

Emerging Technologies, Consumer Engagement, Trust, and Loyalty in Marketing Practices

Mr. Selvakkumar C¹ and Dr. S. Shobana²

Research Scholar, Department of Commerce¹

Associate Professor and Director, Department of Commerce and Management²

Kamalam College of Arts and Science, Udumalpet

Affiliated to Bharathiar University, Udumalpet

csk.selva91@gmail.com and sshobanamib@gmail.com,

<https://orcid.org/0009-0008-5582-7693>

Abstract: *The incorporation of emerging technologies, including artificial intelligence (AI), chatbots, big data analytics, augmented reality (AR), and blockchain, has profoundly transformed contemporary marketing strategies and practices. These technologies facilitate the development of personalized, interactive, and data-driven marketing initiatives that significantly impact consumer perception and behavior. This study examines the role of emerging technologies in enhancing consumer engagement and trust and how these elements contribute to consumer loyalty in marketing practices. A quantitative research design was used, with primary data collected from respondents exposed to technology-enabled marketing platforms. Data were gathered using a structured questionnaire measured on a five-point Likert scale. Analytical techniques such as descriptive statistics, reliability testing, correlation analysis, regression, and Partial Least Squares Structural Equation Modeling (PLS-SEM) were employed. The results demonstrate that emerging technologies exert a significant positive influence on consumer engagement and trust, both of which are strong predictors of loyalty. These findings underscore the mediating roles of engagement and trust in technology-driven marketing and provide valuable insights for marketers seeking to establish long-term customer relationships through innovative technological solutions..*

Keywords: Emerging Technologies, Consumer Engagement, Consumer Trust, Consumer Loyalty, Digital Marketing

