

LEVEL 7 ASSESSMENT SPECIFICATION

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Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Work which is submitted up to 1 week late will be capped at 50% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

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1. Title

Consumer Brand Engagement in the Era of Immersive Marketing: A Case Study of *Squid Game* Season 2 Strategies

2. Summary of the research proposal

This study examines the relationships of Consumer Brand Engagement (CBE) and different immersive experiences, focusing specifically on the strategies employed in the marketing of *Squid Game* Season 2 as a case study. As immersive marketing continues to evolve, it emphasizes the importance of creating deeper connections between consumers and brands, especially in the competitive entertainment industry.

The research begins by delineating the concept of consumer brand engagement which is all businesses' essential competitive advantage nowadays (Nysveen and Pedersen, 2014), defining it as the emotional, cognitive, and behavioural connection that consumers forge with a brand (Brodie *et al.*, 2011). In the age of social media, it facilitates interactions between brands and consumers (Vivek *et al.*, 2014).

Immersive marketing, characterized by its use of technologies such as VR, AR or "Extended Reality (XR)", creates multi-sensory experiences that connect with consumers on a more profound emotional level, nurturing brand advocacy and loyalty. (Okazaki and Charles R. Taylor, 2013). It can improve engagement and satisfaction (Caru and Cova, 2006) as well as brand immersion (Gbadamosi, 2013) highlighting the intricate impacts of these factors on user satisfaction and loyalty intentions, this research deepens our understanding of how brands can effectively utilize immersive activities to cultivate emotional connections, enhance customer engagement, and increase brand loyalty. (Hudson *et al.*, 2019).

The case of how *Squid Game* Season 2, a cultural sensation that captivated global audiences and even has become a global phenomenon with unique storyline and strong characters etc. (ASK, 2025), provides a unique opportunity to analyse how immersive marketing strategies can enhance brand engagement, including interactive storytelling, gamification (Huotari and Hamari, 2017), and strategic brand collaborations such as Duolingo, PUMA, McDonald

Australia, etc. which exemplify the co-branding principles to enhance consumer engagement. Although the use of immersive experiences in marketing is not a novel concept within the entertainment industry, *Squid Game* Season 2 successfully implements these strategies on a much larger scale. Events like icon ‘red light, green light’ games and big maze etc in different big cities involved a large number of fans, and also allowed them to engage with iconic scenes and figures (Abd Rahman, Dawam and Chan, 2019).

This study use a mixed-methods approach to take advantage of complementary strengths of both quantitative and qualitative methods (Thurman, 2018), combining social media metrics, surveys, sales data analysis, in-depth interviews, and focus group discussions. It provides insights into how immersive marketing can revolutionize consumer brand engagement in the entertainment industry. The findings highlight the potential of immersive marketing to create memorable experiences, drive brand awareness, and elevate customer loyalty, offering valuable lessons for businesses seeking to engage consumers in today's dynamic market.

With a qualitative analysis of marketing campaigns related to *Squid Game* Season 2, this study highlights the various strategies employed to engage audiences on multiple levels. The findings indicate that the marketing campaign employed a combination of traditional and digital strategies, such as teaser trailers, interactive social media challenges, engaging events, collaborations with influencers, and innovative brand partnerships. These approaches not only generated excitement and anticipation but also promoted active engagement from fans, creating a lively discussion around the campaign while fostering a sense of community centred on the brand.

Moreover, the case study illustrates how *Squid Game* Season 2 strategies, were resonated with diverse cultural contexts, echoing scholars’ framework on cultural hybridization (Snehanjali and Chakravorty, 2024) at the same time validates theories about culturally sensitive consumer engagement (Razmus, 2021). It also showcased the effectiveness of tailored marketing approaches in enhancing consumer engagement (Bu, 2024).

The implications of this research extend beyond the realm of *Squid Game* Season 2. It offers thoughtful insights for entertainment companies and marketers seeking to improve consumer engagement through immersive strategies. The findings emphasize the need for a holistic approach to campaign design, where emotional resonance and participatory elements play a crucial role in cultivating lasting consumer relationships.

In conclusion, the study demonstrates that in the era of immersive marketing, the ability to create meaningful consumer brand engagement is paramount for success. By analysing the strategies employed for *Squid Game* Season 2, this research contributes to the existing literature on consumer behaviour and immersive marketing, offering a framework for future campaigns in the entertainment industry. As brands continue to navigate an increasingly digital landscape, understanding the dynamics of consumer brand engagement will be essential for fostering loyalty and driving consumer engagement.

3. Self-evaluation

After conducting self-reflection and taking into account feedback received, several strengths, weaknesses and limitations have been identified in the research proposal.

3.1 Strengths

One of the foremost strengths is that the topics addressed, specifically *Squid Game*, immersive marketing, and consumer brand engagement, are not only popular but also highly relevant in today's cultural and commercial landscapes. This relevance indicates that the research is timely, aligning with current trends and public interests. Given that *Squid Game* has become a global phenomenon, it has generated extensive discussions, particularly regarding its marketing strategies and their implications for consumer behaviour.

With no doubt, aligning research topics with timely public interests notably enhances their relevance and impact. When research addresses contemporary issues that resonate with the wider community, its findings tend to reach beyond academia, fostering greater engagement and encouraging discourse among diverse audiences. This interconnectedness between academia and public interest not only enriches scholarly discussion but also ensures that the research contributes meaningfully to societal understanding and challenges. Scholars emphasize this vital relationship, highlighting the importance of relevance in advancing knowledge (Patel, Gielecki and Loukas, 2019).

Moreover, Both *Squid Game* and the partnership brands such as Crocs and Knorr are widely recognized, allowing for the recruitment of a larger sample, making surveys feasible. The popularity of these brands substantially enhances the research's potential for impact. Since they

resonate with a wide audience, it is easier to collect data and gather opinions from participants who are familiar with and engaged by these themes. A large number of studies suggested the advantages of larger sample sizes and database (Dolnicar, Grün and Leisch, 2016) (Memon *et al.*, 2020), and this accessibility can lead to a more robust dataset, supporting the research outcomes and increasing the validity of the conclusions drawn. This context offers a rich backdrop for in-depth exploration, as the intersection of these topics provides a fertile ground for new insights.

Furthermore, the marketing strategies for *Squid Game* Season 1 were noticeably less immersive and engaging compared to the anticipated approaches for Season 2, making it a compelling comparison. Initially, Netflix utilized traditional marketing channels like trailers and social media to generate interest, but these methods relatively showed less of the interactivity that modern audiences have come to expect. The promotional content of Season 1 primarily showcased the plot and characters without fostering deep audience engagement. A comparative analysis of the two seasons can illuminate how viewer expectations have evolved and underscore the importance of adapting immersive marketing techniques.

And prior to the launch of *Squid Game* Season 1, the scale and level of globalization in its marketing strategies were relatively modest. Following its success, global traction increased demand for culturally resonant marketing approaches, prompting changes in the strategies for Season 2. Researchers can also compare how diverse demographics respond to these varying marketing styles, yielding insights into consumer behaviour trends and the significance of immersive experiences in building audience loyalty in today's dynamic market.

Lastly, with the anticipated release of *Squid Game* Season 3 in June 2025, researchers will have an exciting opportunity to collect and analyse a plethora of new elements and data that can significantly enhance the academic discourse surrounding the research subjects. One of the primary avenues for research will be the evolution of marketing strategies surrounding the new season. For instance, the new immersive events and activities as well as creative brand partnerships. At the same time, the ongoing popularity of *Squid Game* creates a unique context for collecting consumer opinions and behaviours. By utilizing surveys, social media analysis, and focus groups, researchers can gauge audience reactions to the new season, exploring how the plot twists, character arcs, and thematic shifts influence viewer perceptions and brand

associations. This real-time data can illuminate how effective immersive experiences impact consumer engagement.

As the global awareness and audience for *Squid Game* continues to expand, researchers can leverage new marketing events, brand partnerships, and merchandise to examine cross-cultural differences in viewer engagement and brand interactions. By analysing data from various demographics and cultural backgrounds, academics can gain insights into how *Squid Game* influences consumer behaviour worldwide. This exploration could also extend to the relationship between cross-cultural marketing strategies and consumer behaviour, a topic that is gaining popularity in academic research. Understanding how different cultural contexts affect audience reactions to marketing efforts can reveal valuable trends and strategies that brands can employ to enhance engagement and loyalty among cross-cultural marketing. This multifaceted approach not only enriches the understanding of *Squid Game* as a cultural phenomenon but also contributes broadly to the fields of marketing and consumer research.

3.2 Weaknesses

However, several weaknesses are evident in this research approach. Firstly, concentrating solely on the *Squid Game 2* case study may limit the applicability of the findings to other brands or products. While the success of *Squid Game* provides thoughtful insights, It may not accurately represent the marketing dynamics encountered and capabilities utilized by smaller brands or less popular content. (Anderson, Alistair R. and Zontanos, Grigorios, no date). The unique context surrounding a global phenomenon can lead to skewed conclusions that do not account for the challenges faced by lesser-known shows or products trying to penetrate the market.

Undoubtedly, the extreme visibility and popularity of *Squid Game* create an environment that might not be replicable for other entities. This focus could lead researchers to overlook critical variables, such as brand awareness, budget constraints, audience demographics, and cultural contexts that influence marketing strategies in different scenarios. Therefore, while the findings from this case study are significant, they may not fully capture the complexities of marketing across diverse brands and platforms.

Other brands, in contrast to *Squid Game*, may lack a compelling narrative or iconic elements such as games, characters, and costumes, which can markedly limit the effectiveness of comparative research. The captivating storyline and visually striking elements of *Squid Game* play a significant role in drawing in audiences and facilitating engagement. Therefore, findings derived from this popular show may not be applicable to brands or products that do not have similar storytelling capabilities or unique visual identities.

On top of that, the study may overlook external factors that influence consumer brand engagement, such as cultural nuances, public perceptions of the actors, and socio-economic contexts. These elements can profoundly impact how audiences connect with and respond to marketing efforts. Ignoring these external influences diminishes the overall value and relevance of the research, as it fails to offer a comprehensive understanding of the various factors that influence consumer behaviours across different brands and markets. This limitation emphasizes the need for a more comprehensive analysis that considers varying contexts and brand experiences.

3.3 Limitations

For limitations, a significant one in this area of research is the absence of a clear and universally accepted definition of "immersive marketing." Currently, the term is predominantly linked to advanced technologies like VR and AR, leading to a narrow interpretation that may not encompass the full scope of what immersive marketing can entail. This lack of clear definition creates challenges for researchers aiming to study and compare immersive marketing strategies across different contexts or industries. Without a standardized framework, it becomes difficult to assess the effectiveness and impact of these strategies comprehensively. Additionally, the focus on specific technologies may overlook other experiential marketing methods that could also qualify as "immersive." As the field continues to evolve, it is essential to establish a comprehensive definition of immersive marketing to further advance both research and practical applications in this area. However, pursuing this objective will require a dedicated research effort in its own right.

Additionally, conducting in-depth interviews with stakeholders, such as marketers who worked on *Squid Game*, may prove to be unrealistic and challenging to accomplish. Accessing these individuals is extremely difficult. Additionally, possible confidentiality agreements as well as

the unique and high-profile nature of the show could make stakeholders hesitant to share insights and future plans. Consequently, the feasibility of gathering comprehensive data through these interviews may be limited, potentially affecting the depth and richness of the research findings. This challenge underlines the importance of considering alternative research methods or participant sources to obtain thoughtful insights in the absence of direct interviews with key stakeholders.

Last but not least, another noticeable limitation in researching immersive marketing is that most events and partnerships are not situated in Hong Kong, creating obstacles for researchers attempting to access and gather data from attendees directly. This geographical limitation restricts the ability to observe participant interactions in real-time and can hinder the collection of first-hand insights that are crucial for a comprehensive understanding of consumer engagement in immersive marketing experiences. Furthermore, pricing, consumer behaviour and brand engagement can be influenced by varying cultural norms and habits across different regions (Li and Wang, 2018). Consequently, to compensate for this lack of direct access, researchers may rely heavily on data sourced from social media users. While social media can provide useful perspectives into consumer sentiments and reactions, it may not fully capture the nuances of in-person experiences and interactions at these events. Therefore, this reliance on online data could result in a skewed perspective, emphasizing the need for caution when interpreting findings and considering the implications for marketing strategies in the immersive space.

4. Possible alternative approaches

4.1 Addressing the weaknesses and limitations

To address the aforementioned weaknesses and limitations, several alternative approaches could be considered. Firstly, concentrating more on critical variables related to consumer brand engagement such as awareness, attitudes, and behaviours towards the immersive marketing strategies employed in *Squid Game* Season 2 would be advantageous. Additionally, expanding the survey sample size from 500 to 800 or even 1,000 participants, coupled with stratified sampling, would ensure a more accurate representation across various demographics, including region and age.

To achieve this, in addition to the planned outreach methods such as social media campaigns and targeted email communications aimed at maximizing reach and encouraging response rates, it is beneficial to collaborate with dedicated survey platforms like Qualtrics or Prolific. These platforms provide access to extensive and diverse respondent pools across the globe, including individuals who may not necessarily be fans of *Squid Game*. Such a strategic partnership would enable the research to capture broader trends in consumer behaviour and engagement, yielding more comprehensive insights into the effectiveness of marketing strategies.

While formulating the survey questions, the emphasis will continue to be on immersive experiences and consumer brand engagement concerning the marketing strategies and viewership ratings associated with *Squid Game* Season 2. Simultaneously, the research could include a comparative analysis of the marketing strategies utilized in *Squid Game* Season 1, incorporating data related to social media interactions and audience insights. This combined approach will allow for a comprehensive understanding of how marketing efforts have evolved between the two seasons and their impact on consumer engagement.

In addition, aspects concerning cultural differences should be integrated into the survey and its related questions. This inclusion is essential to thoroughly examine the influence of cultural variances on global marketing strategies. Understanding these differences will help identify best practices in international business, allowing companies to tailor their approaches effectively and enhance their engagement across diverse markets worldwide.

4.2 Focusing more on quantitative data

Another approach involves maintaining the use of both quantitative and qualitative methods, but placing greater emphasis on quantitative data in researching Consumer Brand Engagement within the context of immersive marketing strategies for *Squid Game* Season 2. This approach allows researchers to measure consumer behaviour objectively and assess the effectiveness of various marketing strategies. Scholars have underscored the significance of integrating consumer surveys with primary evidence from participants engaged in immersive experiences utilizing VR and AR technologies (Maheswari and Balakrishnan, 2025).

To effectively gather quantitative data, structured surveys should be designed to include a range of closed-ended questions. Utilizing Likert scales allows respondents to express their level of agreement or satisfaction regarding various marketing elements, such as the appeal of specific immersive experiences and the effectiveness of the overarching brand message. This approach ensures that consumer sentiment is quantified, making it easier to analyse patterns and trends.

Once data is collected, employing descriptive statistics is essential. Researchers can calculate means, medians, and standard deviations to summarize the data and recognise overall trends. For example, calculating the average engagement rate among different demographic groups can reveal which segments are most responsive to the immersive strategies used in *Squid Game* Season 2.

Furthermore, presenting the quantitative data visually through graphs and tables enhances comprehension for stakeholders. Visual representations, such as bar charts or line graphs, can succinctly convey significant findings, making it easier for stakeholders to grasp the impact of the marketing strategies on consumer engagement at a glance.

4.3 A/B testing

In addition, Implementing A/B testing to compare different marketing strategies quantitatively. It can be done by comparing brand engagement levels between samples exposed to the marketing strategies of *Squid Game* Season 2 and those who have not can provide essential findings into the effectiveness of these strategies. A/B testing, a method commonly used in marketing research, involves comparing two groups to determine which one performs better in terms of specific metrics, such as engagement levels, brand awareness, and consumer behaviour (Kohavi *et al.*, 2009).

This approach is especially critical in the digital realm, where marketing opportunities are abundant and consumer behaviour is continuously evolving (Kiani, 1998). Scholars suggested by utilizing A/B testing, businesses can enhance the effectiveness of their marketing efforts (Siroker and Koomen, 2015). The implications of these findings are appreciable for marketers aiming to refine their campaign strategies, by evaluating different versions of a product or service, companies can identify potential risks and mitigate costly errors (Ott and Longnecker, 2010).

If the A/B testing were planned before or during the launch of *Squid Game* Season 2 marketing strategies, two different groups of samples could be invited to better evaluate the effectiveness of *Squid Game* Season 2's immersive marketing strategies. This also can be seen as an experimental design for where participants are exposed to different types of immersive marketing experiences to measure direct impacts on engagement and purchasing intentions.

First of all, the sample Selection would be:

Group A, which is the Treatment Group: Comprises 100 individuals who have actively participated in *Squid Game* Season 2 marketing events, such as immersive experiences or social media engagements, for instance sharing or commenting on posts.

Group B, which is the Control Group: Includes 100 individuals who have not engaged with these events.

Both groups would complete the same survey, which would include questions designed to assess various aspects of consumer engagement and brand perception. The survey could cover the following areas:

First area of the questions would be about their engagement metrics. All participants would be asked to rate their involvement with the marketing strategies on a scale of 1 to 5, focusing on aspects like frequency of participation in immersive events as well as level of interaction with social media posts such likes, shares, and comments.

Second area would be on brand awareness. The extent to which participants recall marketing materials and events associated with *Squid Game* Season 2 would be measured. Questions would be like "On a scale of 1 to 5 , how many advertisements related to *Squid Game* Season 2 can you recall?" "How familiar are you with *Squid Game* Season 2?" and "Which marketing strategies stood out the most to you?".

The next part would be about samples' perception and attitudes. This is to evaluate how the marketing strategies influenced two different groups' perceptions of the brand and excitement for the show. Questions might include "To what extent do you feel the immersive marketing

enhanced your interest in *Squid Game* Season 2?" and "How emotionally connected do you feel to the *Squid Game* brand?".

The last area would be on their behavioural intentions. Participants' likelihood to engage further with the brand would be assessed here, suggested questions would be like "How likely are you to watch *Squid Game* Season 2?" and "Are you likely to purchase *Squid Game*-related merchandise?".

By comparing the responses of both groups, the researcher can glean insights into the effectiveness of immersive marketing strategies in enhancing consumer brand engagement for *Squid Game* Season 2. For instance, researchers may find that group A shows higher engagement metrics and more favourable perceptions of the brand compared to group B. This data-driven approach will inform future marketing strategies, highlighting the potential returns on investment for immersive marketing initiatives in driving viewer engagement and loyalty.

4.4 In-depth observations and interviews

Last but not least, as previously noted, one of the challenges in conducting this research is the difficulty of securing interviews with the marketers who were involved in the promotion of *Squid Game* Season 2. As an alternative, researchers could consider utilizing secondary data sources such as publicly available interviews, or industry reports that provide insights into the marketing strategies used. Engaging with marketing professionals through industry webinars or forums may also yield critical information and perspectives, allowing for a more holistic understanding of the marketing landscape surrounding the show.

Another suggested alternative approach can be also organizing in-depth observations and interviews with dedicated fans instead, who represent loyal customers, to gain insights into their engagement with *Squid Game* content and associated marketing strategies. This qualitative research approach involves closely observing how these fans interact with various forms of content, such as episodes, merchandise, and promotional materials.

Although observation, as one of the primary research methods, may be regarded as time-consuming and presents challenges in generalizing the findings (Lincoln and Guba, 1985), it offers numerous advantages as an exploratory technique (Boote and Mathews, 1999). During

the observation sessions, researchers can note behaviour patterns, emotional reactions, and the contexts in which fans consume content, helping to pinpoint what aspects resonate most profoundly with them.

With no doubt, conducting observations of the marketing strategies for *Squid Game* Season 2 is nearly impossible, as the season has almost concluded. However, this presents a noteworthy opportunity for conducting similar research during *Squid Game* Season 3. The same challenges will apply to interviews; following the observations, structured interviews will enable a more in-depth exploration of fans' motivations, preferences, and overall perceptions regarding the marketing strategies implemented.

These conversations can provide valuable context on how immersive experiences contribute to brand loyalty and engagement, along with specific feedback on what fans appreciate or would like to see improved. By leveraging these insights, the research can offer actionable recommendations for enhancing marketing efforts and reinforcing brand connection with the audience (Creswell and Poth, 2017).

5. Research insights and contributions

5.1 Recommendations on best practices for interactive and engaging brand experiences

The research offers practical recommendations for brands aiming to boost consumer engagement through immersive marketing. Rooted in empirical evidence and case studies, these best practices equip marketers with a comprehensive framework for crafting campaigns that resonate with audiences.

By identifying key strategies such as interactive storytelling, the research highlights the importance of leveraging engaging elements to create interactive experiences. This approach enables brands to design experiences that nurture deeper emotional bonds with consumers. Consequently, these practices are aimed at fostering significant emotional connections between consumers and brands, resulting in more memorable brand interactions. The findings advocate for brands to create environments that encourage active consumer participation, transforming passive viewers into engaged participants.

By leveraging these insights, the research can offer actionable recommendations for enhancing marketing efforts and reinforcing brand connection with the audience. This approach is supported by researchers (Lindlof and Taylor, 2010), who advocate for qualitative methods to explore complex phenomena and subjective interpretations.

5.2 Highlighting the impact of immersive marketing strategies in the entertainment sector

The research examines successful case studies within the entertainment sector, focusing on how immersive marketing strategies can greatly particularly enhance audience engagement. By presenting real-world examples of these strategies, it demonstrates how brands effectively leverage immersive activities and partnerships to boost audience loyalty and engagement. For instance, campaigns that integrate interactive elements and encourage real-time consumer participation have been shown to elevate brand loyalty and customer satisfaction. Through the analysis of these successful implementations, the study showcases immersive marketing's ability not just to attract attention, but also to leave lasting impressions that influence consumer behaviour.

Insights gathered from the entertainment industry highlight the immense potential of immersive marketing, offering a framework that can be adapted by other sectors aiming to enhance brand interaction and consumer retention. Additionally, the research underscores the significance of creative storytelling and experiential components in fostering consumer interest and active participation.

5.3 Enriching existing literature on consumer behaviour, brand engagement, and immersive marketing

In terms of theoretical contributions, this research enhances academic literature by connecting theories of consumer behaviour, brand engagement, and the specific mechanisms of immersive marketing. It adds to the academic conversation by presenting empirical evidence that demonstrates how well-designed strategic campaigns can greatly boost consumer interaction with brands. By emphasizing components that promote consumer engagement, such as emotional resonance and interactivity, this study enriches theoretical models of consumer

behaviour and deepens our understanding of the impact immersive experiences have on brand loyalty and consumer decision-making.

From a practical perspective, the research broadens existing literature by examining the psychological and emotional factors that shape consumer interactions with brands in immersive settings. It highlights the necessity for brands to gain a profound understanding of consumer behaviour and to create campaigns that connect emotionally, thus enhancing brand engagement and loyalty. In summary, it provides guidelines for entertainment businesses to craft strategic campaigns that utilize immersive technologies, thereby improving consumer-brand interactivity and engagement.

5.4 Insight on tailoring global content and marketing strategies

The research provides valuable insights into how global marketing strategies can be customized to resonate with various cultural contexts. It emphasizes the significance of cultural sensitivity and localization in marketing campaigns, recommending that brands tailor their content to align with local customs and consumer preferences. By collaborating with local influencers and conducting thorough market research, brands can develop campaigns that appear authentic and relevant to diverse audiences, thereby enhancing the effectiveness of their global marketing initiatives.

The insights derived from this research can guide the creation of marketing strategies that are not only impactful but also respectful of cultural differences. This approach improves the likelihood of success for global campaigns by ensuring that branding connects with different consumer segments, ultimately increasing overall effectiveness and minimizing the risk of cultural miscommunication.

6. Conclusion

In conclusion, exploring these trending topics can significantly boost interest in the research among both academic and general audiences. As consumer behaviour and marketing evolve, there is a growing desire for insights into current trends and their dynamics. This research

enriches academic discourse while providing practical applications for marketers and brand managers, facilitating the creation of effective strategies.

The study encourages meaningful discussions that bridge theory and practice, offering collaborative opportunities for applying academic insights to real-world marketing challenges. Understanding these trends equips marketers with a competitive advantage, enabling them to develop innovative campaigns that resonate with consumer expectations and cultural nuances.

Moreover, the implications extend beyond marketing, benefiting various industries such as technology, entertainment, and retail, which can leverage insights into consumer behaviour patterns. This comprehensive approach fosters a deeper understanding of navigating the complexities of the modern marketplace.

Ultimately, fostering dialogue between academia and industry enhances the relevance of marketing studies, promoting a culture of continuous learning and adaptation. This ensures that brands remain responsive to the ever-changing landscape of consumer needs and expectations in a global context.

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