



EMERGING TRENDS IN MARKETING AND THEIR INFLUENCE ON CORPORATE ACTIVITIES

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Abstract

Marketing has become one of the most essential elements of business success in the modern competitive environment. Companies use marketing strategies not only to promote products and services but also to create long-term relationships with customers, strengthen brand reputation, and achieve sustainable growth. Rapid technological development, globalization, and digital transformation have significantly changed the nature of marketing practices. Modern organizations increasingly rely on social media platforms, influencer marketing, search engine optimization (SEO), artificial intelligence, conversational marketing, and data security systems to improve customer engagement and business performance. This study examines the major modern marketing trends and their influence on company activities. The research also evaluates how businesses adapt to changing consumer behavior and technological innovations. A questionnaire survey involving 320 respondents was conducted to understand public perceptions regarding recent marketing trends. The findings reveal that influencer marketing, short-form video content, social media engagement, and SEO are among the most influential marketing approaches today. The study concludes that companies capable of adapting to modern marketing trends are more likely to achieve competitive advantage, customer loyalty, and long-term success.

Keywords: *Marketing, digital marketing, social media, influencer marketing, SEO, artificial intelligence, consumer behavior.*

1. Introduction

Marketing plays a crucial role in the growth and sustainability of businesses. It helps organizations identify customer needs, communicate product value, increase sales, and build strong customer relationships. In today's highly competitive environment, companies cannot rely solely on product quality or pricing strategies. They must also develop effective marketing systems that attract, engage, and retain consumers. The modern business environment has experienced rapid changes because of technological advancement, internet accessibility, mobile device usage,



and the expansion of social media platforms. Consumers today are more informed than ever before. They compare products online, read customer reviews, watch video demonstrations, and interact with brands through digital channels. As a result, businesses are required to redesign their marketing strategies according to changing customer expectations. Digital marketing has transformed traditional marketing communication. Businesses now use platforms such as Facebook, Instagram, TikTok, LinkedIn, and YouTube to communicate directly with consumers. At the same time, technologies such as artificial intelligence, automation tools, voice assistants, and personalized advertising are becoming increasingly important in marketing management. The purpose of this research is to analyze the modern trends in marketing development and examine how these trends influence company activities and performance.

2. Literature Review

Many scholars and researchers have discussed the importance of marketing and the evolution of modern marketing trends. According to Philip Kotler, modern marketing focuses on creating customer value and developing long-term customer engagement in a highly digital and social marketplace. Kotler explains that marketers increasingly use online tools, mobile technologies, and social media platforms to strengthen relationships with customers and build brand communities.

Modern marketing has experienced substantial transformation due to technological innovation, digital communication, and changing consumer behavior. Researchers from different countries have examined how emerging technologies and digital platforms influence business performance, customer engagement, and marketing strategies.

Philip Kotler (2020) explains that modern marketing is no longer limited to selling products and services; instead, it focuses on creating customer value, engagement, and long-term relationships in a digital environment. According to Kotler, businesses increasingly use social media, mobile technologies, and internet-based communication tools to strengthen customer interaction and improve brand loyalty.

Ratih Hurriyati (2022) argues that organizations capable of adapting to modern marketing concepts achieve stronger competitive advantages. The study emphasizes the growing role of internet marketing, database marketing, green marketing, and interactive communication in improving organizational effectiveness and consumer satisfaction.

D.R. Sharma (2022) states that companies must integrate influencer marketing, social media marketing, and search engine optimization (SEO) into their business strategies to improve customer loyalty and market performance. The researcher highlights that digital marketing practices help organizations increase visibility, attract consumers, and strengthen competitiveness in rapidly changing markets.



S. Arora (2023) highlights that social media platforms and online communication channels have become central elements of modern marketing activities. The study explains that businesses increasingly depend on digital technologies to attract consumers, personalize communication, and improve brand awareness.

Recent studies published between 2024 and 2026 demonstrate that artificial intelligence (AI) has become one of the most influential developments in digital marketing. A systematic review published in 2025 examined the integration of AI and the Internet of Things (IoT) in marketing and found that machine learning, big data analytics, and deep learning technologies significantly improve customer engagement, personalization, and strategic decision-making.

Another bibliometric review published in 2025 analyzed the impact of artificial intelligence on branding strategies and concluded that AI technologies are transforming customer interaction, content personalization, and brand communication processes. The study also identified ethical concerns and data privacy issues as major future research areas.

Research conducted in 2025 on influencer marketing effectiveness found that influencer marketing significantly affects consumer behavior and purchasing decisions. The study revealed that authentic influencer content, especially from micro- and nano-influencers, generates higher audience engagement and stronger customer trust than traditional advertising approaches. A 2026 systematic literature review on computational influencer marketing studies emphasized that influencer marketing has become an essential component of digital marketing strategies. The review identified influencer identification, sponsored content analysis, engagement optimization, and ethical regulation as important research themes in modern marketing practices. Recent studies also indicate that artificial intelligence has become one of the most influential developments in marketing. Research published by [HubSpot](#) shows that marketers increasingly use AI tools for customer personalization, automation, and data analysis.

3. Research Methodology

The research methodology is based on qualitative and quantitative approaches. Bibliographic analysis, comparative analysis, and survey research methods were used to examine modern marketing trends and their influence on companies. Primary data were collected through an online questionnaire survey conducted among 320 respondents in Chennai. The respondents represented different age groups and professional backgrounds. The questionnaire focused on consumer attitudes toward recent marketing trends such as influencer marketing, social media advertising, SEO, short-form video content, and conversational marketing. Secondary data were collected from academic journals, marketing reports, books, and online research publications related to digital marketing and business development.

4. Evolution of Marketing Trends



Marketing has changed significantly over the last several decades. Earlier marketing methods relied mainly on traditional communication channels such as newspapers, radio advertisements, television commercials, posters, and telemarketing.

TABLE 1.

Evolution of Marketing Trends

Marketing Era	Main Characteristics	Common Marketing Tools
Traditional Marketing Era	Focus on mass communication	Newspapers, radio, billboards, TV advertisements
Early Digital Era	Introduction of digital technologies	Email marketing, websites, search engines
Dot-com Era (1995–2002)	Internet expansion and online communication	Blogging, SEO, AdWords
Modern Digital Era	Customer-centered digital engagement	Social media, influencer marketing, AI tools, short-form videos

Today’s marketing environment combines traditional and digital marketing techniques. However, digital platforms dominate modern communication because consumers spend significant amounts of time online. Social media platforms have transformed communication between businesses and consumers. Companies now interact directly with customers through comments, messages, livestreams, and personalized advertising campaigns.

5. Major Modern Marketing Trends

5.1 Social Media Marketing

Social media marketing has become one of the most influential marketing approaches worldwide. Platforms such as Instagram, TikTok, YouTube, and LinkedIn enable businesses to communicate with consumers instantly and globally. According to recent marketing reports, marketers continue to increase investments in social media platforms because they generate high customer engagement and return on investment (ROI).

TABLE 2.

Social Media Platforms Receiving Increased Marketing Investment

Platform	Percentage of Marketers Increasing Investment
Telegram	62%



Platform	Percentage of Marketers Increasing Investment
Instagram	54%
YouTube	49%
LinkedIn	43%
Facebook	43%

Source: HubSpot Marketing Trends Report.

5.2 Influencer Marketing

Influencer marketing has become one of the fastest-growing marketing strategies. Companies collaborate with influencers and content creators to promote products and services to targeted audiences. Modern consumers often trust recommendations from influencers more than traditional advertising. Research indicates that micro-influencers and nano-influencers generate higher audience engagement because their content appears more authentic and relatable.

TABLE 3.

Benefits of Influencer Marketing

Benefit	Description
Increased Brand Awareness	Influencers expose brands to larger audiences
Consumer Trust	Followers often trust influencer recommendations
Higher Engagement	Interactive content improves communication
Better Targeting	Influencers reach niche customer groups
Increased Sales	Product recommendations influence purchasing decisions

increasingly prefer long-term collaborations with influencers instead of one-time promotional campaigns. Authenticity and transparency are becoming essential in influencer partnerships.

5.3 Search Engine Optimization (SEO)

SEO remains one of the most effective digital marketing strategies. Search engine optimization improves website visibility on search engines and helps businesses attract organic traffic. Modern SEO strategies focus on content quality, mobile optimization, user experience, and answer-engine optimization (AEO). Businesses that invest in SEO achieve better online visibility and customer reach.



5.4 Short-Form Video Content

Short-form video content has become highly popular among consumers. Platforms such as Telegram, Instagram Reels, and YouTube Shorts dominate modern digital communication. Consumers prefer short, engaging, and entertaining videos that provide information quickly. Businesses use these formats for product demonstrations, tutorials, advertisements, and storytelling. Research indicates that short-form videos generate the highest ROI among content formats.

5.5 Artificial Intelligence in Marketing

Artificial intelligence is transforming marketing management. AI technologies help businesses automate communication, analyze customer behavior, personalize advertisements, and improve decision-making processes. AI-powered chatbots, recommendation systems, predictive analytics, and automated customer service tools have become common in modern business environments. Many marketers believe AI improves efficiency and customer experience.

5.6 Data Security and Consumer Trust

Consumers increasingly value privacy and data protection when making online purchases. Businesses must protect customer information and maintain transparency regarding data usage. Modern marketing strategies therefore include strong cybersecurity measures, secure payment systems, and ethical data collection practices. Companies that ensure data security build stronger trust and long-term customer relationships.

6. Research Findings

The questionnaire survey provided valuable insights into public attitudes toward modern marketing trends.

FIGURE 1.

Public Opinion on Marketing Changes in the Last Three Years

Response	Percentage
Agree	78%
Neutral	17%
Disagree	5%



The majority of respondents believe that marketing has changed more in the last three years than during the previous fifty years. This demonstrates the rapid influence of digital transformation and technological innovation.

FIGURE 2.

Most Noticeable Marketing Trends According to Consumers

Marketing Trend	Percentage
Influencer Marketing	45%
Short-Form Video Content	35%
SEO	15%
Other Trends	5%

The findings indicate that influencer marketing and short-form video content are currently the most recognizable marketing trends among consumers.

7. Discussion

Modern marketing is highly dynamic and technology-driven. Businesses that fail to adapt to digital transformation risk losing customers and market competitiveness. The research findings demonstrate that consumers increasingly prefer personalized, interactive, and authentic communication. Social media platforms and influencer marketing provide companies with opportunities to create stronger emotional connections with customers. Artificial intelligence and automation tools also improve marketing efficiency by enabling businesses to analyze customer behavior and deliver personalized experiences. However, ethical concerns regarding privacy, data security, and transparency remain important challenges. The integration of online and offline marketing channels through omnichannel strategies is becoming essential for customer satisfaction. Consumers expect seamless experiences across websites, social media platforms, mobile applications, and physical stores.

8. Conclusion

Marketing has evolved significantly because of technological innovation, digital communication, and changing consumer behavior. Modern businesses increasingly depend on digital marketing tools such as social media marketing, influencer collaborations, SEO, artificial intelligence, conversational marketing, and short-form video content. The research findings confirm that modern marketing trends strongly influence company activities and customer engagement. Businesses that successfully adopt these trends improve brand visibility, customer loyalty, and competitive advantage. Companies must continuously monitor technological



developments and consumer preferences to remain successful in the modern marketplace. Future marketing strategies will likely become even more personalized, automated, and data-driven as artificial intelligence and digital technologies continue to advance.

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