


# Chapter 4


## Women Influencers in E–Commerce: Shaping the Future for High–End Products

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### **ABSTRACT**

*Industry 5.0 represents a transformative shift in industrial practices, merging advanced technologies with human-centered approaches. This evolution emphasizes personalization, ethical considerations, and enhanced consumer experiences in e-commerce. Social media platforms, such as Instagram, TikTok, and Facebook, have revolutionized brand engagement by enabling targeted advertising, community building, and real-time interaction. Women influencers play a crucial role in this new landscape, using their personal brands to drive consumer trust and loyalty. They create authentic content and promote diverse, inclusive narratives. As e-commerce adapts to Industry 5.0, integrating technological advancements with a focus on human values and ethical practices becomes essential for business success and consumer satisfaction.*

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## INTRODUCTION

Industry 5.0 represents a profound shift in industrial practices, evolving from the automation and data-centric focus of Industry 4.0 to a model that integrates advanced technologies with a human-centered approach. This new paradigm emphasizes the synergy between human creativity and technological innovation, fostering a balanced integration of artificial intelligence, robotics, and data analytics with human values and ethical considerations. Industry 5.0 seeks not only to optimize efficiency and productivity but also to enhance the quality of human experiences, ensuring that technology serves to support and enrich human lives rather than replace them (Ciucu-Durnoi et al., 2024; Costa, 2024).

In the realm of e-commerce, Industry 5.0 signifies a transformation towards more personalized, ethical, and immersive digital experiences. Businesses are increasingly expected to deliver tailored experiences that resonate with individual consumer preferences, leveraging data-driven insights to provide relevant product recommendations, personalized marketing messages, and seamless shopping experiences. The fusion of physical and digital worlds, such as through augmented reality (AR) and virtual reality (VR), is becoming essential for creating engaging and interactive customer experiences. Additionally, ethical considerations, such as sustainability and fair-trade practices, are gaining prominence as consumers become more conscious of the social and environmental impact of their purchases (De Giovanni, 2023; Mourtzis, 2023). The convergence of Industry 5.0 and AIoT underscores a shared commitment to enhancing digital experiences while maintaining ethical integrity. As businesses strive to create more personalized, immersive, and responsible e-commerce ecosystems, AIoT plays a pivotal role in optimizing operations and customer interactions. Singha and Singha (2024) emphasize ethical AIoT integration, advocating transparency, accountability, and regulatory compliance to balance innovation with responsibility, ensuring sustainable, consumer-centric digital transformation in Industry 5.0's evolving e-commerce landscape. Social media has fundamentally reshaped the e-commerce landscape, transforming from a networking tool to a powerful platform for brand engagement and consumer interaction.

The evolution of social media platforms like Instagram, TikTok, and Facebook has enabled businesses to harness these channels for targeted advertising, community building, and real-time customer engagement. The ability to create visually compelling content, run targeted ad campaigns, and collaborate with influencers has revolutionized how brands reach and connect with their audiences. Social media's immediacy allows for swift adaptation to consumer feedback and market trends, making it an indispensable component of modern e-commerce strategies (Attar et al., 2022; Dwivedi et al., 2021). The integration of social media into e-commerce not only enhances brand visibility and customer interaction but also directly influences

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