


Chapter 4


The Future of Branding in a Tech–Driven World: How Emerging Technologies Are Redefining Consumer Engagement

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ABSTRACT

In a world increasingly dependent on technology, companies must learn how to connect with consumers on an emotional level and cultivate meaningful relationships beyond instant gratification. AI can enhance personalized engagement marketing by providing customers with tailored options and information, transforming branding and customer management practices in both developed and developing countries (V. Kumar et al., 2019). Generating awareness for brands is now as simple as creating a cat video, resulting in a shortsighted view of branding that equates buying a TV

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spot or an online banner with brand development and consumer engagement. Much of this talking-head strategy is relegated to the commodities bin, as sustainable emotional connections only deepen with an understanding of brand history and heritage.

1. INTRODUCTION

With rapid changes in technology and innovations occurring daily, dramatic shifts are impacting every facet of life. Modes and methods of interaction are affected, and inventories look very different than a year ago. The impact of change extends not only to the balance sheet but also to customer relationships. Brands will shift from an east-west split to a north-south divide, where culturally similar countries will form powerful marketing alliances (Sengupta, 2014). Customer engagement on social media, emphasizing multi-directional brand-consumer interaction, psychological Engagement, and the strategic use of digital platforms (Lim & Rasul, 2022), is reviewed in this paper. The tech-driven changes in human-nature interaction are examined through three categories: discovery, connection, and experience.

All three categories share four different elements, which are divided into necessary and required, as well as helpful elements. The resulting fifteen practice adoptions form the foundation for customer engagement change and are studied in light of the latest technologies on the market. The impact of technological advancements on branding and customer engagement is monumental, requiring adaptable brands. However, this understanding is invaluable for the branding field and can significantly benefit academics and practitioners over the next decade. Artificial intelligence is expected to substantially impact marketing strategies and customer behaviors, with its effectiveness enhanced when it augments human managers rather than replacing them (Davenport et al., 2020). The research shows the impact of tech-driven changes in human-nature interactions on every aspect of today's branding in India. New technologies are constantly emerging and fundamentally changing how brands connect with, discover, and engage their customers. Digital transformation necessitates that firms adopt a digital mindset, restructure their business models, and address the ethical use of data to gain a competitive edge (Saarikko et al., 2020), as well as to enhance customer engagement through innovation (Liu et al., 2021).

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