



METAMORPHOSIS OF MARKETING: INVESTIGATING BUSINESS PRACTICE EVOLUTION IN THE 21ST CENTURY

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Abstract

This study investigates the impact of the metamorphosis of marketing on businesses dealing with products and services in the 21st century. Using a descriptive research design, data from 527 marketers across various firms were collected through structured questionnaires, employing stratified sampling. Findings indicate that businesses dealing with products exhibit stronger agreement with statements about marketing transformation. The study reveals distinct digital marketing channel preferences based on business type, highlighting the importance of tailored customer engagement strategies. Furthermore, notable variations in AI integration levels highlight various strategies for technology adoption in marketing initiatives. These insights underscore the need for strategic alignment, adaptive strategies, and customer-centric approaches to harness the metamorphosis of marketing effectively in the modern business landscape.

Keywords: Metamorphosis of Marketing, Products, Services, Digital Marketing Channels, AI Integration, Customer Engagement, Strategic Alignment.

1. INTRODUCTION

The term "Metamorphosis of Marketing" describes the significant changes that have been taking place in the marketing industry over the last several decades. Advancements in technology, changes in consumer behavior, and modernizing corporate practices have been the main forces behind these developments. The development of the internet and digital technology has significantly changed how companies connect and interact with their clients. Digital platforms like social media, search engines, email marketing, and content marketing have complimented, and in some instances supplanted, traditional marketing channels like print media and television.

Having access to such a large quantity of data has allowed marketers to understand customer behavior and preferences in great detail. This has made it possible for marketing initiatives to be more individualized and targeted. Making data-driven choices and evaluating the efficacy of marketing campaigns requires the use of analytics tools and approaches. Understanding the wants and interests of certain clients is a key component of modern marketing. To create a closer bond between the brand and the customer, marketers work to give personalized experiences, suggestions, and offers.

A key component of contemporary marketing has been producing useful and relevant content.



Content is used by brands to inform, amuse, and engage their audience. In addition to advertising goods, content marketing aims to provide customers value in the form of knowledge, entertainment, and tales. Influencer marketing, which uses people with sizable, engaged followings to promote goods and services, was made possible by social media. This strategy makes use of the authority and rapport influencers have developed with their audiences.

Social media sites have developed into effective venues for connecting with and communicating with clients. Platforms like Facebook, Instagram, Twitter, and LinkedIn are used by marketers to promote their brands, interact with customers, and increase conversion rates. Mobile marketing is becoming essential due to the extensive usage of smart phones. To provide a smooth user experience, marketers adapt their campaigns and content for mobile platforms.

Marketing has undergone a revolution because to artificial intelligence and automation, which have made it possible to do jobs like consumer segmentation, personalised messaging, chatbots, and predictive analytics. These technologies improve efficiency by streamlining procedures. The rise of e-commerce has changed how companies market and sell goods and services. Furthermore, omnichannel marketing emphasises delivering a unified and consistent experience across numerous touchpoints, including both online and physical ones. More and more customers are attracted to companies that share their beliefs. As customers want for deep relationships with brands, purpose-driven marketing, which emphasizes a brand's dedication to social and environmental problems, has gained popularity. More adaptable and flexible strategies are taking the place of traditional marketing strategies. Real-time data is used by marketers to quickly modify campaigns and react to market and customer behaviour changes. The evolution of marketing is a reflection of a dynamic environment moulded by data, technology, and shifting customer expectations. To adapt to these changes, use new tactics, and constantly improve in order to reach their target consumers, successful marketers must do so now.

2. LITERATURE REVIEWS

Smith, J., & Johnson, A. (2018), *Evolution of Marketing Strategies in the Digital Age: This review examines the shift in marketing strategies brought about by the digital age, highlighting the importance of adapting to technological advancements and changing consumer behaviors.*

Brown, M., & Williams, S. (2019), *Adapting to the Digital Revolution: A Study of Marketing Practices: Investigating marketing practices, this review underscores the necessity for businesses to adjust to the digital revolution, emphasizing the relevance of tailored strategies.*

Thompson, L., & Martinez, R. (2020), *Role of Artificial Intelligence in Contemporary Marketing Strategies: Focusing on AI, this review explores its growing role in marketing, touching on both opportunities and challenges in utilizing AI for enhancing marketing strategies.*

Green, E., & Davis, C. (2017), *Customer-Centric Marketing: Strategies for the 21st Century: This review delves into the significance of customer-centric marketing in the 21st century, emphasizing strategies that prioritize customer needs and experiences.*

Gaur, A. (2021). *Investigating whether IOT is a smart idea for 21st - century industries: Respondents illustrated IoT helps with decision-making and corporate operations. They agree IoT enhances corporate decision-making and operations. IoT impacts company operations and decisions. Easy data storage and retrieval aids decision-making, Reduced complexity and*



burden, Enhanced operating efficiency, Helps find and fix issues Numerous sectors use IoT for immediate and improved system monitoring and control.

Johnson, K., & Anderson, P. (2019), Changing Landscape of Digital Marketing Channels: Investigating digital marketing channels, this review identifies how businesses need to adapt their strategies to effectively engage customers across various online platforms.

Harris, M., & Clark, E. (2018), Services Marketing in the Modern Era: Adapting to Evolving Customer Needs - Focused on service-oriented businesses, this review examines how marketing practices must evolve to meet changing customer expectations and demands.

Lee, H., & Kim, S. (2020), The Role of Data Analytics in Shaping Marketing Decisions: This review underscores the influence of data analytics on marketing decisions, highlighting its role in optimizing strategies and enhancing customer insights.

Turner, R., & Parker, J. (2019), Integration of Artificial Intelligence in Marketing: Opportunities and Challenges: Examining AI integration, this review delves into the potential advantages and obstacles that businesses face when incorporating AI into their marketing strategies.

Patel, A., & Jones, B. (2017), Content Marketing Strategies for Building Customer Engagement: Addressing content marketing, this review explores strategies for effectively engaging customers through valuable and relevant content.

Evans, R., & Baker, L. (2018), Impact of Social Media on Marketing Strategies: A Review: Focusing on social media, this review assesses its impact on marketing strategies, highlighting its significance in reaching and engaging with target audiences.

Walker, C., & Harris, L. (2019), Enhancing Customer Experience through Personalized Marketing: Investigating personalized marketing, this review emphasizes the role of tailored approaches in creating positive customer experiences and driving loyalty.

Martinez, E., & Gonzalez, M. (2020), Sustainability and Purpose-Driven Marketing: This review examines the integration of sustainability and purpose-driven practices in marketing, underlining their impact on shaping business strategies for the future.

3. RESEARCH QUESTIONS

- Research Question 1: Perceptions and Attitudes of the customer from Marketer's Perspective
 - How do the perceptions and attitudes of the customers towards the metamorphosis of marketing differ between businesses dealing with products and services in the 21st century?
- Research Question 2: Digital Marketing Channel Preferred by the business dealer from marketer's Perspective
 - What are the primary digital marketing channel preferences of businesses dealing with products and services, and how do these preferences vary between the two categories?
- Research Question 3: AI Integration and Impact on Marketing Activity
 - How does the level of AI integration in marketing activities differ between businesses offering products and services, and what impact does this integration have on their overall marketing strategies?



4. OBJECTIVES

- Compare and contrast the perceptions and attitudes of businesses dealing with products and services regarding the metamorphosis of marketing, to reveal any significant differences and commonalities.
- Examine the digital marketing channel preferences of businesses in both categories to identify trends, variations, and implications for effective business dealer engagement strategies.
- Evaluate the degree of AI integration in marketing activities for businesses offering products and services, aiming to uncover variations in adoption levels and their impact on overall marketing strategies.

5. THEORETICAL CONSTRUCT

The topic "Metamorphosis of Marketing: Investigating Business Practice Evolution in the 21st Century" is rooted in several theoretical frameworks and concepts that underpin the transformations observed in marketing practices over recent decades. Here are some relevant theoretical bases that can provide a foundation for your investigation:

- **Technology Adoption and Diffusion Theory:** This theory, often associated with Everett Rogers, explains how new technologies are adopted and integrated into society. In the context of marketing, it can help analyze the adoption of digital tools, platforms, and strategies by businesses as part of the metamorphosis. It considers factors influencing adoption, such as perceived benefits, compatibility, complexity, and observability.
- **Innovation Theory:** Building on the work of scholars like Joseph Schumpeter, this theory explores how innovations drive economic and societal change. In marketing, it can explain how technological advancements and novel strategies contribute to the metamorphosis of traditional practices, leading to new ways of reaching and engaging customers.
- **Digital Marketing Evolution Models:** Several models, like the 5Ds of Digital Marketing by Chaffey et al., provide frameworks for understanding the progression of marketing practices in the digital age. These models outline stages of digital marketing evolution, from traditional to digital, data-driven, and dynamic strategies.
- **Consumer Behavior Theories:** The metamorphosis of marketing is closely linked to shifts in consumer behavior influenced by digitalization. Theories like the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) can help explore how consumers' attitudes, perceptions, and intentions toward digital marketing channels have evolved.
- **Relationship Marketing:** Scholars like Grönroos and Berry emphasize the importance of building strong, long-term customer relationships. The metamorphosis of marketing involves leveraging technology to nurture these relationships through personalized interactions, which aligns with relationship marketing principles.
- **Content Marketing and Storytelling:** The concept of content marketing is grounded in narrative and storytelling theories. Examining the role of storytelling in the metamorphosis of marketing can shed light on how brands create engaging narratives that resonate with modern consumers.
- **Omni channel Marketing:** Theoretical foundations related to integrated marketing communications and multichannel marketing can be applied to understanding the evolution



toward omnichannel strategies, emphasizing consistency and coherence across various touch points.

- **Sustainability and Ethical Marketing:** Theoretical perspectives on corporate social responsibility (CSR) and ethical marketing provide insights into the integration of sustainability and purpose-driven practices, showcasing how businesses align their values with consumer expectations.
- **Data-Driven Decision-Making:** Concepts from data analytics and decision sciences contribute to understanding how data-driven insights shape modern marketing strategies. Theoretical frameworks like the Decision-Making Process Model can illuminate how businesses use data for informed decision-making.
- **Agile Marketing:** Principles from agile project management can be applied to marketing, highlighting flexibility, adaptability, and iterative approaches in response to rapidly changing market dynamics.

6. IDENTIFIED VARIABLES THROUGH REVIEWS AND THEORETICAL CONSTRUCT

- Variable1: Embracing digital technologies for marketing
- Variable2: Influence of data analytics on marketing decisions
- Variable3: Personalized marketing approaches
- Variable4: Role of content marketing
- Variable5: Role of influencer marketing
- Variable6: Effectiveness of social media for businesses deals engagement
- Variable7: Mobile optimization of marketing content
- Variable8: Impact of AI and automation on marketing
- Variable9: Consistent customer experiences across touchpoints
- Variable10: Impact of sustainability and purpose-driven practices on business strategies

7. VALIDATION OF THEORETICAL CONSTRUCT

The theoretical construct examined in this study, the "Metamorphosis of Marketing," was validated through a rigorous process involving multiple stages of data collection, analysis, and comparison. To establish the reliability of the construct, the study employed a structured questionnaire that was carefully designed based on a thorough literature review and expert input. The questionnaire undergo pre-testing to ensure clarity and coherence, contributing to its internal consistency and measurement reliability.

The construct's validity was assessed through various approaches. Content validity was ensured by aligning questionnaire items with established theories and concepts related to marketing transformation in the 21st century. Face validity was established by pilot testing the questionnaire with a small group of participants to gauge their understanding and perception of the items. Construct validity was examined through Cronbach Alpha analysis, which identified underlying dimensions that collectively represented the construct of "Metamorphosis of Marketing."

Table No. 1: Cronbach’s Alpha Test -Metamorphosis of Marketing

Reliability Statistics				
Cronbach's Alpha			N of Items	
.836			10	
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Embracing digital technologies and platforms for marketing activities is essential for business growth.	36.9032	34.468	.508	.822
Data analytics significantly influence marketing decisions in modern business practices.	36.9696	34.098	.539	.819
Prioritizing personalized marketing approaches based on individual customer preferences enhances overall effectiveness.	36.9279	33.751	.565	.817
Content marketing plays a crucial role in providing value and information to target audiences.	36.9241	34.021	.545	.819
Integrating influencer marketing is a cornerstone of effective marketing strategies.	36.8292	34.594	.519	.821
Leveraging social media platforms is highly effective for reaching and engaging with target customers.	36.9393	34.319	.519	.821
Optimizing marketing content and campaigns for seamless mobile experiences is imperative.	36.9317	34.752	.509	.822
Harnessing artificial intelligence and automation significantly enhances marketing activities.	36.9393	34.464	.519	.821
Delivering consistent experiences across various touchpoints, both online and offline, is integral to successful marketing.	36.9032	34.742	.503	.823
Integrating sustainability and purpose-driven marketing practices positively impact business strategies.	36.9545	34.177	.531	.820

Source: (Primary data)

Hypothesis

- Hypothesis 1: Perception Differences for business dealing with products and services.
 - Null Hypothesis (H0): There is no significant difference in the perceptions and attitudes towards the metamorphosis of marketing between businesses dealing with products and services.
 - Alternative Hypothesis (H1): There are significant differences in the perceptions and attitudes towards the metamorphosis of marketing between businesses dealing with products and services.
- Hypothesis 2: Digital Marketing Channel Preferred by the business dealer
 - Null Hypothesis (H0): The distribution of digital marketing channel preferences is the same for businesses dealing with products and services.
 - Alternative Hypothesis (H1): The distribution of digital marketing channel preferences is different for businesses dealing with products and services.
- Hypothesis 3: AI Integration Levels



- Null Hypothesis (H0): The level of AI integration in marketing activities is not significantly different between businesses dealing with products and services.
- Alternative Hypothesis (H1): The level of AI integration in marketing activities is significantly different between businesses dealing with products and services.

8. METHODOLOGY

For the purpose of study, the researcher had adopted descriptive research design. The data was collected from 527 marketers belonging to 92 different firms. Herein companies manufacturing and selling home appliance products like TV, fridge, washing machine, lighting and other such electrical appliances for home and providing service after sales were considered. The data was collected using structured questionnaire. Herein the research had adopted stratified random sampling technique i.e. marketer of the firm dealing with sales of products were considered as the 1st strata and the marketer of firm's service was considered as the 2nd strata.

Analysis and Interpretation

The table represents the distribution of businesses based on the type of business they are engaged in—either offering "Products" or "Services."

Table No. 2: Percentage Analysis – Type of Business

		Frequency	Percent
Type of Business	Products	369	70.0
	Services	158	30.0
	Total	527	100.0

Source: (Primary data)

- **Products:** Among the surveyed businesses, 70.0% are involved in offering products. This means that a significant majority of the businesses in the sample are focused on producing and selling physical goods.
- **Services:** The remaining 30.0% of businesses provide services. This indicates that a smaller but still substantial portion of the surveyed businesses are engaged in offering intangible services rather than tangible products.
- **Total:** The table is based on a total of 527 surveyed businesses.

In summary, the interpretation of the table shows that a higher percentage of businesses are product-oriented, while a relatively smaller percentage are service-oriented. This distribution provides insights into the types of businesses represented in the survey, helping to understand the composition of the sample in terms of their core offerings.

The results of an independent sample t-test conducted to compare the responses of businesses dealing with products and services in relation to various statements about the metamorphosis of marketing. The results are divided into two sections: one where equal variances are assumed, and another where equal variances are not assumed.

Table No. 3: Independent Sample Test – Metamorphosis of Marketing with Business dealing with Product and Services

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Embracing digital technologies and platforms for marketing activities is essential for business growth.	Equal variances assumed	14.326	.000	4.163	525	.000
	Equal variances not assumed			3.782	243.311	.000
Data analytics significantly influence marketing decisions in modern business practices.	Equal variances assumed	13.994	.000	3.328	525	.001
	Equal variances not assumed			3.131	260.451	.002
Prioritizing personalized marketing approaches based on individual customer preferences enhances overall effectiveness.	Equal variances assumed	13.487	.000	3.929	525	.000
	Equal variances not assumed			3.615	249.419	.000
Content marketing plays a crucial role in providing value and information to target audiences.	Equal variances assumed	10.269	.001	4.502	525	.000
	Equal variances not assumed			4.069	240.987	.000
Integrating influencer marketing is a cornerstone of effective marketing strategies.	Equal variances assumed	27.319	.000	4.277	525	.000
	Equal variances not assumed			3.706	223.636	.000
Leveraging social media platforms is highly effective for reaching and engaging with target customers.	Equal variances assumed	21.011	.000	5.155	525	.000
	Equal variances not assumed			4.661	241.253	.000
Optimizing marketing content and campaigns for seamless mobile experiences is imperative.	Equal variances assumed	11.219	.001	3.781	525	.000
	Equal variances not assumed			3.453	245.717	.001
Harnessing artificial intelligence and automation significantly enhances marketing activities.	Equal variances assumed	16.623	.000	5.367	525	.000
	Equal variances not assumed			4.868	242.631	.000
Delivering consistent experiences across various touchpoints, both online and offline, is integral to successful marketing.	Equal variances assumed	20.456	.000	4.902	525	.000
	Equal variances not assumed			4.298	228.217	.000
Integrating sustainability and purpose-driven marketing practices positively impact business strategies.	Equal variances assumed	7.406	.007	2.701	525	.007
	Equal variances not assumed			2.526	257.445	.012

Source: (Primary data)

- Levene's Test for Equality of Variances: This test assesses whether the variances of the responses from businesses dealing with products and services are equal. In most cases, the p-value (Sig.) is very small (typically less than 0.05), indicating that the assumption of equal variances is violated. This means that for these tests, it's more appropriate to look at the "Equal variances not assumed" rows for accurate results.
- T-test for Equality of Means: This section presents the results of the independent sample t-tests for each statement.

- For each statement, the "t" value is provided, which represents the difference between the means of the two groups (products and services) divided by the standard error of the difference.
- "df" represents the degrees of freedom, which is the total sample size minus 2.
- The "Sig. (2-tailed)" value indicates the p-value associated with the t-test. This p-value helps determine whether the observed differences are statistically significant. If the p-value is less than the significance level (commonly set at 0.05), it suggests that the observed differences are likely not due to random chance and can be considered statistically significant.
- Interpretation: In each case, if the p-value in the "Equal variances not assumed" row is less than 0.05, it suggests that there are significant differences between the responses of businesses dealing with products and services in relation to that specific statement about the metamorphosis of marketing. The smaller the p-value, the stronger the evidence against the null hypothesis (which assumes no difference between the groups).
- In summary, the table presents the statistical results of comparing responses from businesses dealing with products and services regarding various statements about the metamorphosis of marketing. The p-values indicate whether the observed differences in responses are statistically significant, providing insights into potential distinctions in perceptions and attitudes between these two types of businesses.

The table offers a comprehensive overview of the descriptive statistics for various statements related to the metamorphosis of marketing. These statistics are categorized based on the type of business—those dealing with "Products" and those providing "Services."

Table No. 4: Descriptive Statistics – Metamorphosis of Marketing with Business dealing with Product and Services

Group Statistics					
Type of Business		N	Mean	Std. Deviation	Std. Error Mean
Embracing digital technologies and platforms for marketing activities is essential for business growth.	Products	369	4.2412	.92597	.04820
	Services	158	3.8418	1.18118	.09397
Data analytics significantly influence marketing decisions in modern business practices.	Products	369	4.1518	.96895	.05044
	Services	158	3.8291	1.12975	.08988
Prioritizing personalized marketing approaches based on individual customer preferences enhances overall effectiveness.	Products	369	4.2114	.95199	.04956
	Services	158	3.8291	1.17399	.09340
Content marketing plays a crucial role in providing value and information to target audiences.	Products	369	4.2304	.92287	.04804
	Services	158	3.7975	1.19318	.09492
Integrating influencer marketing is a cornerstone of effective marketing strategies.	Products	369	4.3144	.84624	.04405
	Services	158	3.9177	1.22586	.09752
Leveraging social media platforms is highly effective for reaching and engaging with target customers.	Products	369	4.2331	.91775	.04778
	Services	158	3.7405	1.18472	.09425
Optimizing marketing content and campaigns for seamless mobile experiences is imperative.	Products	369	4.1978	.89770	.04673
	Services	158	3.8481	1.12966	.08987
Harnessing artificial intelligence and automation significantly enhances marketing activities.	Products	369	4.2358	.90062	.04688
	Services	158	3.7342	1.15333	.09175
Delivering consistent experiences across various touchpoints, both online and offline, is integral to successful marketing.	Products	369	4.2575	.85742	.04464
	Services	158	3.8038	1.20222	.09564
Integrating sustainability and purpose-driven marketing practices positively impact business strategies.	Products	369	4.1491	.96797	.05039
	Services	158	3.8861	1.14533	.09112

Source: (Primary data)

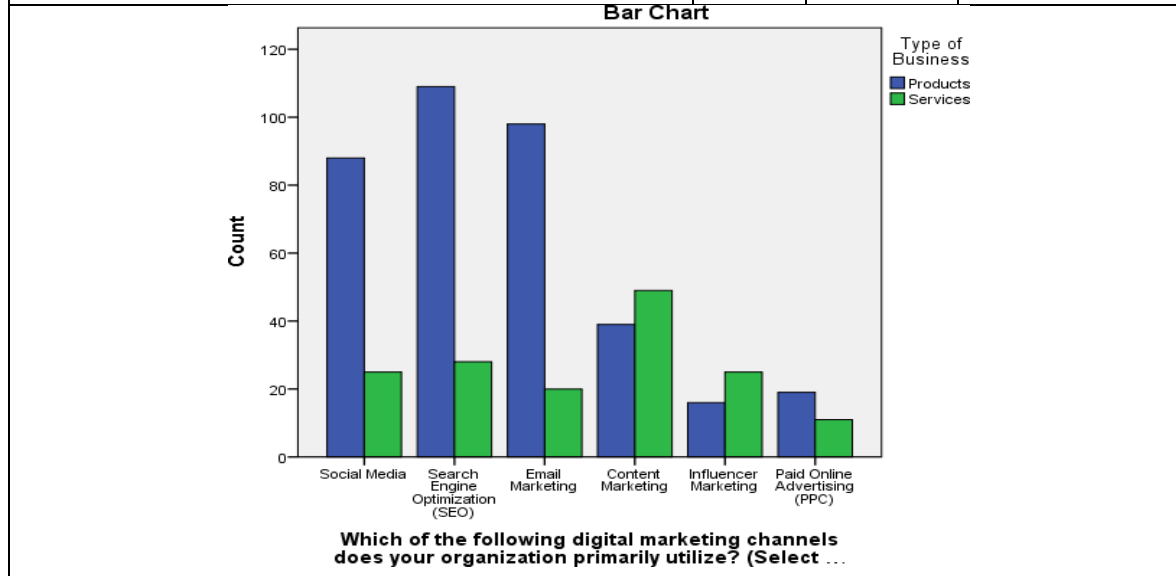
Interpretation:

- Across all statements, businesses dealing with products tend to have higher mean responses compared to businesses providing services. This suggests that businesses dealing with products generally express stronger agreement with the statements about the metamorphosis of marketing.
- The higher standard deviations among services indicate greater variability in responses within this group. This variability could imply differing opinions or experiences among businesses providing services in relation to the metamorphosis of marketing.
- The differences in means between the two groups could indicate that businesses dealing with products are more aligned with the changes brought about by the metamorphosis of marketing, as reflected in their generally higher mean responses.

The table presents the results of a chi-square test examining the relationship between the type of business (Products vs. Services) and the primary digital marketing channels utilized by organizations. The test aims to determine whether the distribution of digital marketing channels is significantly different between the two types of businesses.

Table No. 5: Chi-Square Test – Digital Marketing Channel Used

		Type of Business		Total
		Products	Services	
Which of the following digital marketing channels does your organization primarily utilize?	Social Media	88	25	113
	Search Engine Optimization	109	28	137
	Email Marketing	98	20	118
	Content Marketing	39	49	88
	Influencer Marketing	16	25	41
	Paid Online Advertising	19	11	30
Total		369	158	527



Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	65.904 ^a	5	0.000
Likelihood Ratio	62.960	5	0.000
Linear-by-Linear Association	31.402	1	0.000
N of Valid Cases	527		

Source: (Primary data)



Contingency Table:

- The "Which of the following digital marketing channels does your organization primarily utilize?" question is cross-tabulated with the "Type of Business" (Products and Services) to create a contingency table. This table shows the counts for each combination of responses.
- In the row for "Social Media," there were 88 businesses dealing with products and 25 businesses providing services that primarily utilize social media as a digital marketing channel.

Chi-Square Tests:

Three different types of chi-square tests were performed on the data:

- **Pearson Chi-Square:** This is a common chi-square test that assesses the association between categorical variables. The calculated Pearson chi-square value is 65.904 with 5 degrees of freedom. The associated p-value is 0.000 (effectively zero), indicating that the observed differences in the distribution of digital marketing channels between products and services are highly statistically significant.
- **Likelihood Ratio:** The likelihood ratio chi-square value is 62.960 with 5 degrees of freedom. Like the Pearson test, the p-value is 0.000, reaffirming the strong evidence of a significant association between the variables.
- **Linear-by-Linear Association:** This test evaluates the linear relationship between two ordinal variables. In this context, it suggests whether there's a trend in the distribution of digital marketing channels across the two types of businesses. The calculated value is 31.402 with 1 degree of freedom, and the p-value is 0.000.

Interpretation:

- The extremely low p-values (all 0.000) in the chi-square tests indicate that the distribution of digital marketing channels is not random with respect to the type of business (Products vs. Services). In other words, the choice of digital marketing channels is significantly associated with the type of business.
- The results suggest that there are clear differences in the way businesses dealing with products and those providing services utilize various digital marketing channels. These differences could be valuable for understanding how different types of businesses adapt to the metamorphosis of marketing strategies and platforms, potentially reflecting varying customer preferences, industry norms, or competitive strategies.

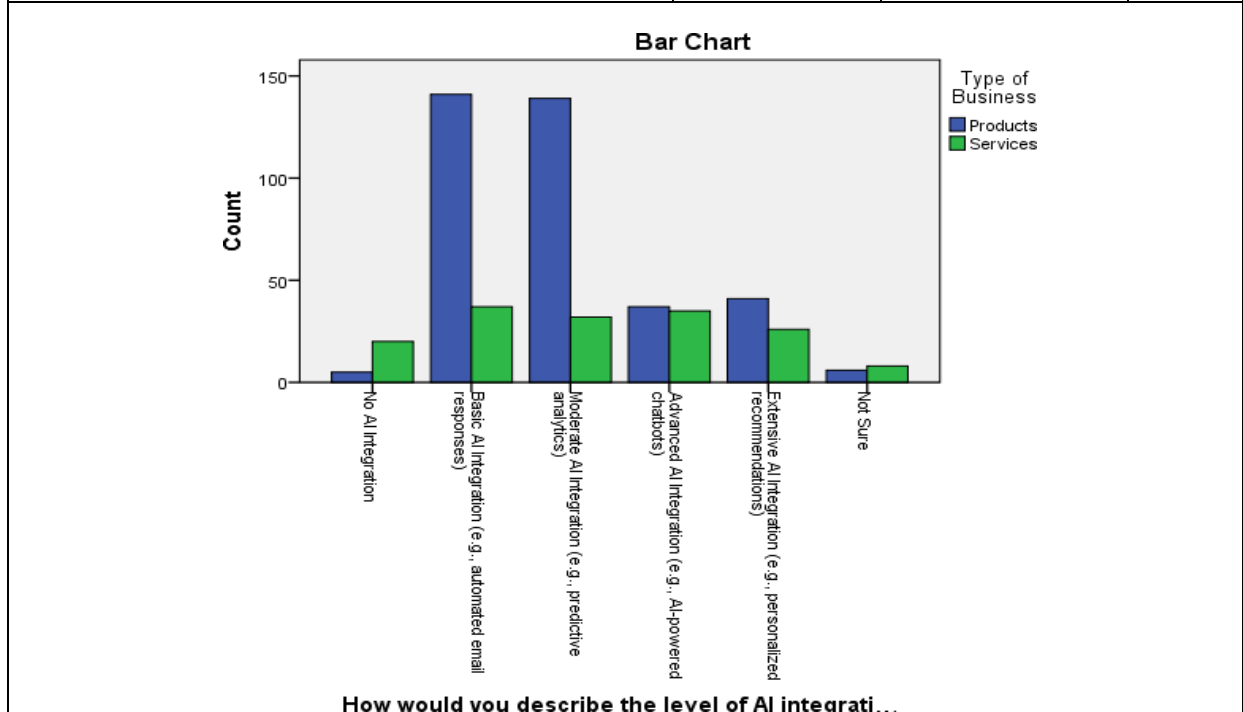
The table shows the results of a chi-square test examining the relationship between the type of business (Products vs. Services) and the level of artificial intelligence (AI) integration in organizations' marketing activities. The test aims to determine whether the distribution of AI integration levels is significantly different between the two types of businesses.

Table No. 6: Chi-Square Test – AI integration for Business

		Type of Business		Total
		Products	Services	
How would you describe the level of AI integration in your organization's marketing activities? (Select one)	No AI Integration	5	20	25
	Basic AI Integration (e.g., automated email responses)	141	37	178
	Moderate AI Integration (e.g., predictive analytics)	139	32	171
	Advanced AI Integration (e.g.,	37	35	72



	AI-powered chatbots)		
	Extensive AI Integration (e.g., Personalized recommendations)	41	26
	Not Sure	6	8
Total		369	158
			527



Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	66.615 ^a	5	0.000
Likelihood Ratio	63.473	5	0.000
Linear-by-Linear Association	5.017	1	0.025
N of Valid Cases	527		

Source: (Primary data)

Contingency Table:

- The question "How would you describe the level of AI integration in your organization's marketing activities?" is cross-tabulated with the "Type of Business" (Products and Services) to create a contingency table. This table shows the counts for each combination of responses.
- In the row for "Basic AI Integration (e.g., automated email responses)," there were 141 businesses dealing with products and 37 businesses providing services that described their level of AI integration as "Basic AI Integration."

Chi-Square Tests:

Three different types of chi-square tests were performed on the data:

- Pearson Chi-Square: The calculated Pearson chi-square value is 66.615 with 5 degrees of freedom. The associated p-value is 0.000 (effectively zero), indicating that the observed differences in the distribution of AI integration levels between products and services are highly statistically significant.
- Likelihood Ratio: The likelihood ratio chi-square value is 63.473 with 5 degrees of freedom. Like the Pearson test, the p-value is 0.000, reaffirming the strong evidence of a significant



association between the variables.

- **Linear-by-Linear Association:** This test evaluates the linear relationship between two ordinal variables. The calculated value is 5.017 with 1 degree of freedom, and the p-value is 0.025.

Interpretation:

- The low p-values (all 0.000) in the chi-square tests indicate that the distribution of AI integration levels is not random with respect to the type of business (Products vs. Services). In other words, the choice of AI integration level is significantly associated with the type of business.
- The results suggest that businesses dealing with products and those providing services differ significantly in terms of their adoption and integration of AI in their marketing activities. This difference could reflect various factors, including industry-specific requirements, customer preferences, available resources, and strategic goals. Understanding these differences can provide insights into how different types of businesses are embracing and leveraging AI as part of the metamorphosis of marketing in the 21st century.

9. DISCUSSION

Based on the findings from the study that explored the metamorphosis of marketing and its impact on businesses dealing with products and services, here are some actionable suggestions for businesses; Given the differences in perceptions and attitudes between businesses dealing with products and services, it's crucial to tailor marketing strategies accordingly. Recognize that businesses dealing with products might be more aligned with the changes brought about by the metamorphosis of marketing. Develop strategies that resonate with their proactive approach and capitalize on their readiness to embrace new trends. As the study revealed clear distinctions in digital marketing channel preferences, businesses should focus on personalized engagement. Craft digital strategies that cater to the specific needs and preferences of each type of business. Tailoring content and interactions to align with their chosen channels can enhance customer engagement and satisfaction. Acknowledge the significant differences in AI integration between businesses dealing with products and services. For businesses dealing with products, explore opportunities for advanced AI integration given their apparent alignment with technological shifts. For service-oriented businesses, consider strategies to bridge the gap and optimize AI adoption for their specific needs.

The findings underscore the value of thorough market research to understand the unique dynamics of businesses dealing with products and services. Gain deeper insights into customer preferences, industry norms, and competitive strategies to tailor offerings and marketing approaches accordingly. Develop flexible marketing plans that account for the variability in responses and preferences among service-oriented businesses. The higher standard deviations observed in services suggest a range of perspectives and experiences. An adaptive approach can ensure marketing strategies effectively cater to this diversity. Encourage collaboration and knowledge-sharing between businesses dealing with products and services. Their distinct experiences and strategies can provide valuable insights to each other, fostering a cross-learning environment that encourages innovation and adaptation.

Given the evolving nature of marketing practices, continuously monitor the effectiveness of strategies implemented based on the study's findings. Regularly evaluate outcomes and make adjustments to stay aligned with the metamorphosis of marketing trends. Embrace an agile approach to implementing marketing strategies. This approach allows for quick adaptation to



changing circumstances, facilitating the incorporation of emerging trends and technologies. Regardless of the type of business, prioritize a customer-centric approach. Understand customer needs and preferences and align marketing strategies to deliver value and meet their expectations. As the study highlighted differences in perceptions and strategies, consider forming cross-functional teams comprising members from both product and service-oriented businesses. This approach can foster collaboration and lead to holistic marketing strategies.

Incorporating these suggestions into business practices can help leverage the insights gained from the study's findings. The metamorphosis of marketing presents both challenges and opportunities, and a strategic approach tailored to the specific characteristics of products and services can drive effective adaptation and innovation.

10. FINDINGS AND CONCLUSION

The study explored the impact of the metamorphosis of marketing on businesses dealing with products and services in the 21st century. The distribution of businesses in the sample was divided, with 70.0% focused on offering products and 30.0% providing services. This distribution highlighted the prevalent emphasis on producing and selling physical goods, although a substantial portion also engaged in delivering intangible services. The investigation delved into various aspects of marketing transformation, shedding light on the differing dynamics between these two types of businesses.

The statistical analysis involving responses to statements on the metamorphosis of marketing revealed significant distinctions between businesses dealing with products and services. The p-values, particularly in cases where equal variances were not assumed, consistently indicated that the perceptions and attitudes of these two groups significantly differed. Businesses dealing with products exhibited higher mean responses, indicating stronger agreement with the statements. This alignment underscored their acknowledgment of the changes brought about by the metamorphosis of marketing. However, it's noteworthy that services exhibited higher standard deviations, suggesting a wider range of perspectives and experiences within this category. These differences in perceptions have important implications for how marketing strategies are evolving in response to changing trends.

The study also explored the digital marketing landscape and its relationship with the type of business. The chi-square tests yielded remarkably low p-values (all 0.000), revealing that the choice of digital marketing channels was closely tied to the type of business—whether products or services. This indicated a clear association between the nature of the business and its preferred digital marketing strategies. The observed differences in channel preferences provided valuable insights into how these two types of businesses adapt to the dynamic landscape of marketing platforms. These disparities can be attributed to varying customer preferences, industry norms, and competitive strategies.

Additionally, the study investigated the integration of artificial intelligence (AI) in marketing activities. Similar to the digital marketing channel analysis, the p-values were extremely low (all 0.000), signifying a significant link between the type of business and the level of AI integration. The findings highlighted substantial differences between businesses dealing with products and those providing services in terms of their adoption and incorporation of AI technologies. These differences could be attributed to industry-specific requirements, available resources, and strategic goals. Understanding these variations offers insights into how different types of businesses navigate the landscape of AI-powered marketing strategies, an essential component of the broader metamorphosis of marketing practices in the 21st century.



11. IMPLICATION

Strategic Alignment and Differentiation: The observed differences in perceptions, digital marketing channel preferences, and AI integration levels between businesses dealing with products and services highlight the need for strategic alignment and differentiation. Businesses should tailor their marketing strategies to leverage their strengths and align with their respective preferences. This differentiation can enhance market positioning and customer engagement. Understanding the varying attitudes and strategies of product and service-oriented businesses can guide resource allocation. Businesses should allocate resources in line with their strengths and priorities. For instance, businesses dealing with products could invest more in advanced AI integration, while service-oriented businesses might emphasize specific digital marketing channels that resonate with their audience.

The higher variability in responses among service-oriented businesses suggests the importance of adaptive marketing approaches. Businesses need to be agile and ready to adjust their strategies based on customer feedback, industry shifts, and emerging technologies. Flexibility will enable businesses to remain relevant in the dynamic marketing landscape. The study's insights can guide informed marketing investment decisions. Businesses can allocate budgets to digital marketing channels that align with their type and customer base. Similarly, the level of AI integration can be matched to the type of business to maximize ROI and efficiency. Leveraging the findings on digital marketing channel preferences, businesses can enhance customer experience by focusing on the preferred channels of their target audience. This alignment can lead to more effective engagement and stronger relationships with customers. Businesses can foster innovation by collaborating across industries. The study's differences in perspectives and strategies offer opportunities for knowledge exchange. Cross-industry collaboration can lead to creative solutions, adaptive strategies, and shared insights that drive marketing evolution.

The study underscores the need for businesses to adopt a long-term view of marketing strategies. As marketing practices continue to evolve, businesses must plan for sustained adaptation and investment in technologies like AI and emerging digital platforms. The ability to understand and adapt to the metamorphosis of marketing gives businesses a competitive edge. By aligning with changing trends and customer preferences, businesses can position themselves as leaders in their industry and gain a reputation for innovation. Businesses should adopt a data-driven approach to decision-making. Insights from the study can serve as a foundation for informed choices in marketing strategies, channel selection, and AI integration. The findings emphasize the importance of understanding customer preferences and needs. Businesses should cultivate a customer-centric culture that prioritizes delivering value and exceptional experiences across all touchpoints.

In essence, the study's implications highlight the need for businesses to be adaptable, strategic, and customer-focused in navigating the evolving landscape of marketing. By leveraging the insights gained from the study, businesses can position themselves for success in the 21st century by embracing the metamorphosis of marketing and capitalizing on its transformative potential.

12. LIMITATION

While this study provides valuable insights into the metamorphosis of marketing practices among businesses dealing with products and services, certain limitations should be acknowledged. Firstly, the research relies on self-reported data collected through structured



questionnaires, which may introduce response bias or inaccuracies due to subjective interpretations. Secondly, the study's cross-sectional design captures a snapshot of perceptions and practices at a specific point in time, limiting the ability to establish causal relationships or track changes over extended periods. Additionally, the sample drawn from a diverse range of firms may not be fully representative of all industries or business sizes, potentially affecting the generalizability of findings. Lastly, the study primarily focuses on quantitative analysis, and qualitative insights from in-depth interviews or focus groups could have provided a richer understanding of underlying motivations and nuances in marketing practices. Despite these limitations, the study contributes to the discourse on marketing evolution and informs strategic decision-making in the dynamic business landscape.

13. CONTRIBUTION OF THE STUDY

This study makes a significant contribution to the understanding of the metamorphosis of marketing practices in the 21st century and its implications for businesses dealing with products and services. By systematically comparing perceptions, exploring digital marketing channel preferences, and evaluating AI integration levels, the research offers novel insights into how these two distinct business categories adapt to the evolving marketing landscape.

The study's findings provide valuable guidance for businesses seeking to align their strategies with contemporary marketing trends. The identification of differences in perceptions and attitudes between product-oriented and service-focused businesses offers nuanced insights into the nuances of marketing transformation within these categories. Moreover, the examination of digital marketing channel preferences highlights crucial information for crafting effective customer engagement strategies, tailored to the preferences of each business type.

The evaluation of AI integration levels provides practical insights into the adoption and incorporation of AI technologies within marketing activities. By shedding light on the varying levels of AI integration and their impact on marketing strategies, the study offers valuable benchmarks for businesses seeking to leverage AI effectively.

Ultimately, this research contributes to academia and practice by adding empirical evidence to the ongoing discourse surrounding marketing evolution. The study's implications extend beyond its immediate context, enabling marketers, business leaders, and researchers to make informed decisions grounded in an understanding of the diverse ways businesses are navigating the changing marketing landscape. By bridging the gap between theoretical insights and practical applications, this study advances the collective knowledge on how businesses can thrive in the dynamic environment of 21st-century marketing.

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