

Guest editorial: Marketing in the Modern Age – Exploring Innovation, Technology, and Consumer Behaviour in a Dynamic Era

Ágnes Neulinger¹ * , Ida Ercsey² 

1. Environmental Social Science Research Group (ESSRG)
2. Széchenyi István University, Department of Marketing and Management

Correspondence: agnes.neulinger@gmail.com

It is no overstatement to say that innovation and technology in consumer behaviour have been among the most popular topics in recent years. As Kumar et al. (2024) stated, technology is influencing how companies connect to customers, deliver value and stay competitive in a rapidly evolving digital environment. Also, Lim et al. (2023) highlighted the importance of understanding the influence of new technologies on consumer behaviour, in particular the different behavioural impacts. Referencing some sector-specific studies, Mogaji and Jain (2024) claim that generative AI changes consumers' practices, for example in the retail sector.

This special issue focuses on contemporary marketing and retail strategies, with an emphasis on consumer behaviour, technology integration, and emerging market dynamics. This issue contributes to a better understanding of how to increase customer engagement through digital platforms and content marketing, how to strengthen retail performance in emerging markets and improve consumer satisfaction through omni-channel experiences, while emphasizing the need for tailored strategies based on cultural and economic contexts. There are three empirical studies and a systematic literature review in this special issue. Two of the original studies are from the emerging market of Zimbabwe and one is a comparative study of Hungarian and Austrian consumers.

The first study entitled "The impact of content marketing as a sponsorship activation strategy on online customer engagement" by Imad Tribak examines the extant literature on the impact of content marketing as a sponsorship activation strategy on online customer engagement and provides future research avenues on the topic. The author conducts a systematic review of 66 peer-reviewed studies, using the Joanna Briggs Institute (JBI) methodological guidelines and the PRISMA-ScR framework. This scoping review of the literature from 2012 to 2024 identifies the key mechanisms through which content marketing enhances online customer engagement. These mechanisms include personalised and interactive content, real-time marketing, emotional storytelling, and social media integration. The review outlines the growing influence of digital platforms and influencer collaborations in enhancing the effectiveness of sponsored content. The author further emphasises the significance of culturally pertinent and ethically transparent content in establishing connections with diverse audiences in global markets. The study also outlines several fruitful research directions.

The second paper, authored by Charity Murombo, Lovemore Chikazhe, Josphat Manyeruke, Elias Rashidi, Tsitsi Kanonge and Contary Gudu, entitled "Perceived service quality: effect on consumer attitude, consumer behaviour and retail sector performance", provides revealing empirical data concerning the food retail business in Zimbabwe. The study explores the mediating role of consumer behaviour on the relationship between perceived service quality and retail sector performance. The authors conduct a cross-sectional survey with the objective of testing six hypotheses. The results show that perceived service quality positively influences consumer attitude, consumer behaviour and retail sector performance. It is concluded that consumer behaviour partially mediates the effect of perceived service quality

Citation:

Neulinger, Á., & Ercsey, I. (2025). Guest editorial: Marketing in the Modern Age – Exploring Innovation, Technology, and Consumer Behaviour in a Dynamic Era. *Prosperitas*, 12(2), Article 1. Budapest University of Economics and Business. https://doi.org/10.31570/prosp_2025_0133

History:

Received: 3 Jun 2025
Accepted: 6 Jun 2025
Published: 13 Jun 2025



Copyright:

© 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY-NC) license.

on retail sector performance. The findings enrich the existing literature on strategic and operational management by introducing behaviour as a mediator on the relationship between service quality and retail sector performance.

The third article by Nino Papashvili-Bodai entitled “The dynamics of consumer satisfaction in omni-channel retailing: Insights from Hungarian and Austrian consumers” investigates consumer satisfaction in omni-channel retailing, specifically focusing on the clothing sector in Austria and Hungary. The study applies and extends theoretical frameworks, such as TAM, to highlight the importance of ease of use, facilitating conditions, and the impact of negative stimuli on consumer satisfaction. The study – based on focus group discussions – suggests that retailers should tailor their strategies to address market-specific challenges and preferences and emphasizes the need for advanced technologies in Austria and improved trust-building measures in Hungary. Overall, the article helps to improve our understanding of how cultural, economic and infrastructural factors influence consumer behaviour in omni-channel retail and offers recommendations for retailers and policymakers.

The fourth paper, “Information management, attractive packaging and retail logistics as drivers for the retail sector’s performance” written by Gudu Contary, Chikazhe Lovemore, Manyeruke Josphat and Murombo Charity, investigates the influence of information management, retail logistics, and attractive packaging on retail business performance in Zimbabwe. Through a survey of 235 managerial employees in Harare supermarkets, the study finds that all three factors positively impact retail performance. The study emphasizes the importance of effective information management, including the use of customer feedback and timely responses to manufacturers, for enhancing retail logistics and packaging. The findings call for Zimbabwean retailers to prioritize inventory management, supply chain efficiency, and customer-centric packaging to gain a competitive advantage. Also, the results underpin the significance of sustainable and cost-effective solutions, including collaborative distribution, local sourcing of packaging materials, and the extensive use of technology.

With these four articles, this special issue contributes to the marketing and retail literature through acknowledging the enhanced role of technology and changing consumer behaviour in today’s complex reality. We hope that this special issue will convince readers in the fields of trade and marketing that it is worth keeping an eye on technological innovations of our time, as these are shaping the market to a huge extent not only in developing but also in developed countries.

Funding: This research received no external funding.

Conflicts of Interest: The authors declare no conflict of interest.

References

- Kumar, S. D., Soundarapandiyan, K., & Meera, S. (2024). Influence of technological innovation in marketing on consumer behaviour. In *International Conference on Digital Transformation in Business: Navigating the New Frontiers Beyond Boundaries* (DTBNNF 2024) (pp. 109-122). Atlantis Press. https://doi.org/10.2991/978-94-6463-433-4_9
- Lim, W. M., Kumar, S., Pandey, N., Verma, D., & Kumar, D. (2023). Evolution and trends in consumer behaviour: Insights from Journal of Consumer Behaviour. *Journal of Consumer Behaviour*, 22(1), 217-232. <https://doi.org/10.1002/cb.2118>
- Mogaji, E., & Jain, V. (2024). How generative AI is (will) change consumer behaviour: Postulating the potential impact and implications for research, practice, and policy. *Journal of Consumer Behaviour*, 23(5), 2379-2389. <https://doi.org/10.1002/cb.2345>