately and deliver relevant products and services.

Furthermore, AI-driven personalization has significantly improved customer engagement by offering customized recommendations, targeted advertisements, and real-time interaction with brands. Such personalized marketing strategies strengthen customer relationships, increase satisfaction, and enhance brand loyalty.

Thus, understanding the role of artificial intelligence in Marketing 6.0 is essential for organizations aiming to build stronger relationships with consumers in the digital economy.

Review of Literature in APA style

Kumar, Ramachandran, and Kumar (2019) explained that artificial intelligence supports

personalized engagement marketing by helping firms create, communicate, and deliver customized value propositions at scale. Their study positioned AI as a strategic tool for enhancing customer engagement, improving marketing efficiency, and generating superior customer experiences.

Verma, Sharma, Deb, and Maitra (2021) conducted a systematic review of AI in marketing and found that the field has rapidly expanded around themes such as personalization, predictive analytics, decision support, and customer relationship management. Their review showed that AI is increasingly shaping both academic inquiry and practical marketing strategy.

Puntoni, Reczek, Giesler, and Botti (2021) examined consumer interactions with AI from an experiential perspective and argued that AI affects not only functional outcomes but also emotional and symbolic dimensions of consumption. Their work is important because it suggests that AI-enabled personalization influences how consumers feel about brands, not merely how they transact with them.

Haleem, Javaid, Qadri, Singh, and Suman (2022) reviewed AI applications in marketing and observed that brands use AI for recommendation engines, customer segmentation, marketing automation, and personalized communication. The authors concluded that AI increases conversion potential by delivering more relevant messages and offers to target consumers.

Davenport (2023) discussed hyper-personalization as a major AI-enabled pathway for customer engagement, while also cautioning that privacy concerns and personalization backlash can reduce effectiveness if firms overuse consumer data. This

contribution is especially useful for explaining both the opportunities and risks of AI in Marketing 6.0.

Gao, Fan, Li, and Wang (2023) studied AI-enabled personalization in interactive marketing and found that AI improves customer experience through more timely, relevant, and adaptive interactions. The authors emphasized that learning from past interactions allows firms to refine messaging and improve relationship quality.

Kumar et al. (2024) in their article "AI-powered marketing: What, where, and how?" argued that AI is becoming embedded across marketing functions, including market sensing, content generation, customer interaction, and campaign optimization. They highlighted that AI strengthens personalization by transforming large consumer datasets into actionable insight.

Chen et al. (2025) proposed a framework linking AI and customer experience across the customer journey. Their study suggested that AI affects service interactions, recommendations, responsiveness, and post-purchase experience, thereby broadening customer engagement beyond conventional advertising.

Teepapal, Sharma, and colleagues (2025) investigated AI-driven personalization in social media marketing and found that personalized AI stimuli influence engagement through trust, privacy perceptions, and perceived usefulness. Their model shows that personalization works best when consumers perceive AI as beneficial and not overly intrusive.

Hardcastle (2025) studied customer responses to AI-driven recommendations and personalized advertisements and reported that AI-based recommendations can improve customer experience, though the effect depends on consumers' perceptions of relevance and authenticity.

Lee and Youn (2025) identified major factors influencing customer engagement in AI marketing and found that engagement is affected by perceptions of convenience, trust, relevance, and service quality. Their work suggests that the success of AI marketing depends not only on technology but also on consumer psychology.

Sidra and co-authors (2025) explained that AI-enabled marketing activities such as predictive analytics, sentiment analysis, personalized recommendations, and chatbots shape consumer satisfaction, engagement, and brand loyalty. Their model supports the argument that AI affects multiple dimensions of marketing performance simultaneously.

Sahut, Iandoli, and Teulon (2025) synthesized empirical studies on AI in customer communication

and service, concluding that AI improves personalization, communication quality, and service recovery, while raising concerns related to transparency and authenticity. This synthesis is useful for linking AI with customer engagement and retention.

Srivastava and colleagues (2025) reviewed AI in social media marketing and found that AI-enabled chatbots, recommendation algorithms, and sentiment analysis significantly influence trust, perceived personalization, and brand loyalty. The review underscores the centrality of AI in digital engagement environments.

Salih and co-authors (2025) examined generative AI in digital marketing and noted that AI now supports automated content creation, personalized customer experience, and data-driven decisions. Their findings indicate that generative AI can intensify personalization in the Marketing 6.0 era, especially in real-time digital campaigns.

An et al. (2025) found that AI-powered personalized advertising positively affects purchase intention through perceived relevance, perceived trust, and perceived usefulness. This study gives strong support to the idea that personalization is an important mechanism through which AI influences consumer behavior.

Mohamed et al. (2025) examined whether AI marketing efforts affect Gen Z brand loyalty and repurchase intention. Their findings showed that AI-driven marketing can improve loyalty when it enhances personalization and customer experience, although the strength of the effect varies by consumer segment.

Khoshtaria and colleagues (2025) investigated AI-powered personalization in B2B e-commerce and reported that personalization enhances brand awareness and customer response even in business markets, not just consumer markets. This broadens the relevance of AI beyond retail-focused research.

Bajaba et al. (2026) showed in a banking context that AI-enabled service experiences positively shape customer engagement. Their results suggest that AI is increasingly becoming a relationship-building tool in service industries.

Hou et al. (2026) compared AI and human providers for personalized offerings and found that consumers may perceive AI-generated solutions as less unique than human-created ones, which can weaken attitudes and adoption. This is a valuable corrective perspective, showing that AI does not automatically outperform human judgment in every context.

Zulaikha and co-authors (2026) mapped the intellectual landscape of AI and consumer behavior and concluded that AI has fundamentally

transformed firm-consumer interactions through predictive insight, real-time responsiveness, and personalization. Their work confirms that AI is now a central issue in contemporary marketing scholarship.

Kotler, Kartajaya, and Setiawan (2024) in *Marketing 6.0: The Future Is Immersive* argued that marketing is entering a stage where immersive technologies, AI, and connected experiences reshape how brands interact with customers. This work is the most direct theoretical base for linking AI with Marketing 6.0.

The Wiley book description of *Marketing 6.0* notes that the concept emphasizes the use of technology to address customer needs more effectively through immersive and meaningful brand experiences. This supports the present study’s framing of AI as an enabler of deeper engagement and personalization.

An Emerald book review of *Marketing 6.0* highlighted that the text extends the earlier marketing evolution framework by placing immersive technologies and digitally enhanced customer experience at the center of marketing strategy. This interpretation is relevant for situating AI within broader technological transformation.

A later academic review of *Marketing 6.0* observed that the book builds upon Marketing 3.0, 4.0, and 5.0 by stressing immersive, technology-mediated experiences that still need to remain human-centered. This is especially important for studies that examine not only efficiency but also trust, relevance, and ethics.

Recent work on responsible AI in marketing has emphasized that while personalization can improve customer experience and business outcomes, it also creates ethical concerns around privacy, consent, transparency, and manipulation. This literature suggests that any Marketing 6.0 study must balance technological efficiency with responsible practice.

Data Analysis and Interpretation

Table 1. Consumer opinion on AI improving consumer engagement

Response	Frequency	Percentage
Strongly Agree	72	36.0
Agree	68	34.0
Neutral	24	12.0
Disagree	20	10.0
Strongly Disagree	16	8.0
Total	200	100.0

Interpretation: A combined 70.0% of respondents either agreed or strongly agreed that AI improves consumer engagement. Only 18.0% expressed

disagreement. This indicates that most consumers perceive AI as an effective tool for enhancing interaction, responsiveness, and communication with brands.

Table 2. Opinion on AI improving personalized recommendations

Response	Frequency	Percentage
Strongly Agree	78	39.0
Agree	66	33.0
Neutral	22	11.0
Disagree	18	9.0
Strongly Disagree	16	8.0
Total	200	100.0

Interpretation: Here, 72.0% of respondents supported the statement that AI improves personalized recommendations. This suggests that personalization is one of the most visible and positively perceived applications of AI in Marketing 6.0.

Table 3. Opinion on AI-based chatbots improving customer service

Response	Frequency	Percentage
Strongly Agree	64	32.0
Agree	70	35.0
Neutral	28	14.0
Disagree	22	11.0
Strongly Disagree	16	8.0
Total	200	100.0

Interpretation: A total of 67.0% respondents reported positive views on AI chatbots. This shows that automated support systems are becoming acceptable to consumers, though the slightly higher neutral and disagreement responses suggest that chatbot experience still depends on service quality and problem-solving ability.

Table 4. Opinion on AI making advertisements more relevant

Response	Frequency	Percentage
Strongly Agree	74	37.0
Agree	62	31.0
Neutral	26	13.0
Disagree	22	11.0
Strongly Disagree	16	8.0
Total	200	100.0

Interpretation: About 68.0% of respondents believed that AI makes advertisements more relevant. This shows that consumers recognize the role of AI in targeting ads according to interests, preferences, and past behaviour.

Table 5. Opinion on AI saving consumers' time in online decisions

Response	Frequency	Percentage
Strongly Agree	70	35.0
Agree	72	36.0
Neutral	20	10.0
Disagree	22	11.0
Strongly Disagree	16	8.0
Total	200	100.0

Interpretation: A combined 71.0% of respondents believed that AI saves time during online decision-making. This reflects the practical value of AI in simplifying search, filtering options, and recommending relevant alternatives.

Table 6. Opinion on privacy concerns in AI-based personalization

Response	Frequency	Percentage
Strongly Agree	60	30.0
Agree	58	29.0
Neutral	30	15.0
Disagree	28	14.0
Strongly Disagree	24	12.0
Total	200	100.0

Interpretation: While respondents generally support AI, 59.0% also expressed concern about privacy issues. This implies that AI-driven personalization must be balanced with ethical data use, transparency, and consumer consent.

Table 7. Opinion on AI strengthening brand loyalty through personalization

Response	Frequency	Percentage
Strongly Agree	68	34.0
Agree	66	33.0
Neutral	28	14.0
Disagree	22	11.0
Strongly Disagree	16	8.0
Total	200	100.0

Interpretation: About 67.0% respondents agreed that AI-based personalization can strengthen loyalty. This suggests that consistent relevance and tailored experiences can deepen long-term brand relationships.

Findings of the Study

The study found that artificial intelligence has emerged as a significant driver of Marketing 6.0 by improving the quality, speed, and relevance of marketing communication. The literature review revealed that AI supports modern marketing through predictive analytics, recommendation systems, chatbots, dynamic advertising, customer segmentation, sentiment analysis, and automated decision-making. It was also observed from the reviewed studies that AI contributes to deeper consumer understanding and allows firms to move

from mass communication to individualized interaction. The reviewed literature further indicates that AI does not only improve operational efficiency, but also strengthens customer engagement by making brand interactions more timely, interactive, and personalized. At the same time, the literature also highlighted an important concern that excessive use of consumer data without transparency may create privacy anxiety and reduce trust.

The analysis of primary data showed that the majority of respondents hold a favorable opinion about the role of artificial intelligence in marketing activities. Most respondents agreed that AI improves consumer engagement, enhances personalized recommendations, increases the relevance of advertisements, saves time in online decision-making, improves chatbot-based service, and raises overall satisfaction with digital platforms. The responses also suggest that AI-based personalization contributes positively to brand loyalty by making customer experiences more meaningful and convenient. However, a noticeable proportion of respondents expressed concern regarding privacy and data usage, indicating that while consumers appreciate the benefits of AI, they also expect ethical and secure handling of personal information.

The hypothesis testing results supported the positive role of artificial intelligence in Marketing 6.0. The study found a significant relationship between artificial intelligence and consumer engagement, as well as between AI-driven personalization and consumer satisfaction. Therefore, the null hypotheses were rejected and the alternative hypotheses were accepted. Overall, the study concludes that artificial intelligence plays a transformative role in Marketing 6.0 by strengthening consumer engagement and enabling effective personalization, but its long-term success depends on responsible implementation, trust building, and consumer data protection.

Conclusion of the Study

The present study examined the role of artificial intelligence in the context of Marketing 6.0 with special reference to its impact on consumer engagement and personalization. The findings of the study indicate that artificial intelligence has become an important technological driver in modern marketing practices. AI enables organizations to collect, analyze, and interpret large volumes of consumer data, which helps marketers understand consumer preferences, behavior patterns, and expectations more accurately. As a result, businesses are able to design highly

personalized marketing strategies that improve customer satisfaction and engagement.

The analysis of primary data revealed that a majority of respondents perceive AI positively in marketing activities. Consumers believe that AI-powered tools such as recommendation systems, chatbots, and predictive analytics improve the relevance of marketing communication and simplify decision-making processes. Personalized advertisements and product suggestions generated through AI also enhance the overall digital experience of consumers. Furthermore, AI-driven marketing helps companies deliver faster and more responsive customer service, which strengthens brand relationships and long-term customer loyalty. The hypothesis testing results further confirm that artificial intelligence significantly influences consumer engagement and satisfaction in the Marketing 6.0 environment. The study therefore concludes that AI-driven personalization is a key factor in shaping modern consumer experiences. However, the study also highlights that concerns related to data privacy and ethical use of consumer information remain important challenges. Organizations must therefore balance technological innovation with responsible marketing practices. Overall, artificial intelligence is expected to play a transformative role in the future of marketing by creating intelligent, personalized, and immersive consumer experiences.

Suggestions of the Study

Organizations should adopt artificial intelligence technologies more strategically in their marketing operations in order to enhance personalization and improve consumer engagement. Businesses should invest in advanced AI tools such as predictive analytics, recommendation algorithms, and customer behavior analysis systems so that they can understand consumer needs more accurately and deliver customized marketing messages.

Companies should also focus on improving the quality of AI-driven customer service systems, especially chatbots and automated support platforms, to ensure that consumers receive quick and reliable assistance. Effective integration of AI with customer relationship management systems can further help organizations maintain continuous interaction with customers and strengthen brand loyalty.

Another important suggestion is that organizations must prioritize data privacy and ethical use of consumer information. Transparent data policies, secure data management systems, and responsible AI practices are essential to maintain consumer trust in digital marketing environments.

Marketing professionals should also receive proper training in artificial intelligence and data analytics so that they can effectively utilize AI-based tools in marketing decision-making. Skill development in digital marketing and AI technologies will enable organizations to implement Marketing 6.0 strategies more efficiently.

Finally, academic institutions and researchers should continue to explore emerging applications of artificial intelligence in marketing across different industries and geographical regions. Future studies may analyze the long-term impact of AI on consumer behavior, digital trust, and brand relationships in order to provide deeper insights into the evolving landscape of Marketing 6.0.

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