

Empowering Social Commerce Role of User Generated Content in Technopreneurship

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ABSTRACT

This study explores the current trends in modern marketing strategies, focusing on personalization, authenticity, and transparency, to address consumer needs in the digital era. The background of this research stems from the growing influence of Artificial Intelligence (AI), Social Media, and User-Generated Content (UGC) in reshaping marketing tactics. The **objective** is to identify how these strategies, particularly through AI integration, are transforming consumer engagement and satisfaction. The **research methodology** employed systematic secondary data collection and meta-analysis, analyzing trends and case studies related to AI, chatbots, social commerce, and UGC. The **results** indicate that AI's role in personalizing consumer experiences, chatbots enhancing customer interaction, and the increasing reliance on social media and content marketing significantly impact marketing efficiency and effectiveness. Furthermore, transparency and authenticity are key to fostering trust and loyalty among consumers, with brands increasingly focusing on clear, honest communication. The **conclusion** emphasizes the need for businesses to adapt these modern strategies to stay competitive in the rapidly evolving marketing landscape. This **research contributes** to the understanding of how digital transformation and advanced technologies can meet the personalized needs of consumers, thereby offering actionable insights for marketers seeking to enhance their strategies.

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1. INTRODUCTION

Accordingly, these strategies provide unique contributions to the sustainable business growth, namely real-time performance tracking, hypersegmentation, and building, rather than just selling products and the brand trust to the consumers [1]. Moreover, the Industrial Revolution 4.0 is a comprehensive term that categorizes various technologies, such as big data, AI, and the Internet of Things (IoT) [2]. This concept involves modernize the traditional business and management landscape. [3] states that the global market size of Industry 4.0 was \$114.55 billion in 2021 with a projected growth of \$377.30 billion by 2029.

Furthermore, the rapid advancement of Industry 4.0 technologies has also driven organizations to adopt more data-driven and customer-centric approaches in their operations. The integration of AI, Big Data Analytics, and Cloud-based Systems enables companies to gain deeper insights into consumer behavior, optimize decision-making processes, and enhance overall business performance. In addition, the increasing con-

nectivity facilitated by IoT allows real-time monitoring and coordination across supply chains, improving efficiency and responsiveness. As a result, businesses are not only required to adapt to technological changes but also to develop dynamic capabilities that support innovation, agility, and long-term sustainability in an increasingly competitive digital environment.



Figure 1. Key SDGs For Digital Transformation

As a matter of fact, the digital technology has brought significant changes to the world of marketing, particularly AI, UGC, Social Commerce, and Social Media. In one hand, this has transposed the marketing strategies in the business world, from traditional marketing strategies to digital marketing strategies based on AI which finally leads to Sustainable Development Goals (SDGs) of the Indonesian marketing industry not only in the country but in the international level as can be seen in Figure 1. On the other hand, this contributes to changes of the consumer behavior from the traditional behavior into the modern one, namely the online consumer behavior [4].

2. LITERATURE REVIEW

2.1. New Marketing Trend

Current marketing trends are affected by AI, personalization, and the need for authentic and valuable branding [5]. Marketers will strengthen AI for tasks such as content creation, data analysis, and personalized promotions. Brand correlates with customer satisfaction [6]. Consumers will increasingly expect personalized experiences and will respond positively to brands that show social responsibility and authenticity. In this digital era, marketing activities have transposed to a broader consumer orientation, systematically grown into what is called customer relationship management. This approach focuses more on customer satisfaction, loyalty, and retention, rather than acquiring new customers [7].

Beside that, the integration of AI in marketing involves the use of artificial intelligence technologies to improve marketing strategies. This includes utilizing AI for several assignments, such as content creation, customer service, personalization, and predictive analytics [8]. By making tasks automation, analyzing data, and personalizing experiences, AI can increase marketing efficiency and effectiveness. Currently, more sophisticated than AI, marketers have begun using what is called Generative Artificial Intelligence (GAI) [9]. GAI is a form of AI that can autonomously generate new content, such as text, images, audio, and video [10]. Generative AI is also defined as emerging AI technologies that can automatically create new content by utilizing input data [11]. Generative AI represents a new generation of AI technology that creates new digital content based on user requests [12]. Accordingly, these strategies provide unique contributions to the sustainable business growth, namely real-time performance tracking, hypersegmentation, and building, rather than just selling products and the brand trust to the consumers.

2.2. Personalization

What is meant by consumer personalization is tailoring products and services to comply the specific needs and preferences of each customer. Furthermore, personalization involves using customer data to cre-

ate personalized experiences, rather than offering one general approach including personalized suggestions, content, offers, and even customer service.

Some common techniques for consumer personalization include targeted personal messaging where data is used to target specific customer segments or even individuals with tailored messages, offers, and content. Another technique is data-driven approaches which rely on gathering and analyzing customer data such as demographics, browsing history, purchasing behavior, and previous interactions to understand each customer's preferences [13]. Adjusted experiences are also crucial where personalized email greetings, subject lines, tailored website content, product suggestions, and even personalized advertising are used. Accordingly, there is a close relationship between personalization and value co-creation [14].

2.3. Authenticity and Transparency

Basically, authenticity and transparency are essential to modern marketing, building trust, and maintaining as well as enhancing stronger customer relationships [15]. Transparency refers to open and honest communication about a brand's practices, values, and operations. While authenticity, on the other hand, means being sincere, consistent, and true to brand values in every interaction. Consumers can see the authenticity via the transparency of the information disseminate to them by the marketers [16]. Transparency is seen as a strategic tool to reassure consumers and strengthen brand trust. Consequently, before disclosing strategically sensitive information, marketers need to better understand how increased transparency can lead to strategically desired brand evaluations by consumers; accordingly transparency should enable consumers to evaluate the brand by describing the dimensions of perceived transparency, namely observability, understandability, and intentionality [17]. Accordingly, authenticity and transparency should work together in order to create consumers' trust and engagement, which can foster and increase loyalty and advocacy.

Authenticity in marketing relates to the following: First, brands must be honest and objective meaning that it does not only explain their strengths but also acknowledge their weaknesses. Second, marketing strategies must align with the brand's core values and mission. Third, authentic brands maintain good relationships with their target customers meaning that it can make the customers feel heard and understood.

While transparency in marketing means being open and honest with customers about the company's products, services, operations, and values. Furthermore, transparency includes providing clear and accurate information, including pricing, features, and potential limitations, enabling customers to make informed decisions and building trust in the brand. In conclusion, transparency means being honest and authentic in all marketing communications.

3. RESEARCH METHODS

In this research, the authors used the following methods, first, a systematic secondary data collection method concerning with the information of the current trends in the business organization relating marketing strategies. Second, Literature study used to make theoretical explanations of new terms used in expressing new trends in the current marketing strategies. Third, A meta-analysis is defined as a one of the statistical analytical types where a researcher reviews, integrates, and analyzes the results of previous multiple studies in order to produce a high precision summary effect [18]. Accordingly, this technique is useful when there have been many previous studies on the same topic [19] that is why it can enhance the generalizability of the research results. In relation to that, the information and data related to current marketing trends then are collected and analysed descriptively and then compared as well as analysed the previous research results that have been studied by other researchers.

4. RESULT AND DISCUSSION

4.1. Result

4.1.1. Use of Artificial Intelligence

The current marketing trend is to combine conventional marketing strategies with advanced artificial intelligence technology. Artificial intelligence (AI) has gained widespread recognition as a disruptive force capable of revolutionizing almost entire industries and causing important changes in business practices [20]. Moreover, artificial intelligence can be used to create tailored marketing strategies and enhance consumer buying experiences [21]. By analyzing vast amounts of consumer data, AI enables businesses to understand

individual preferences and predict future behaviors, resulting in more effective targeting and personalized offerings. As AI continues to evolve, it offers new opportunities for businesses to optimize their marketing efforts and stay competitive in an increasingly digital landscape.

Technopreneurs can leverage AI algorithms in several ways to strengthen their marketing efforts. AI can analyze customer data to recommend products and increase engagement, tailor website content, emails, and other marketing materials to suit each customer's preferences and behavior, and predict future demand by analyzing historical data to optimize inventory and supply chain management. Furthermore, AI can identify high-value customers and predict their future behavior, which enables more targeted marketing and customer segmentation. AI can also monitor social media platforms to measure customer sentiment, optimize posting times for maximum engagement, and improve search engine rankings through keyword analysis. Additionally, AI helps optimize website content and structure, maximize ad placement and targeting, ultimately increasing promotional effectiveness and return on investment. For technopreneurs, these AI-powered strategies are crucial for staying competitive in the digital business landscape and driving business growth. As shown in Table 1, AI is increasingly being integrated into marketing strategies, with a significant portion of organizations already adopting AI tools to enhance their marketing effectiveness.

Table 1. AI Usage in Marketing Statistics

No.	Statistics	Source
1	94% of organizations use AI to prepare or execute marketing	Epsilon
2	69% of marketers had already integrated AI into their marketing operations in 2024	InfluencerHub
3	88% of marketers rely on AI in their jobs	SurveyMonkey
4	85% of marketers use AI writing tools or content creation tools	CoSchedule
5	63% of marketing teams use generative AI	Jasper
6	78% of those using generative AI say it's having a positive impact	Jasper
7	78% of marketing teams started using generative AI in 2024	Jasper
8	71% use generative AI weekly or more	AMA
9	Nearly 20% utilize generative AI daily	AMA
10	20% of go-to-market professionals use AI every day, 29% use it weekly	ZoomInfo
11	56% of marketers say their company is taking an active role in implementing and using AI	SurveyMonkey
12	32% of marketing organizations have fully implemented AI	SurveyMonkey
13	96% of marketers have fully or partially integrated AI into marketing strategies	Epsilon
14	38% of marketers feel they've fully integrated AI	Epsilon
15	43% of marketing organizations are experimenting with AI	SurveyMonkey
16	85.8% of marketing professionals plan to increase the use of AI in the next 36 months	CoSchedule
17	9 out of 10 marketers are set to ramp up AI integration in 2025	CoSchedule
18	79% of companies plan to expand AI adoption in 2025	Jasper
19	91% of agencies use AI technologies	NinjaCat
20	63% of agencies use AI extensively, while 28% say more limited usage	NinjaCat
21	73% of marketing teams use GenAI	Demand Gen Report
22	75% of those not currently using AI plan to adopt it within the next year	Epsilon
23	3.9% of companies are unwilling to integrate AI	CoSchedule

Source: [22]

Table 1 presents the significant and rapidly growing adoption of artificial intelligence (AI) in marketing practices across various organizations. The data shows that a large majority of companies have already integrated AI into their marketing activities, with 94% using AI for execution and 69% of marketers incorporating it into operations as early as 2024. Additionally, a high percentage of marketers rely on AI in their daily work, particularly in content creation and generative AI applications, where over 70% use AI tools regularly. The positive impact of AI is also evident, with 78% of users reporting beneficial outcomes, while future trends

indicate strong intentions to expand AI usage, as reflected by 79% of companies planning increased adoption in 2025. Despite this rapid growth, a small proportion of organizations still exhibit resistance, indicating ongoing challenges in full AI integration. Overall, AI has become a critical component in modern marketing strategies, driving efficiency, personalization, and competitive advantage in the digital business landscape.

4.1.2. Personalization

Personalization in marketing has become essential for building stronger customer relationships [23]. By leveraging AI and data analytics, businesses can create tailored marketing content and offers, improving customer engagement and satisfaction [24]. Techniques such as targeted messaging based on customer data and personalized recommendations enhance the shopping experience, which drives customer loyalty and provides businesses with a competitive edge.

4.1.3. The Importance of Personalization

Social media marketing effectively increases brand engagement and visibility by targeting the right audience on platforms like Instagram, Facebook, and TikTok. These platforms allow businesses to boost customer interaction, enhance brand awareness, and foster deeper connections with their audience [25]. By integrating social commerce and content marketing, businesses can drive direct sales through social platforms, creating shareable content that strengthens customer relationships and enhances brand loyalty. This approach not only encourages audience participation but also facilitates a seamless shopping experience, making it easier for customers to engage with the brand and make purchases without leaving the platform.

4.1.4. Chatbots

The managerial implications for technopreneurs in modern marketing strategies involve strategically integrating Artificial Intelligence (AI), data-driven personalization, and authenticity to build customer trust [26]. By leveraging AI technologies such as chatbots and generative AI, businesses can streamline operations, automate tasks, and deliver personalized experiences that align with consumer expectations, ultimately enhancing customer satisfaction and loyalty. In addition, personalization through data analytics allows startups to offer tailored products and services. In an era where transparency and authenticity are highly valued, technopreneurs must ensure that their marketing strategies reflect their core values and foster open communication. This approach strengthens brand trust, improves customer engagement, and enables businesses to differentiate themselves in a competitive digital marketplace [27]. Furthermore, encouraging UGC helps foster brand engagement, extend reach, and benefit from the authenticity of peer recommendations. By embracing these strategies, technopreneurs can drive long-term success and growth.

4.1.5. Social Media and Content Marketing

Social media and content marketing strategies are both essential components of a comprehensive digital marketing plan. Social media marketing focuses on using platforms such as Facebook, Instagram, and Twitter to connect with an audience and promote content. On the other hand, content marketing comprises creating and distributing valuable, relevant, and consistent content to attract and engage a target customer. It has been proven that social media marketing contributes a positive effect on brand awareness, brand engagement, and buying intention [28]. By leveraging these strategies, brands can foster stronger customer relationships and increase loyalty. Together, they create a dynamic approach that drives both short-term sales and long-term brand growth.

To use social media effectively, set clear objectives by defining what to achieve with your social media efforts, such as increasing brand awareness, generating leads, or driving website traffic [23]. Know the audience by understanding their demographics, interests, and online behavior to tailor your content and messaging. Choose the right platforms by selecting the social media channels where the target customers are most active. Create engaging content by sharing a mix of content formats, such as text, images, and videos, that are relevant, valuable, and visually appealing. Engage with the audience by responding to comments, messages, and mentions, participating in relevant conversations, and building a community. Promote the content by utilizing social media advertisements, influencer marketing, and other strategies to expand the reach. Track and measure results by monitoring key metrics like engagement, reach, and website traffic to assess the effectiveness of the efforts and make adjustments. The effects of using social media marketing campaigns manifest in positive word-of-mouth, enhanced brand awareness, brand equity, purchase intent, value co-creation, brand engagement, emotions, and increased buying [28].

For content marketing, define the target audience by creating buyer personas to understand their needs, pain points, and preferences [29]. Set clear objectives by determining what to achieve with the content, such as increasing brand awareness, generating leads, or establishing thought leadership. Choose the right content formats by developing a variety of content types, including blog posts, articles, videos, infographics, and podcasts. Create high-quality, valuable content by focusing on providing informative, engaging, and relevant content that resonates with the target customers. Optimize content for search engines (SEO) by ensuring that content is easily discoverable using relevant keywords and optimizing for search. Distribute the content effectively by disseminating it across multiple channels, including websites, social media, emails, and other relevant platforms. Promote the content by using social media, email marketing, and other channels to drive traffic and engagement.

The main characteristics of social media and content marketing include short-form videos that are concise, often less than a minute, but some platforms allow for longer durations. Short-form videos aim to capture attention quickly and convey information or entertainment efficiently. These videos are vertical, making them suitable for viewing on smartphones, and are used for a variety of purposes, including product promotions, short tutorials, and storytelling. These videos are popular on platforms like TikTok, Instagram Reels, YouTube Shorts, and Snapchat.

The benefits for marketing campaigns include short attention spans being more suited to short videos, resulting in high watch rates. The shareability of short-form content increases the likelihood of virality. Production costs can be lower than long-form video content. Short-form video campaigns allow for quick analysis of what's working and adjustments. Despite their shorter duration, these campaigns can deliver a high return on investment due to their effectiveness.

Some trends and examples include brands adapting content to each platform's unique features, such as TikTok trends and Instagram Reels challenges. Short-form videos are increasingly used in B2B marketing for product demonstrations, customer testimonials, and thought leadership. These videos are effective in capturing attention quickly and delivering concise, impactful messages. Short-form videos are also appearing in paid advertising across various platforms, allowing brands to reach broader audiences with minimal production costs. As consumer attention spans decrease, the popularity of these videos continues to rise, making them a vital tool for modern marketing strategies.

To integrate social media and content marketing, promote your content on social media by sharing blog posts, articles, videos, and other content on social media channels to increase visibility and reach [30]. Use social media to drive content creation by identifying popular topics and trends and creating content that addresses those interests. Engage with your audience on social media to inform content creation by employing social media conversations to understand audience needs and preferences, which can then be used to create more relevant and engaging content. Track the performance of your integrated efforts by measuring how social media activities drive traffic and engagement with your content and how your content drives social media engagement.

4.1.6. Social E-commerce

Social commerce is the practice of selling products or services directly through social media platforms, integrating the entire shopping experience from discovery to purchase into the social media environment. This differs from traditional social media marketing, which typically directs users to an external website to make a purchase. Social commerce is a growing trend, with estimates that over 17% of all online sales will be driven by social networks by 2025. The use of social e-commerce marketing strategies enables marketers to design more targeted, adaptive, and effective campaigns while pushing growth and increasing consumer satisfaction in the competitive digital marketplace [31].

Key aspects of social commerce include products being sold directly on social media platforms like Instagram, Facebook, and TikTok. Users can browse, discover, and purchase items without leaving the social media app, creating a convenient and efficient experience. Social commerce facilitates direct interactions between businesses and customers, which drives brand awareness and customer loyalty [32]. Social media platforms leverage user data to offer personalized product recommendations and targeted advertising, thus enhancing the shopping experience. Social commerce is a rapidly growing segment of e-commerce, with platforms continuously developing their shopping capabilities to support retail. Unlike traditional e-commerce, where users discover products on social media and then visit the seller's website, social commerce allows the entire purchasing process to occur within the social media platform.

Examples of social commerce include users browsing products tagged in posts and stories and purchasing them directly within the app. It allows individuals and businesses to sell products directly to local buyers [33]. Social commerce also integrates live shopping features into the platform's video content and hosts live events on social media platforms where products are showcased and sold in real time. Some benefits for businesses include access to a broad and diverse audience on social media platforms. Direct interaction with customers fosters stronger relationships and brand loyalty. Social commerce eliminates the need for users to leave the platform to complete a purchase. It leverages user data to offer personalized product recommendations. The convenience and speed of social commerce transactions can lead to higher conversion rates.

4.1.7. User-Generated Content (UGC)

UGC in marketing refers to any form of content such as reviews, photos, videos, or social media posts created by customers or fans about a brand, product, or service. This content is a powerful tool because it is perceived as more authentic and trustworthy than traditional advertising, boosting engagement, brand loyalty, and even sales. The use of UGC in marketing strategy elevates appropriate practical implications, such as improving customer service, refining marketing strategies, and gaining a better understanding of customer needs and preferences. It can contribute to more effective and responsive marketing strategies [34]. It is proven that UGC affects consumer engagement on TikTok [35].

Some interesting features of User-Generated Content include UGC being created not by the brand itself but by its customers, followers, or even employees. It can include written reviews, photos, videos, social media posts, blog posts, and more. UGC often feels more authentic and relevant because it is based on real user experiences, making it more impactful than polished marketing content. UGC is essentially the digital equivalent of customer recommendations and is often more influential than traditional advertising.

The effectiveness of UGC includes consumers being more likely to trust recommendations from other users than from the brand itself. UGC encourages interaction and participation, fostering a sense of community around a brand. When customers feel heard and valued, they are more likely to remain loyal to that brand [36]. UGC can influence purchasing decisions, with many consumers being more likely to purchase products they see featured in UGC. By encouraging users to share their experiences, UGC can help brands reach a wider audience. UGC can also be a cost-effective way to generate content, as it leverages the creativity and reach of customers. Some benefits of UGC in marketing include encouraging users to share adventure videos captured with their cameras using a branded hashtag. Featuring user-submitted travel photos and stories on platforms and social media. Encouraging users to share their experiences using a specific hashtag. Featuring customer photos on product pages or marketing materials [37].

Some tips for using UGC in marketing include understanding your brand's values and messaging to guide the type of UGC you want to encourage. Different audiences may respond to different types of UGC. Offering incentives or contests to motivate users to create and share content. Always asking permission before using UGC in marketing materials. Responding to UGC, acknowledging users, and building a sense of community. Measuring the impact of UGC campaigns on engagement, brand awareness, and sales.

4.1.8. Authenticity and Transparency

Authenticity and transparency are crucial to modern marketing, building trust and fostering stronger customer relationships. These two elements work together to create trust and engagement with consumers, which in turn increases loyalty and advocacy. Authenticity means staying true to a brand's values and personality. Transparency means open and honest communication about products, practices, and even challenges. By implementing these principles, businesses can build trust, foster customer loyalty, and ultimately enhance their brand reputation [38]. Transparency involves open and honest communication about a brand's practices, values, and operations. By making transparency, it can enhance the customers' brand perception [39].

Some important characteristics of transparency in marketing are as follows, first, brands must be open about their products, services, prices, and business practices. Second, they must provide customers with easy-to-understand and unambiguous information. Third, transparency builds trust by demonstrating a commitment to ethical and responsible business practices [40].

Authenticity means being sincere, consistent, and true to brand values in every interaction [41]. Important characteristics of authenticity in marketing include brands being sincere and relevant, not only showcasing strengths but also acknowledging weaknesses. Marketing efforts must align with the brand's core values and mission. Authentic brands build genuine relationships with their audiences, making them feel heard and understood. The benefits of authenticity and transparency include consumers being more likely to trust brands

that are transparent and authentic. Transparency and authenticity encourage loyalty and advocacy. Being open and honest can create a positive brand image. Authentic content resonates more with audiences. Building trust and strong relationships can ultimately increase sales and conversions. These trends can be summarized in the Figure 1 below.

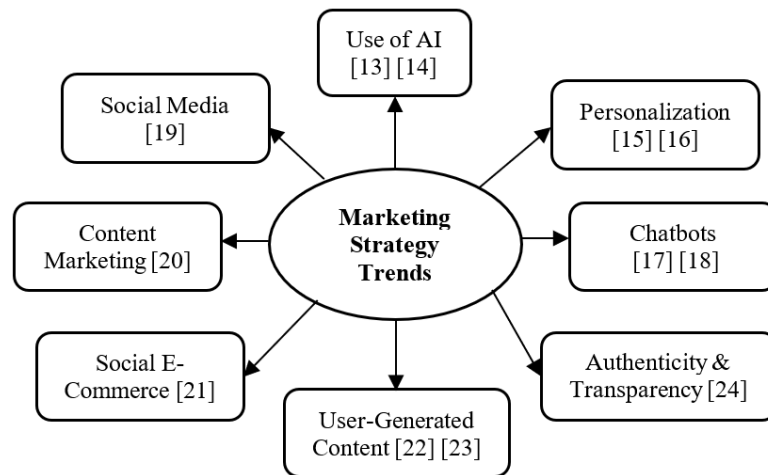


Figure 2. New Marketing Strategy Trends

Figure 2 above illustrates the key trends in modern marketing strategies, highlighting the interconnectedness of several elements that are shaping the digital landscape. The diagram emphasizes how trends like social media, content marketing, social e-commerce, UGC, and transparency align with technological advancements such as AI and personalization. The integration of these strategies enables businesses to create more targeted, efficient, and customer-centric campaigns. By incorporating these trends, brands can not only enhance engagement but also build trust and long-term customer loyalty, ultimately driving sales and conversions. The figure captures the evolving nature of marketing, showcasing the importance of adapting to consumer needs and preferences in an increasingly competitive digital marketplace.

5. DISCUSSION

Based on the research findings, the latest marketing trends related to personalization, authenticity, and transparency include the use of Artificial Intelligence (AI) in marketing activities. AI has revolutionized the marketing world by improving processes, accelerating growth, and transforming the business landscape. Despite the growing interest in AI studies, there is still a lack of comprehensive reviews in the marketing world [42]. AI has become a disruptive force, transforming industries and business practices, bringing numerous benefits to various functional areas within organizations, with marketing experiencing a significant positive impact. AI technology has empowered marketers with advanced tools and insights, driving efficiency, personalization, and strategic campaign decision-making. The growth of AI and its prospects for the marketing industry are significant [43]. For technopreneurs, AI is an essential tool in building innovative marketing strategies that lead to competitive advantages in a rapidly evolving digital marketplace [44].

The use of chatbots in marketing activities is another key trend that continues to gain momentum in the digital business landscape. AI chatbots, powered by advances in natural language processing and machine learning, have revolutionized customer service by automating routine tasks, providing 24/7 availability, and personalizing interactions based on user data [45]. These chatbots are seamlessly integrated into marketing platforms, enhancing customer interactions and service efficiency by enabling businesses to engage with customers in real-time, regardless of time zone or business hours. By leveraging chatbots, businesses can handle a higher volume of customer queries simultaneously, ensuring quick response times and consistent service quality across multiple channels. This not only improves the overall customer experience but also reduces operational costs, as chatbots can address frequently asked questions and routine requests without requiring human intervention. For technopreneurs, chatbots present an opportunity to scale customer service operations efficiently, thus improving customer satisfaction, loyalty, and business performance [46]. Moreover, chatbots

can collect valuable customer data, such as preferences, browsing behavior, and purchase history, which can be leveraged to create more personalized marketing campaigns and optimize future interactions. This data-driven approach enables businesses to refine their strategies and build deeper, more meaningful relationships with their customers, ultimately enhancing customer retention and driving long-term growth.

Social media and content marketing have also become essential elements of modern marketing strategies. The high penetration of social media and mobile devices, especially during the coronavirus outbreak, has made digital media tools a priority for marketing managers. Research shows that social media marketing results in a 53% increase in customer engagement, emphasizing the importance of a multi-channel digital marketing approach for maximizing brand visibility [47]. For technopreneurs, leveraging social media and content marketing is key to reaching wider audiences and enhancing brand engagement in the digital age.

The use of social commerce in marketing activities is another growing trend. Technological advancements in social commerce platforms, such as "action buttons" on Facebook or Instagram, have simplified how customers interact with brands, creating more opportunities for impulse purchases [48]. Social commerce plays a vital role in industries like hospitality, where hotels use platforms like Facebook and Instagram to increase brand visibility and drive bookings [49]. By integrating social commerce into their strategies, businesses can offer a seamless shopping experience, from product discovery to purchase, all within the same platform. This reduces friction in the buying process, making it easier for customers to make immediate purchases. For technopreneurs, leveraging social commerce not only boosts sales but also increases customer engagement by providing a more personalized and interactive experience. Social commerce also provides valuable customer insights through data analytics, allowing businesses to optimize their marketing efforts and build stronger customer relationships.

Digital marketing plays a crucial role in driving sustainable economic opportunities, aligning with SDGs 8 (Decent Work and Economic Growth) by facilitating the growth of businesses, creating new job opportunities, and enhancing the productivity of industries through innovative marketing strategies. Additionally, the integration of advanced technologies in marketing contributes to SDGs 9 (Industry, Innovation, and Infrastructure) by fostering innovation and improving infrastructure within the digital ecosystem. Through the strategic use of digital marketing tools, businesses can not only increase their competitive edge but also contribute to the achievement of sustainable growth and innovation in the digital economy.

UGC in marketing activities is also gaining momentum. Research shows that UGC can significantly impact consumer behavior, enhancing brand loyalty and increasing engagement [50, 51]. The integration of UGC allows businesses to reduce advertising costs while connecting with a global audience, as designers and creators share their work internationally [52]. This content is often perceived as more authentic and relatable than traditional advertising, which strengthens the connection between consumers and brands. For technopreneurs, UGC provides a powerful tool to build trust and authenticity by showcasing real customer experiences and feedback [53, 54]. Encouraging user content boosts brand reach, community, and customer loyalty.

The modern digital marketing strategies, especially within the context of the use of AI and social commerce have been able to transform the traditional consumer behavior into the modern one by way of fostering more highly personalized, convenient, and interactive shopping experiences [41, 55]. Furthermore, this can contribute to integrate the sustainable development goal which relates to the SDG 8 decent work and SDG 9 industry and innovation whose function is to act as engines for the sustainable business development [56, 57]. While SDG 8 stresses on the inclusive growth, decreasing unemployment, and erasing the forced labor, the SDG 9 has been proved to be able to promote the resilient infrastructure and sustainable industrialization as well as stirring the economic growth through innovation in this digital era [58].

6. MANAGERIAL IMPLICATIONS

This finding produces an important contribution to the online business organizations in terms of the decision making related to the making and setting up the online marketing strategies, such as product innovation based on AI and User-Generated Content (UGC) that can fulfill what their customers' need. It can, moreover, produce competitive advantage for the company concerned which leads to the customer engagement. That is why, it intrinsically related to practical managerial decision-making, shifting from a focus on mass communication to data-driven, and interactive, as well as customer-centric approaches that can be used to anticipate consumer needs, maximize resource allocation, and improve the organizational efficiency by reducing the operational cost as well as increase the sustainable business growth.

7. CONCLUSION

This research highlights that modern marketing trends focused on personalization, authenticity, and transparency are becoming increasingly important in meeting consumer needs in the digital era. The use of Artificial Intelligence (AI) in marketing, such as personalized content creation and customer data analysis, has revolutionized the way companies interact with customers. AI not only improves operational efficiency but also enables marketers to craft more relevant and targeted strategies, ultimately enhancing customer satisfaction and loyalty. By integrating these advanced technologies, companies can create more personalized experiences and improve consumer engagement.

The use of chatbots in marketing is another key trend, particularly in enhancing customer service efficiency. AI-powered chatbots enable more personalized interactions and responsiveness to customer needs, offering 24/7 support while automating routine tasks. By utilizing natural language processing and machine learning, chatbots allow companies to handle customer inquiries more quickly and accurately, boosting customer satisfaction and reducing operational costs. This presents a significant opportunity for technopreneurs to implement AI-driven solutions that can improve service quality and operational efficiency.

Future research should focus on exploring the evolving role of emerging AI technologies, such as Generative AI, in shaping future marketing strategies, especially in personalization and automation. Additionally, the long-term effects of social commerce on consumer behavior and brand loyalty could provide valuable insights. Future studies should also investigate the integration of ethical AI practices in marketing to address concerns around data privacy and transparency, which are becoming increasingly important for fostering consumer trust.

8. DECLARATIONS

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8.2. Author Contributions

Conceptualization: UN; Methodology: UN; Software: UN and UR; Validation: UN; Formal Analysis: UN and UR; Investigation: UN; Resources: DM; Data Curation: UN and DM; Writing Original Draft Preparation: DM; Writing Review and Editing: UR; Visualization: UN; All authors, DM, UN, and UR, have read and agreed to the published version of the manuscript.

8.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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8.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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