


## Marketing 5.0: Redefining Customer Experience in the Digital Age through the Synergy of Artificial Intelligence and Corporate Social Responsibility

### Marketing 5.0 : Redéfinir l'expérience client à l'ère numérique grâce à la synergie entre intelligence artificielle et responsabilité sociétale des entreprises

**Zahoua HADDAD\***

Doctoral student


 [Orcid 0009-0007-6856-8937](https://orcid.org/0009-0007-6856-8937)

Bejaia University, RMTQ Laboratory, Algeria

Mail: [zahoua.haddad@univ-bejaia.dz](mailto:zahoua.haddad@univ-bejaia.dz)

**Rim AKKARENE**

Lecturer


 [Orcid 0009-0002-7136-2204](https://orcid.org/0009-0002-7136-2204)

Bejaia University, RMTQ Laboratory, Algeria

Mail: [rim.akkarene@univ-bejaia.dz](mailto:rim.akkarene@univ-bejaia.dz)

**Mohand CHITTI**

Professor

 [Orcid 0009-0005-5507-9742](https://orcid.org/0009-0005-5507-9742)

Bejaia University, RMTQ Laboratory, Algeria

Mail: [mohand.chitti@univ-bejaia.dz](mailto:mohand.chitti@univ-bejaia.dz)

**Date of submission:** ;26/062025 **acceptance date:** 04/11/2025; **publication date :** 18/12/2025

#### **Abstract**

*In an age defined by technological change and growing societal demands, Marketing 5.0 emerges as a revolutionary model that combines artificial intelligence (AI) with corporate social responsibility (CSR) to transform the customer experience. This theoretical paper explores how businesses can create valuable, ethical, and personalized experiences by aligning AI innovations with socially responsible practices. Drawing from major theories in marketing and management, including customer experience, co-creation, and technological ethics, this study suggests a mixed strategic approach where AI serves not only as a means of automation and personalization but also as a catalyst for trust and transparency. The analysis demonstrates that the synergistic combination of AI and CSR enhances emotional engagement, consumer trust, and brand differentiation in an overcrowded digital landscape, though this relationship is moderated by the critical factor of perceived ethical consistency. Lastly, the paper discusses theoretical and managerial implications and suggests directions for future empirical studies.*

**Keywords:** Marketing 5.0, Customer Experience, Artificial Intelligence, Corporate Social Responsibility, Digital Ethics, Value Co-creation.

**JEL Codes :** M31, M15, O33, Q56.

#### **Résumé**

*À une époque marquée par les transformations technologiques et l'intensification des attentes sociétales, le Marketing 5.0 apparaît comme un modèle révolutionnaire combinant l'intelligence artificielle (IA) et la responsabilité sociale des entreprises (RSE) afin de transformer l'expérience client. Cet article théorique explore comment les organisations peuvent créer des expériences à la fois personnalisées, éthiques et porteuses de valeur en alignant les innovations liées à l'IA avec des pratiques socialement responsables. En mobilisant des cadres conceptuels majeurs issus du marketing et du management — notamment l'expérience client, la co-création de valeur et l'éthique technologique — l'étude propose une approche stratégique hybride où l'IA ne constitue pas seulement un outil d'automatisation et de personnalisation, mais également un levier de confiance et de transparence. L'analyse montre que la combinaison synergique de l'IA et de la RSE renforce l'engagement émotionnel, la confiance des consommateurs et la différenciation des marques dans un environnement numérique saturé, bien que cette relation soit modulée par un facteur clé : la perception de la cohérence éthique. Enfin, l'article discute les implications théoriques et managériales et suggère plusieurs pistes pour de futures recherches empiriques.*

**Mots-clés :** Marketing 5.0, Expérience Client, Intelligence Artificielle, Responsabilité Sociétale des Entreprises, Éthique Numérique, Co-création de valeur.

**Codes JEL :** M31, M15, O33, Q56.

\* Corresponding author

## Introduction

In the era of digital transformation, marketing is experiencing an unprecedented shift driven by the integration of advanced technologies such as artificial intelligence, as well as by an increased awareness of social and environmental issues. Within this context, Marketing 5.0 emerges as a concept championed by Kotler, Kartajaya, and Setiawan (2021), offering a blend of digital technology power and corporate social responsibility. This approach goes beyond merely utilizing data or digital tools; it embodies a commitment to leveraging technology for human well-being, from personalizing customer experiences to contributing to sustainable development.

Marketing 5.0 represents both a continuation and a departure from previous trends: following marketing that focused on products (1.0), customers (2.0), values (3.0), and connectivity (4.0), the 5.0 version introduces a "technology for humanity" approach. This new approach incorporates tools such as artificial intelligence, big data, augmented reality, and the internet of things to meet increasingly complex and evolving customer expectations (Kotler et al., 2021). The goal is no longer just to persuade or satisfy consumers but to craft highly personalized and responsible experiences that can predict needs while adhering to ethical values (Lemon & Verhoef, 2016).

In this context, the customer experience becomes a ground for experimentation and strategic differentiation. Today, AI enables businesses to map customer journeys, optimize touchpoints, automate interactions, and anticipate desires using predictive algorithms (Rust, 2020). At the same time, increasing societal expectations are pushing brands to incorporate values of sustainability, inclusivity, and transparency into their marketing strategies (Hollebeek & Macky, 2019). Therefore, Marketing 5.0 is not just about technological advancements; it challenges companies to profoundly reconfigure their marketing practices around an enhanced customer and a committed business.

The intersection of technological advancement and ethical considerations presents unavoidable conflicts that warrant careful analysis. This tension prompts essential inquiries into the feasibility of reconciling optimized performance with responsible conduct, avoiding inherent inconsistencies. Moreover, it is critical to evaluate if technology-mediated consumer engagement can preserve genuineness and meaningful human interaction. Corporate social responsibility commitments, often viewed with skepticism as disingenuous attempts to project a virtuous image, may ultimately undermine trust in technology-driven marketing initiatives (Moorman & Day, 2016; Sheth, 2021). The swift development of generative artificial intelligence further compounds these ethical dilemmas, particularly regarding the veracity of information and the safeguarding of personal data (Davenport et al., 2020; Kaplan et al., 2024). Consequently, a thorough exploration is required to determine the conditions under which Marketing 5.0 can legitimately improve consumer relationships while simultaneously building confidence and cultivating lasting loyalty.

In this context, we shall propose the following research question:

To what extent does Marketing 5.0, by incorporating artificial intelligence and principles of social responsibility, succeed in transforming the customer experience while enhancing trust and commitment towards the brand?

This main question leads to the following sub-questions:

1. How is artificial intelligence shaping customer journeys and expectations in the interests of personalisation?

2. What are the most relevant CSR levers for nurturing an authentic and differentiating customer experience?
3. How do companies balance the use of cutting-edge technologies and ethical imperatives in their marketing strategies?
4. How can the AI-CSR alliance in Marketing 5.0 become a sustainable competitive advantage?

From this problem and these sub-questions we can propose the following hypothesis:

Incorporating artificial intelligence alongside ethical and community-minded approaches in modern marketing strategies offers the potential to noticeably improve consumer interactions, fostering enhanced confidence and dedication to the brand. However, this outcome is contingent upon successfully addressing possible ethical concerns, including prejudiced algorithms and deceptive environmental claims.

## **1. Marketing 5.0: A New Era of Marketing Centred on Technology and Humanity**

Marketing 5.0 represents the convergence of advanced technologies with human values, redefining marketing practices in the digital age. It advocates for an approach where artificial intelligence coexists with social responsibility to craft customer experiences that are personalized, ethical, and sustainable.

### **1.1 Historical evolution of marketing paradigms**

Marketing's progression has unfolded through a series of identifiable stages. Initially, in its 1.0 iteration, marketing was largely oriented around the features and benefits of the product itself. This focus then shifted to a more customer-oriented perspective with marketing 2.0, which prioritized understanding and meeting consumer needs. The subsequent phase, marketing 3.0, grounded its strategies in underlying principles and ethical considerations. Marketing 4.0 furthered this evolution by incorporating connectivity and leveraging various channels to engage with consumers (Kotler et al., 2017). The emergence of marketing 5.0 represents a notable transition, as it strategically employs advanced technologies to tackle significant societal problems. Utilizing advancements such as artificial intelligence, automation, and extensive data analysis, marketing 5.0 seeks to foster a more equitable and responsible marketing paradigm (Kotler, Kartajaya & Setiawan, 2021). This development signifies a fundamental change in business philosophy, moving away from a focus on purely transactional effectiveness towards the generation of both relational and social value (Kumar et al., 2023).

Marketing 5.0 fundamentally hinges on the technologically adept and morally conscious fusion of inventive practices with the advancement of societal welfare. Transcending mere technological implementation, this paradigm necessitates the synergy of technological solutions with tenets of environmental stewardship, moral behavior, and equitable treatment, thereby synchronizing commercial operations with a trajectory of responsible advancement (Sheth, 2021). This calculated approach endeavors to satisfy the shifting expectations of contemporary consumer demographics, especially millennials and Generation Z, who anticipate that enterprises will not only exhibit operational efficiency but also articulate a distinct dedication to encompassing social aims. Nevertheless, this unification of technology and ethics demands purposeful organizational alteration rather than emergent development. It mandates a thorough reconsideration of operational methodologies and assessment standards

to effectively reconcile technological proficiencies with constructive societal contributions (Porter & Kramer, 2019).

## **1.2 Marketing 5.0 and the customer experience: a new strategic imperative**

Contemporary customer interaction is no longer a straightforward process, but rather a multifaceted journey occurring across numerous channels. This evolving landscape is increasingly informed by data analytics, forecasting models, and smart technologies (Lemon & Verhoef, 2016; Rust, 2020). In this context, Marketing 5.0 facilitates extensive customization, allowing for the adjustment of each interaction in immediate response to observable actions and emotional cues. Furthermore, the rise of generative artificial intelligence is extending the potential for individualized service, by making possible the on-the-spot creation of distinctive material and resolutions designed for particular customers (Grewal et al., 2020).

The modern understanding of customer experience emphasizes a collaborative process where value is jointly created by the organization and the consumer, facilitated by interactive and immersive strategies (Prahalad & Ramaswamy, 2004). Building on this, the Marketing 5.0 approach enhances this interaction through the implementation of captivating technologies, such as extended reality and generative artificial intelligence, along with communication platforms that mimic human-like thought processes (Hollebeek et al., 2021). As a result, the consumer's position shifts from a passive recipient to an active participant in the value creation activity (Ramani & Kumar, 2023).

## **2. Artificial Intelligence and Customer Experience Transformation**

Artificial intelligence is profoundly reshaping the customer experience by making interactions more personalized, seamless, and predictive. It is evolving into a strategic tool to anticipate needs, enhance engagement, and generate value in real-time.

### **2.1. Key roles of AI in the customer journey**

#### **➤ AI as an engine for predictive personalization**

Harnessing the power of artificial intelligence facilitates the examination of substantial consumer data to forecast prospective requirements, anticipate preferences, and provide customized recommendations (Davenport et al., 2020). This process expedites immediate personalization, a crucial factor in improving user satisfaction and loyalty. As an illustration, AI-driven recommendation systems are now capable of projecting not only potential consumer purchases but also the most effective timing and setting for interaction, consequently improving conversion rates and user lifetime value (Kumar et al., 2023).

#### **➤ Automation and interaction via conversational agents**

Leveraging natural language processing, contemporary chatbots and voice-based assistants enable persistent and personalized engagement at all times. These technological advancements improve the fluidity of the client experience while concurrently diminishing organizational expenditures (Huang & Rust, 2021). Progressed extensive language models (LLMs) are lessening the disparity between pre-defined exchanges and interactions emulating human discourse, thereby permitting more sophisticated issue resolution and sensitive dialogue (Kaplan et al., 2024).

## 2.2. Ethical limits and perceived risks of AI marketing

### ➤ Fear of dehumanizing the experience

Even with the apparent benefits of automated systems, a segment of the consumer population remains skeptical of interactions lacking human involvement, particularly when those interactions involve feelings or interpersonal connections (Cowan et al., 2021). As a result, the genuineness perceived in these technological interfaces becomes a key concern in managing customer engagements. Research conducted by Longoni et al. (2022) suggests that individuals frequently favor human assessment in situations where important beliefs or significant consequences are at play, thereby highlighting a constraint on the role of artificial intelligence within the overall consumer experience.

### ➤ Problems of transparency, bias and confidentiality

Artificial intelligence, despite its potential benefits, presents several challenges related to its inherent nature. The intricate workings of AI systems are often difficult to understand, potentially leading to unfair or discriminatory outcomes, and raising privacy concerns. This lack of clarity in the algorithms used, often described as the "black box effect," coupled with anxieties surrounding data collection and monitoring, can result in user resistance or reluctance to engage (Pasquale, 2015; Martin et al., 2017). Contemporary investigations have also revealed that partiality in algorithmic design can reinforce prejudice in the delivery of goods and assistance, with possible consequences for an organization's image and legal standing (Kakatkar & Spann, 2022). Moreover, the abstruse characteristic of complicated AI structures continues to be a major impediment to the development of consumer confidence (Shin, 2023).

## 3. CSR and the Humanisation of the Customer Experience

Corporate social responsibility (CSR) plays a pivotal role in the humanization of the customer experience by incorporating ethical values, inclusivity, and sustainability. It facilitates the development of a lasting trust-based relationship, where the brand's commitment enhances consumer loyalty and attachment.

### 3.1 Rising societal expectations

The purchasing decisions of consumers are increasingly influenced by a heightened consciousness of environmental, social, and ethical concerns. Today's buyers are showing a growing desire for organizations to clearly demonstrate and measure their dedication to societal values (Becker-Olsen et al., 2006; Sheth, 2021). This trend has become even more noticeable, as evidenced by recent findings from Edelman (2023), which indicate that a substantial proportion (64%) of global consumers will actively select businesses based on their publicly stated stances on salient social issues.

In uncertain landscapes, assurance emerges as a crucial asset. This assurance is cultivated through the alignment of an organization's stated social impact and its strategic actions, coupled with the proactive participation of stakeholders in collaboratively shaping relationships (Moorman & Day, 2016). Rather than viewing assurance as an imprecise metric, it should be acknowledged as a tangible economic benefit that can be undermined by perceived inconsistencies between a brand's technological advancements and its declared societal promises (Grayson et al., 2022). Ultimately, trust acts as a catalyst for ethical and strategic differentiation.

### 3.2. From declarative CSR to experiential CSR

The incorporation of Corporate Social Responsibility (CSR) into customer experience design represents a strategic alignment of organizational performance with stakeholder engagement. Businesses that successfully achieve this alignment often embed CSR principles within the core framework of consumer interaction. This integration encompasses practices such as pursuing environmentally responsible alternatives, ensuring transparency in operational processes, and fostering the inclusion of local communities (Bhattacharya & Sen, 2004). A significant illustration of this approach is Patagonia's "Worn Wear" initiative. This program embeds environmental responsibility within the product's entire lifespan and the consumer's experience by offering garment restoration services and a platform for used goods exchange. This strategy effectively provides a concrete, hands-on connection to the company's commitments to corporate social responsibility.

For marketing efforts to be seen as authentic and reliable, it is essential that a company's declared moral values are consistently demonstrated through its practical conduct. Specifically, Marketing 5.0 necessitates a cohesive alignment between advanced technologies and a dedication to societal welfare, substantiated by concrete evidence, reliable conduct, and genuine motives (Delmas & Burbano, 2011; Lyon & Montgomery, 2015). A key issue lies in circumventing superficial declarations of social accountability, frequently termed "purpose-washing." As consumers become more knowledgeable and regulatory agencies increase scrutiny, there is a growing demand for heightened transparency and verifiable outcomes from organizations (Bhagwat et al., 2020).

## 4. Towards an Integrated Model: AI and CSR for a Responsible Customer Experience

The integration of artificial intelligence and Corporate Social Responsibility paves the way for a customer experience model that is both intelligent, ethical, and sustainable. This strategic intersection facilitates the reconciliation of technological performance with societal commitment, thereby creating a comprehensive perceived value.

### 4.1. The logic of technological-ethical integration

According to recent scholarship (Kotler et al., 2021), Marketing 5.0 can be understood as a comprehensive model wherein technological advancements enhance an organization's capacity to provide valuable experiences that are responsible, engaging, and tailored to the individual. Within this framework, artificial intelligence presents itself as an instrument for fostering a more human-centric approach, provided it is guided by a well-defined ethical perspective. This necessitates a shift from mere adherence to regulations towards a forward-thinking "ethics by design" methodology, whereby ethical considerations are intrinsically integrated into the creation and implementation of AI technologies (Floridi et al., 2021).

### 4.2. Proposal for a hybrid conceptual framework

Building upon the insights from this review, we propose a framework that encompasses three key dimensions:

- Intelligent Technology (Artificial Intelligence, Big Data, automation)
- Responsible Values (ethics, sustainability, inclusion)
- Enhanced Experience (personalization, engagement, co-creation)

A successful marketing approach hinges on the interconnectedness of three core components: operational efficiency, ethical conduct toward society, and the cultivation of sustained customer allegiance (Rust, 2020; Hollebeek et al., 2021). The relationship between these factors is significantly influenced by how consumers perceive the brand's ethical consistency. This refers to the consumer's evaluation of whether a brand's technological applications align with its publicly declared principles. This moderating influence is paramount in transforming the combined effect of artificial intelligence and corporate social responsibility into enhanced consumer confidence and enduring loyalty (see Figure 1).

## **5. Methodology**

### **5.1. Epistemological choices and scientific approach**

#### **➤ A constructivist approach rooted in theoretical literature**

This study embraces a constructivist perspective to investigate how the integration of Marketing 5.0 concepts, artificial intelligence (AI), and corporate social responsibility (CSR) can transform the customer experience. Through a comprehensive literature review, we aim to develop an integrated conceptual framework drawing upon significant academic streams in strategic marketing, digital marketing, and responsible management (Gioia, Corley & Hamilton, 2013; Whetten, 1989).

#### **➤ Conceptual research: justification of the methodological design**

This study falls under the category of conceptual research as defined by MacInnis (2011), aiming to develop an innovative theoretical framework through the aggregation, integration, and critique of existing knowledge. Such research is particularly relevant when addressing emerging or interdisciplinary issues, as exemplified in this instance by the convergence of technology, marketing, and ethics.

### **5.2. Literature review methodology**

#### **➤ Systematic approach and selection of sources**

Following a systematic methodology informed by the framework of Webster and Watson (2002), a comprehensive literature review was undertaken. This review synthesized information gathered from various scholarly repositories, encompassing Scopus, Web of Science, JSTOR, EBSCO, and ScienceDirect. The investigation centered on pertinent concepts, including Marketing 5.0, the application of Artificial Intelligence within Marketing contexts, Customer Experience, Corporate Social Responsibility (CSR), Digital Ethics, Responsible Innovation, and Technological Humanism.

#### **✓ Inclusion and exclusion criteria**

**Inclusion Criteria:** Peer-reviewed journal articles indexed in prestigious directories, published between the years 2010 and 2024, and available in either English or French languages.

**Exclusion Criteria:** Non-academic publications, works prior to 2010 unless they possess clear foundational significance, and case studies lacking broader applicability.

#### **✓ Analytical and Synthesis Process**

To promote clarity and robustness in our methodological approach, we implemented a systematic analytical coding scheme. Salient themes were initially determined based on the research inquiries (for example, AI Customization, Corporate Social Responsibility Sincerity,

Moral Hazards), and supplementary themes were noted as they arose during the interpretative phase. To facilitate organization and coding of the scholarly works, we utilized NVivo, a qualitative data analysis program. The integration of findings involved delineating connections between these themes to construct the theoretical model. A summary of the central thematic organization resulting from this analysis is presented in Table 1.

**Table 1. Thematic Analysis Framework for Literature Review**

Core Theme	Key Concepts	Exemplary References
<b>AI Capabilities</b>	Predictive Analytics, Personalization, Chatbots	Davenport et al. (2020); Huang & Rust (2021)
<b>CSR &amp; Ethics</b>	Sustainability, Trust, Greenwashing, Stakeholder Theory	Bhattacharya & Sen (2004); Delmas & Burbano (2011)
<b>Customer Experience</b>	Customer Journey, Co-creation, Loyalty	Lemon & Verhoef (2016); Hollebeck et al. (2021)
<b>Synergy &amp; Tensions</b>	Ethical AI, Techwashing, Perceived Ethical Consistency	Kotler et al. (2021); Shin (2023)

Source: personal realisation

### 5.3. Theoretical position and conceptualization

#### ➤ Rooted in relationship and experiential marketing theories

This study builds upon the foundational research of Pine and Gilmore (1998) concerning the experience economy, Prahalad and Ramaswamy (2004) on co-creation, and Verhoef et al. (2009) regarding the consumer journey. The contribution of Marketing 5.0 is conceived as a technological extension of these frameworks, enriched by an ethical and societal perspective, as discussed by Sheth (2021).

#### ➤ Integrating AI into customer experience models

Recent studies conducted by Huang & Rust (2021), Davenport et al. (2020), and Grewal & Roggeveen (2021) have emphasized the transformative impact of artificial intelligence in tailoring, forecasting, and mechanizing customer experiences. This body of work utilizes their frameworks to explore how AI can also facilitate the generation of ethical value in client interactions.

#### ➤ Relationship with CSR and stakeholder theory

The incorporation of Corporate Social Responsibility (CSR) draws upon the contributions of Freeman (1984) with his Stakeholder Theory, further enhanced by the insights of Bhattacharya & Sen (2004) regarding consumer perception of CSR endeavors. The perceived alignment between Artificial Intelligence (AI) and CSR has evolved into a crucial factor influencing consumer trust and commitment, with perceived ethical consistency serving as the mediating mechanism (Luo, 2022).

## 5.4. Construction of the conceptual framework

### ➤ An integrative multidimensional approach

Based on the analyzed research, this study proposes a conceptual framework structured around three key pillars:

- ✓ Intelligent Technology: encompassing artificial intelligence, data analytics, and predictive algorithms.
- ✓ Responsible Values: including sustainability, inclusivity, and ethics.
- ✓ Enhanced Customer Experience: This framework emphasizes the interconnected roles of tailored experiences, active involvement, and collaborative development in fostering significant experiential value. Building on research by Rust (2020) and Hollebeek et al. (2021), it suggests that consistent integration across these elements amplifies their impact. Crucially, "Perceived Ethical Consistency" is presented as a pivotal moderating factor, influencing the degree to which a synergistic relationship between AI-driven Corporate Social Responsibility (CSR) initiatives impacts crucial consumer responses such as trust and allegiance.

These pillars are in constant interaction and have the potential to generate a perceived experiential value of greater significance when their alignment is coherent (Rust, 2020; Hollebeek & Macky, 2019). The framework introduces "Perceived Ethical Consistency" as the central moderating variable that determines the strength of the relationship between the AI-CSR synergy and outcomes like trust and loyalty.

### ➤ Hypothesis and research questions derived from the framework

#### ✓ General Problematic

How can Marketing 5.0, by incorporating artificial intelligence and corporate social responsibility, transform the customer experience into one that is both personalized, technologically advanced, and ethical?

#### ✓ Main Hypothesis

Incorporating artificial intelligence alongside ethical and community-minded approaches in modern marketing strategies offers the potential to noticeably improve consumer interactions, fostering enhanced confidence and dedication to the brand. However, this outcome is contingent upon successfully addressing possible ethical concerns, including prejudiced algorithms and deceptive environmental claims.

#### ✓ Secondary research questions

1. How is artificial intelligence shaping customer journeys and expectations in the interests of personalisation?
2. What are the most relevant CSR levers for nurturing an authentic and differentiating customer experience?
3. How do companies balance the use of cutting-edge technologies and ethical imperatives in their marketing strategies?

4. How can the AI-CSR alliance in Marketing 5.0 become a sustainable competitive advantage?

## **6. Discussion of Theoretical and Managerial Implications**

### **6.1 Theoretical implications**

#### **➤ Towards a hybridisation of marketing paradigms**

This theoretical research contributes to the advancement of marketing paradigms by bridging the gap between cold technologies, such as artificial intelligence and automation, and human values, like corporate social responsibility and ethics. In doing so, it extends postmodern marketing approaches as discussed by Firat and Venkatesh in 1995, and offers an integrative perspective aligned with the principles of Marketing 5.0, as conceptualized by Kotler and his colleagues in 2021.

Marketing 5.0 can be understood as the intersection of experiential marketing, digital transformation, and contemporary societal demands (Kotler et al., 2021; Rust, 2020).

#### **➤ An enrichment of customer experience theories**

This research builds upon existing theories of customer experience (Lemon & Verhoef, 2016) by proposing that "ethical technology trust" is a crucial factor in driving customer involvement. In addition, it re-examines the concept of value co-creation (Prahalad & Ramaswamy, 2004) within the context of increasingly prevalent intelligent technologies. Notably, the study identifies "Perceived Ethical Consistency" as a key element influencing the relationship between technology utilization and the results observed in customer relationships.

#### **➤ Proposal for a new reading framework for IA-CSR strategic alignment**

Integrating artificial intelligence (AI) and corporate social responsibility (CSR) considerations within a consumer-centric marketing framework, this paper proposes a novel hybrid strategic alignment model. This model aims to advance the academic conversation regarding ethical evolution in marketing practices (Luo & Bhattacharya, 2006; Davenport et al., 2020). This framework directly confronts the inherent conflicts and collaborative possibilities present at this nexus, transcending isolated examinations of artificial intelligence or corporate social responsibility to offer a holistic viewpoint on the incorporation of technology and ethical considerations.

### **6.2 Managerial implications**

#### **➤ Rethinking customer journeys through responsible AI**

Our investigation suggests that institutions should move beyond simply tailoring algorithms to individual preferences. Instead, they are urged to integrate moral considerations into the architecture of consumer experiences (Floridi et al., 2021). This requires clarity in the suggestions provided to customers, protection of personal information, and respect for individual decision-making power. Leaders can employ established structures, such as the European Union's Principles for Reliable Artificial Intelligence, or perform "Algorithmic Consequence Evaluations" to preemptively discover and lessen potential issues arising from their AI-powered promotional campaigns.

### ➤ **Bringing together technological innovation and social responsibility**

In the evolving business environment, future success hinges on brands' ability to harmonize technical advancements with their commitment to Corporate Social Responsibility (CSR). This convergence, sometimes termed "Technological CSR," presents a key competitive advantage amidst the proliferation of digital solutions (Porter & Kramer, 2011; Sheth, 2021). As an example, organizations can leverage artificial intelligence to improve supply chain efficiency not only concerning cost and speed but also to lessen carbon emissions. Such a practice demonstrates a concrete connection between the application of AI and demonstrable CSR outcomes.

### ➤ **Strengthening customer confidence by aligning discourse and practice**

In contemporary markets, the congruence between a brand's espoused principles and its technological applications is increasingly pivotal in fostering consumer commitment. Organizations are compelled to avoid deceptive technological portrayals, analogous to the strategies employed in mitigating misleading environmental claims. Research indicates that the perceived ethical consistency between sophisticated computational technologies and organizational commitment to societal well-being positively influences emotional connections and strengthens customer retention (Luo, 2022). Therefore, enterprises should allocate resources to unbiased evaluations of their technologically advanced systems, specifically focusing on impartiality and explicitness. Furthermore, disseminating the findings of these evaluations to the consumer base in a clear and understandable manner is essential for cultivating demonstrable confidence.

## **7. Discussion & Recommendations**

### **7.1. Core Constructs**

#### ✓ **Artificial Intelligence (AI)**

Artificial intelligence embodies the information processing aptitude to assess, acquire knowledge of, and forecast consumer actions. This facilitates tailored experiences, automated processes, and anticipatory interaction across various contact channels (Davenport et al., 2020; Huang & Rust, 2021). Contemporary scholarship expands the scope of AI to encompass emotive and creative potentials, yielding systems capable of replicating understanding and innovation (Mariani & Borghi, 2023). These technological advancements pose a challenge to conventional perspectives of marketing practices by incorporating sentiment analysis and language simulation into fluid, human-resembling communication.

#### ✓ **Corporate Social Responsibility (CSR)**

Corporate Social Responsibility (CSR) extends beyond legal requirements, encompassing an entity's moral, communal, and ecological duties. Modern perspectives increasingly frame CSR as a type of "organizational citizenship," emphasizing the role of technology in fostering shared prosperity (Rahman, Pérez, & Bhattacharya, 2022). When CSR efforts are readily apparent to consumers, through means such as environmentally conscious packaging or responsible data practices, they contribute to a stronger perception of brand credibility (Hollensen et al., 2022).

#### ✓ **Enhanced Customer Experience**

Customer experience, or CX, represents a customer's comprehensive view of all encounters they have throughout their interaction with a brand or organization (Lemon & Verhoef, 2016).

Building upon this understanding, the Marketing 5.0 framework broadens the concept to incorporate the digital and affective dimensions. This perspective acknowledges that customer contentment is influenced by their assessment of equity, openness, and the level of customization provided (Kunz et al., 2023).

✓ **Technological Trust**

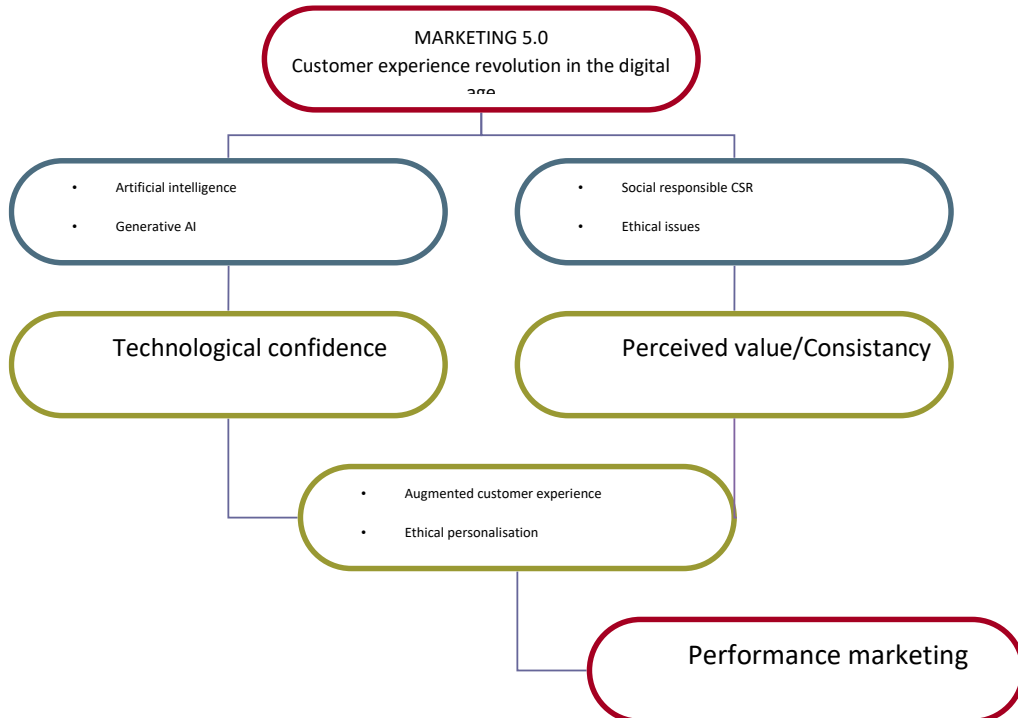
Drawing upon the work of Longoni & Cian (2022), technological trust is conceptualized as a consumer's conviction that artificial intelligence applications function with clarity, impartiality, and adherence to established social standards. This framework acts as a connective element between practical effectiveness and ethical validity, thereby promoting consumer adoption of automated promotional strategies.

✓ **Perceived Ethical Consistency**

Drawing upon current scholarship in the field of marketing ethics (Smith et al., 2023), we propose that perceived ethical consistency represents the consumer's evaluation of the degree to which a brand's deployment of technology corresponds with its publicly articulated ethical principles. This construct is posited as a key moderating factor within our theoretical framework, influencing the extent to which the synergistic relationship between artificial intelligence and corporate social responsibility yields favorable consumer responses.

✓ Here is a diagram representing the integrative conceptual framework of Marketing 5.0, at the intersection of AI, CSR and augmented customer experience. It shows the levers, moderators and impacts:

**Figure 1. Conceptual Model, Marketing 5.0 as an AI- CSR- Customer Experience**



Source: personal realisation

- This model is founded upon a triadic integrative dynamic comprising:
- ✓ **Artificial Intelligence (AI) as a technological enabler,**
- ✓ **Corporate Social Responsibility (CSR) as an ethical and social framework,**
- ✓ **Enhanced Customer Experience as a strategic objective.**

The aim is to demonstrate that the customer experience within the framework of Marketing 5.0 can only be fully realized when these three dimensions interact within a logic of strategic coherence, technological humanization, and ethical value creation. The model positions "Perceived Ethical Consistency" as the crucial moderating variable that determines whether the AI-CSR synergy translates into positive experiential outcomes.

This concept refers to the consumer's judgment regarding the consistency between a brand's technology-driven activities and its publicly stated social values. The model suggests that a favorable assessment of this alignment is essential for translating the combined benefits of AI and CSR into enhanced positive consumer experiences.

- The proposed model positions Marketing 5.0 as a multidimensional strategic framework, where in technology derives its significance solely from being harnessed for the betterment of humanity and guided by core values. This paradigm encourages businesses to transition:
  - ✓ From transactional marketing to an enhanced experiential marketing approach
  - ✓ From a purely instrumental use of technology to an integrative and responsible methodology
  - ✓ From product-focused branding to branding centered on ethical coherence.

In essence, customer experience enhancement is contingent upon fundamental humanization through ethical technological practices.

## 7.2. Empirical Illustration: Global and Sectoral Cases

To illustrate the pragmatic implications of the proposed framework, several real-world examples showcase the interplay between Artificial Intelligence, Corporate Social Responsibility, and Customer Experience.

Consider, for instance, **Google's "Responsible AI" Program (2022)**. This initiative involved the establishment of an internal Ethical AI Review Board tasked with assessing the fairness of marketing algorithms. Research conducted by Dwivedi et al. (2023) indicates that the introduction of transparency disclosures, as part of this program, yielded a 15% enhancement in consumer confidence. This instance effectively demonstrates how conscientious governance mechanisms can alleviate concerns surrounding potential manipulation and prejudice.

Another pertinent example is **Amazon's "Fairness by Design" initiative (2023)**. This involved a significant overhaul of Amazon's retail recommendation system, aimed at preventing biased product recommendations. According to an internal evaluation, as reported by Grewal et al. (2023), the implementation of fairness constraints resulted in a 9% improvement in user contentment among historically underserved consumer segments.

Finally, **Unilever's Data Ethics Compass (2022)** provides further insight. Rahman et al. (2022) highlight Unilever's commitment to ethical data principles, namely transparency,

consent, and inclusion, as exemplary practices in the domain of "responsible personalization." This ethical approach coincided with an 18% increase in customer experience metrics, suggesting that ethically grounded AI can simultaneously cultivate trust and enhance engagement.

## Conclusion

In an era characterized by rapid digital transformation, marked by the ubiquity of artificial intelligence (AI) and a growing societal demand for ethics, sustainability, and social responsibility, Marketing 5.0 emerges as a novel integrative paradigm. Our research aimed to explore, through a theoretical and conceptual approach, how this paradigm redefines the contemporary customer experience at the intersection of technological innovations and societal commitments.

After thorough examination, it becomes evident that Marketing 5.0 signifies a strategic shift, moving beyond merely digitalizing interactions, to embrace human value, sustainability, and transparency as drivers of differentiation. Artificial intelligence transitions from being merely a tool for enhancing performance or personalization to serving as an apparatus for relational mediation, provided it is governed by ethical guidelines (Milano, Taddeo & Floridi, 2021; Kotler et al., 2021).

Artificial intelligence, through predictive personalization, automated interactions, and intelligent recommendations, facilitates the creation of immersive, seamless, and proactive experiences. However, this transformation is advantageous only if it is transparent, secure, and perceived as beneficial by the consumer (Rust, 2020; Davenport et al., 2020). Consequently, marketing is no longer merely a communication agent but an architect of enhanced cognitive and emotional journeys.

Corporate Social Responsibility (CSR) acts as a filter for the social acceptability of employed technologies. Customer experience extends beyond mere functional use; it now encompasses values of trust, privacy respect, diversity, and societal contribution (Luo & Bhattacharya, 2006; Sheth, 2021). In this context, CSR is not a limitation but a lever for enhancing customer loyalty and strengthening brand equity.

Our conceptual framework demonstrates that the objective is not to contrast Artificial Intelligence (AI) with Corporate Social Responsibility (CSR), but rather to integrate them within a strategic alignment paradigm. A successful business is one that deploys intelligent technologies in service of its societal commitments, adhering to a principle of "technology serving humanity" (Porter & Kramer, 2011; Kotler et al., 2021). The convergence of these approaches results in enhanced and credible customer experiences, serving as a source of sustainable differentiation. The central moderating role of perceived ethical consistency highlights that this synergy is not automatic, it must be carefully managed and communicated.

This research began with a key idea: that incorporating artificial intelligence (AI) and corporate social responsibility (CSR) into modern marketing approaches (Marketing 5.0) could improve customer experience, build trust, and make marketing more successful. Our analysis generally supports this idea. However, a significant condition exists: these positive effects are dependent on how customers view the ethical nature of the AI being used. Essentially, when AI is applied responsibly and is demonstrably linked to real-world CSR initiatives, it can drive substantial value. This, in turn, boosts customer contentment, strengthens the organization's image, and promotes long-term viability.

Despite the noteworthy theoretical contributions of this exploratory work, it is crucial to recognize its inherent constraints. Foremost among these is the predominantly theoretical foundation upon which it rests. The study draws primarily on existing literature and conceptual integration, rather than original empirical substantiation. Furthermore, the broad applicability of the proposed model to diverse organizational environments and societal norms necessitates continued scrutiny. Subsequent studies should prioritize the operationalization and quantitative assessment of the hypothesized connections, with particular attention to the moderating influence of perceived ethical consistency. Recommended areas for further scholarly inquiry include:

- (1) the creation and confirmation of measurement instruments to assess perceived ethical alignment within the domain of AI-driven Corporate Social Responsibility (CSR);
- (2) the undertaking of comparative investigations across multiple industries to discern contextual nuances in the adoption of Marketing 5.0 principles;
- (3) the utilization of longitudinal research methodologies to monitor the progression of consumer reactions to AI-CSR endeavors over extended periods;
- (4) the examination of the influence of legal and policy structures on the principled execution of Marketing 5.0 approaches.

These empirical investigations would substantially enhance our comprehension of the contextual boundaries and pragmatic implementation challenges associated with the Marketing 5.0 framework.

Ultimately, Marketing 5.0 heralds a novel framework for interaction between brands and consumers, wherein technology serves humanity rather than substituting for it, facilitating it wisely. In this paradigm, sustainable performance hinges on being accountable, open, and shared. It is now incumbent upon researchers and practitioners to persist in investigating, conceptualizing, and testing this emerging limit of marketing, rising to meet the ethical and societal challenges of our era.

## Bibliographies

- Bhattacharya, C. B., & Sen, S.** (2004). Doing better at doing good: When, why, and how consumers respond to corporate social initiatives. *California Management Review*, 47(1), 9-24.
- Bhagwat, Y., Warren, N. L., Beck, J. T., & Watson, G. F.** (2020). Corporate sociopolitical activism and firm value. *Journal of Marketing*, 84(5), 1-21.
- Cowan, K., Pasquale, F., & van der Aalst, W.** (2021). A typology of artificial intelligence and its implications for marketing. *Journal of Business Research*, 129, 103-113.
- Davenport, T. H., Guha, A., Grewal, D., & Bressgott, T.** (2020). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science*, 48(1), 24-42. <https://doi.org/10.1007/s11747-019-00696-0>
- Delmas, M. A., & Burbano, V. C.** (2011). The drivers of greenwashing. *California Management Review*, 54(1), 64-87.
- Dwivedi, Y. K., Kshetri, N., Hughes, L., Slade, E. L., Jeyaraj, A., Kar, A. K., Baabdullah, A. M., Koohang, A., Raghavan, V., Ahuja, M., Albanna, H., Albashrawi, M. A., Al-Busaidi, A. S., Balakrishnan, J., Barlette, Y., Basu, S., Bose, I., Brooks, L., Buhalis,**

- D., ... Wright, R.** (2023). "So what if ChatGPT wrote it?" Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy. *International Journal of Information Management*, 71, 102642. <https://doi.org/10.1016/j.ijinfomgt.2023.102642>
- Floridi, L., Cowls, J., Beltrametti, M., Chatila, R., Chazerand, P., Dignum, V., ... & Vayena, E.** (2021). An ethical framework for a good AI society: Opportunities, challenges, and recommendations. In *Ethics, Governance, and Policies in Artificial Intelligence* (pp. 19-39). Springer.
- Firat, A. F., & Venkatesh, A.** (1995). Liberatory postmodernism and the reenchantment of consumption. *Journal of Consumer Research*, 22(3), 239–267. <https://doi.org/10.1086/209448>
- Grewal, D., Kroschke, M., Mende, M., Roggeveen, A. L., & Scott, M. L.** (2020). Frontline cyborgs at your service: How human enhancement technologies affect customer experiences in retail, sales, and service settings. *Journal of Interactive Marketing*, 51, 9-25.
- Grewal, D., Kroschke, M., Mende, M., Roggeveen, A. L., & Scott, M. L.** (2023). Frontline cyborgs at your service: How human enhancement technologies affect customer experiences in retail, sales, and service settings. *Journal of Retailing*, 99(1), 105-121. <https://doi.org/10.1016/j.jretai.2022.12.001>
- Hollensen, S., Kotler, P., & Opresnik, M. O.** (2022). *Metaverse marketing and the future of customer experience*. Pearson.
- Hollebeek, L. D., & Macky, K.** (2019). Digital content marketing's role in fostering consumer engagement, trust, and value. *Journal of Interactive Marketing*, 45, 27-41.
- Hollebeek, L. D., Sprott, D. E., & Brady, M. K.** (2021). Rise of the machines? Customer engagement in automated service interactions. *Journal of Service Research*, 24(1), 3-8.
- Huang, M. H., & Rust, R. T.** (2021). A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science*, 49, 30-50.
- Kakatkar, C., & Spann, M.** (2022). Marketing analytics and algorithmic fairness. *Journal of Marketing*, 86(6), 1-20.
- Kaplan, A., Haenlein, M., & Tan, T. M.** (2024). The rise of generative artificial intelligence and its impact on marketing: A primer. *Business Horizons*, 67(1), 15-25.
- Kotler, P., Kartajaya, H., & Setiawan, I.** (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
- Kumar, V., Ramachandran, D., & Kumar, B.** (2023). The role of artificial intelligence in enhancing customer experience and recovery. *Journal of Retailing*, 99(1), 1-18.
- Kunz, W., Schmitt, B., & Meyer, A.** (2023). Customer experience in the digital age: A framework and research agenda. *Journal of the Academy of Marketing Science*, 51(4), 855–876. <https://doi.org/10.1007/s11747-022-00911-5>
- Lemon, K. N., & Verhoef, P. C.** (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>

- Longoni, C., Bonezzi, A., & Morewedge, C. K.** (2022). Resistance to medical artificial intelligence. *Journal of Consumer Research*, 49(2), 187-203.
- Longoni, C., & Cian, L.** (2022). Artificial intelligence in utilitarian vs. hedonic contexts: The "word-of-machine" effect. *Journal of Marketing*, 86(1), 91–108. <https://doi.org/10.1177/0022242920957347>
- Luo, J.** (2022). The impact of corporate social responsibility on consumer brand loyalty: The mediating role of brand trust. *Journal of Management and Sustainability*, 12(1), 1-12.
- Luo, X.** (2007). Consumer perceptions of corporate social responsibility: The mediating role of trust. *Journal of Consumer Psychology*, 17(3), 377–387. [https://doi.org/10.1016/S1057-7408\(07\)80019-7](https://doi.org/10.1016/S1057-7408(07)80019-7)
- Luo, X., & Bhattacharya, C. B.** (2006). Corporate social responsibility, customer satisfaction, and market value. *Journal of Marketing*, 70(4), 1–18. <https://doi.org/10.1509/jmkg.70.4.001>
- Lyon, T. P., & Montgomery, A. W.** (2015). The means and end of greenwash. *Organization & Environment*, 28(2), 223-249.
- Martin, K. D., Borah, A., & Palmatier, R. W.** (2017). Data privacy: Effects on customer and firm performance. *Journal of Marketing*, 81(1), 36-58.
- Mariani, M. M., & Borghi, M.** (2023). Artificial intelligence in marketing: A systematic literature review. *International Journal of Research in Marketing*, 40(2), 321–342. <https://doi.org/10.1016/j.ijresmar.2022.09.006>
- Moorman, C., & Day, G. S.** (2016). Organizing for marketing excellence. *Journal of Marketing*, 80(6), 6-35.
- Milano, S., Taddeo, M., & Floridi, L.** (2021). Recommender systems and their ethical challenges. *AI & Society*, 36(1), 59–66. <https://doi.org/10.1007/s00146-020-00950-y>
- Pasquale, F.** (2015). *The Black Box Society: The Secret Algorithms That Control Money and Information*. Harvard University Press.
- Prahalad, C. K., & Ramaswamy, V.** (2004). Co-creating unique value with customers. *Strategy & Leadership*, 32(3), 4-9.
- Porter, M. E., & Kramer, M. R.** (2011). Creating shared value. *Harvard Business Review*, 89(1/2), 62–77.
- Porter, M. E., & Kramer, M. R.** (2019). Creating shared value: How to reinvent capitalism—and unleash a wave of innovation and growth. In *Managing Sustainable Business* (pp. 323-346). Springer.
- Rahman, M., Pérez, A., & Bhattacharya, C. B.** (2022). Corporate social responsibility in the digital age: Challenges and opportunities. *Journal of Business Research*, 148, 490–502. <https://doi.org/10.1016/j.jbusres.2022.04.065>
- Ramani, G., & Kumar, V.** (2023). Customer co-creation and the impact on new product performance. *Journal of the Academy of Marketing Science*, 51(2), 1-22.
- Rust, R. T.** (2020). The future of marketing. *International Journal of Research in Marketing*, 37(1), 15–26. <https://doi.org/10.1016/j.ijresmar.2019.08.002>

- Shin, D.** (2023). The effects of explainability and causability on perception of AI and trust. *Journal of Computer Information Systems*, 63(1), 1-12.
- Sheth, J.** (2021). Business of business is more than business: Managing during the Covid crisis. *Industrial Marketing Management*, 91, 166–169. <https://doi.org/10.1016/j.indmarman.2020.04.013>