

Prosumers and Sustainability in the Age of Marketing 5.0: An Exploratory Study of Prosumer's Attitude towards Eco-Friendly Goods and Services

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Abstract

This paper investigates the function of prosumers concerning Marketing 5.0 and sustainability. It further helps to understand prosumers' sustainability by analysing their attitude towards sustainable consumption and production, leading to value co-creation and caring for the environment. The authors interviewed ten passionate prosumers about sustainability and environmental responsibility. The authors analysed the interview data to identify common themes regarding the perceptions and actions of prosumers regarding sustainable products and practices. The study found that prosumers are highly engaged, knowledgeable, and keen to support brands prioritising environmental responsibility. Prosumers are also more loyal to brands that share their values and more willing to pay a premium for environmentally friendly products and services. Overall, the paper emphasises the significance of prosumers in the context of Marketing 5.0 and sustainability and offers insights into the perceptions and behaviours of prosumers towards sustainable products and practices. This qualitative Research was conducted in South India, mainly in the semi-urban context of Kerala. The result might change depending on the geography of the respondents. The authors contend that brands prioritising sustainability and involving prosumers in co-creating sustainable products and services are more likely to experience long-term market success.

Keywords: Co-Creation, Eco-friendly Products, Marketing5.0, Prosumers, Sustainable Development, Sustainability.

Introduction

Prosumerism, a portmanteau of "producer" and "consumer," refers to the trend in which consumers are no longer passive recipients of goods and services but are actively involved in producing and co-creating these items. Brands play an essential role in prosumerism because they provide the platform and resources for consumers to create their products (1–3). In Marketing 5.0, brands are expected to create experiences that resonate with their consumers' values and beliefs and provide products and services (4–6). Brands can use prosumerism to engage with consumers and co-create products and services that meet their requirements and preferences (7). Many brands, for instance, are utilising social media platforms to engage with their consumers and crowd source new product and service ideas (5, 8). This enables brands to delve into the creativity and insights of their consumers and strengthen their relationships with them. Involving consumers in designing and producing eco-friendly products can also help

brands promote sustainability through prosumerism (9, 10). Prosumerism presents brands with a valuable opportunity to interact with their consumers and develop more meaningful and sustainable products and services. This study is highly significant in ongoing endeavours to encourage sustainable consumer behaviour. By analysing the convergence of Marketing 5.0 concepts and prosumer involvement, this study offers valuable insights on how organisations can successfully promote greater environmentally conscious consumer behaviours.

The study emphasises the possibility of utilising the active involvement and willingness of prosumers to collaborate in order to promote sustainability efforts. This strategy transcends conventional marketing methods by proposing that organisations may cultivate a more involved and environmentally aware customer base by actively engaging consumers in the creation and promotion of sustainable products and services. Moreover,

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the study's emphasis on the impact of technology in enabling presumption behaviour provides useful direction for the creation of digital platforms and methods that might enhance sustainable behaviours. This is especially pertinent in the current era of a rapidly expanding digital economy, where online communities and social media exert a crucial influence on shaping consumer attitudes and behaviours. The research offers a roadmap for firms to develop more genuine and influential sustainability campaigns by focusing on aligning marketing messaging with prosumers' beliefs and preferences for sustainability. This approach has the potential to not only enhance the acceptance of environmentally friendly products but also to promote a wider societal transformation towards more sustainable ways of living.

This study adds to the expanding knowledge base on effectively including consumers in sustainability initiatives, providing practical insights that can help close the divide between environmental consciousness and implementation. Therefore, it functions as a significant asset for marketers, policymakers, and researchers who are striving to encourage more sustainable consumption patterns in society.

Prosumers and the Sustainable Consumption

Prosumers, or people who are both the producers of goods and the end users of those goods, have an essential part to play in encouraging sustainable consumerism. Prosumers are individuals who actively participate in producing and consuming products and services. This allows them to contribute to the market's movement towards more environmentally friendly practices and behaviours (1, 11).

Co-creating environmentally friendly goods and services with established companies is one way that prosumers can help advance the cause of sustainable consumerism (12–14). By enlisting customers in the conceptualisation and manufacturing stages of product development, companies can ensure that the goods they produce cater to their clientele's particular requirements and inclinations, all while incorporating environmentally friendly procedures and components.

Participating in the "sharing economy" is yet another method by which prosumers can contribute to the promotion of sustainable

consumerism (1, 15). The term "sharing economy" refers to a consumption model in which customers share access to products and services rather than possessing them directly (13). This model of consumption is also known as the "sharing economy" (16, 17.) Prosumers are able to decrease the overall consumption of resources and support a paradigm of consumption that is more sustainable when they share products and services with one another. Prosumers can also help support sustainable consumerism by adopting a more conscientious approach to purchasing the goods and services they use daily. Prosumers can help reduce their environmental effect by selecting products manufactured and distributed sustainably and reducing trash through recycling and reusing existing materials (18–20). Prosumers, in general, have a significant part in performing in the process of encouraging sustainable consumerism. Prosumers can help influence the market towards more sustainable practices and behaviours and contribute to a more sustainable future by actively participating in the production of goods and services and their consumption of those goods and services (21–24).

Marketing 5.0 and Prosumers

Co-creation is one manner in which prosumers contribute to Marketing 5.0 (5). Co-creation entails the active participation of consumers in the design and growth of products and services and can result in more innovative and customised offerings that suit consumers' particular requirements and preferences. Through Marketing 5.0, prosumers also play an essential role in promoting social and environmental responsibility (4, 8). By engaging in sustainable production and consumption practices, prosumers can assist brands in creating more environmentally friendly products and services that align with their values and beliefs.

In Marketing 5.0, prosumers are viewed as active market participants instead of passive consumers (17, 25). By collaborating with brands to co-create products and services that satisfy their specific needs and preferences, prosumers can influence the market towards a more customer-centric and sustainable future. The importance of human-technology adaptation is emphasised in Marketing 5.0. This concept alludes to how people use and adjust to new technologies in their daily activities. (6) This is of utmost importance in the rapidly changing technological landscape of the modern

era, where customers must adjust quickly to keep up with the latest innovations and new technologies constantly being introduced. Marketing 5.0 acknowledges that technology is not merely a medium through which brands and consumers can communicate and collaborate (12, 17). It is also an instrument for delivering messages and products to consumers. In this context, human-technology adaptation is essential to confirm that customers can successfully network with and use the technologies at the core of Marketing 5.0 (26).

The utilisation of individualised and all-inclusive experiences is one method that Marketing 5.0 employs to boost human adaptation to technological developments. By utilising virtual and augmented reality technologies, businesses can create individualised experiences to meet customers' requirements and preferences (27). These experiences also assist customers in developing a deeper understanding of the brand and a more meaningful relationship with its products.

In addition, Marketing 5.0 emphasises the significance of transparency and authenticity in brand communications, which can contribute to developing customer confidence and cultivating a more meaningful connection between brands and their target audiences. Because of this, companies need to implement their use of technology in a manner that is genuine and open to scrutiny, as well as one that does not jeopardise the customers' right to privacy or safety. In general, Marketing 5.0 acknowledges that human-technology adaptation is an essential component in the process of producing marketing experiences that are both successful and compelling. Brands can develop stronger relationships with their consumers and create genuinely customised experiences to their needs and preferences if they use technology in a personalised, immersive, and authentic way (8, 28).

Rationale for the Emphasis on Marketing 5.0

Marketing 5.0 focuses on combining cutting-edge technology with principles that prioritise human needs, representing a notable departure from previous marketing approaches. Marketing 5.0 places greater emphasis on personalised and meaningful connections, enabled by technologies like AI, big data, and IoT. It also maintains a strong commitment to ethical and sustainable practices. In contrast, Marketing 4.0 primarily concentrated on

digital transformation and connectivity. This fundamental change in perspective is essential for promoting sustainability since it not only utilises technology to better comprehend and fulfil customer demands, but also integrates ecological and social accountability into the foundation of marketing tactics. Marketing 5.0 promotes a collaborative approach to sustainability by involving prosumers as active co-creators and prioritising their ecological concerns. It encourages businesses to adopt environmentally friendly practices and create products that meet the increasing consumer demand for sustainability. The incorporation of technology, human-centric values, and sustainability sets Marketing 5.0 apart from previous marketing approaches and highlights its significance in today's marketing environment.

Marketing 5.0 in the Indian Context

In India, technology is crucial to the success of Marketing 5.0. India has a large and rapidly expanding consumer market, and digital technology adoption has been notably high among younger generations (28). The use of data analytics and artificial intelligence (AI) to better comprehend consumer behaviour and preferences is a crucial aspect of Marketing 5.0 technology. With the increasing amount of data available through digital channels, brands can use data analytics to identify patterns and trends and to target their marketing efforts more precisely. AI can also create personalised consumer experiences, such as chat bots and virtual assistants, improving the overall customer experience (5).

Mobile technology is an integral part of Marketing 5.0 in the Indian market. Brands need to maximise their mobile marketing efforts because so many people are now using their phones to go online. Examples are websites and apps optimised for mobile use and mobile-friendly advertising efforts (6). Moreover, the Indian market is ripe for virtual and augmented reality technologies, especially in the shopping and leisure sectors (4). Companies can use these tools to give customers an unforgettable, memorable encounter with their business. Overall, technology is vital to Marketing 5.0 in the Indian context (26), behaviour better, create personalised experiences, and involve consumers in novel ways. Permitting create personalised experiences, and involve consumers in novel ways brands to understand consumer behaviour better, create

personalised experiences, and involve consumers in novel ways.

Need for Prosumers in Marketing 5.0

Prosumers are essential to the success of Marketing 5.0. Prosumption, where the same people produce and consume goods and services, has become increasingly important in recent years due to the proliferation of digital technologies and the growth of the sharing economy (29–32). Prosumers contribute significantly to Marketing 5.0 as creators, innovators, and receivers of brand-related input. Brands can gain a deeper understanding of their target audience's needs and wants and the prosumers' interests by incorporating them into co-creating and producing goods and services. In Marketing 5.0, prosumers also play an essential role in promoting sustainability and social responsibility (33). As consumers become more cognizant of the impact of their consumption patterns on the environment and society, prosumers' demands for products and services that align with their values increase. By engaging prosumers in the production and consumption of more sustainable and socially responsible products and services, brands can better meet the requirements of their target audience and forge stronger bonds with them (28).

In addition, prosumers are frequently early adopters of new technologies and fashions and can contribute to the innovation and expansion of the fashion, music, and entertainment industries (34–36). By engaging with prosumers and involving them in developing new products and services, brands can stay headfirst of the curve and continue their competitiveness in swiftly evolving markets. In conclusion, prosumers play a crucial role in the success of Marketing 5.0 by contributing valuable insights, promoting sustainability and social responsibility, spurring innovation and development, and fostering stronger relationships with target audiences.

This study on Marketing 5.0, prosumers, and sustainability builds upon previous research in multiple important ways and introduces new perspectives. The technology focuses on incorporating human-centred principles, exploring how artificial intelligence, large-scale data analysis, and the Internet of Things may improve human interactions and foster more significant connections with consumers who are also producers. This research goes beyond previous

studies that only acknowledged prosumers and instead explores their role as active co-creators of value, emphasising their impact on designing products and propelling innovation. In addition, it offers a fresh viewpoint by examining the connection between prosumption and sustainability, investigating how prosumers' environmental concerns motivate enterprises to embrace sustainable practices. The study provides distinctive perspectives by presenting a comprehensive fusion of technology and human values within the Marketing 5.0 framework, specifically in relation to sustainability. This text presents the idea of prosumer-driven sustainability, which involves a change in emphasis from company-led efforts to consumer-led environmental responsibility. This research offers novel perspectives on the adaptation of global marketing trends in varied cultural settings by analysing Marketing 5.0 within the distinct cultural context of Kerala, India. Moreover, it provides a fresh outlook on how future technologies can especially enable sustainable prosumption behaviours.

Methodology

This study was designed to investigate a few key research questions:

These are the questions used to pool the data from the respondents while doing the interview.

1. How do prosumers see themselves in Marketing 5.0's co-creation of sustainable goods and services with brands?
2. In Marketing 5.0, how do companies successfully collaborate with prosumers to develop sustainable goods and services?
3. How do prosumers in Marketing 5.0 prioritise sustainability in their choice-making when they collaborate with companies to develop new goods and services?
4. How do prosumers and companies work together in Marketing 5.0 to encourage sustainability in creating and consuming products and services?
5. In Marketing 5.0, how can companies use prosumerism to encourage customers to adopt more environmentally friendly practices and behaviours?
6. Details about the individual: gender, occupation, and overall number of years of employment.

To address our research, we interviewed ten prosumers from Kerala, and all of them had enough

experience and knowledge in the field of Prosumerism Table 1. Kerala is a state in south-eastern India renowned for its high social development, education, and literacy levels. Kerala's highly engaged and active population is ideal for researching prosumer behaviour and its influence on Marketing 5.0 (37, 38).

Kerala's cultural and artistic community is active in the co-production and consumption of music, art, and other forms of creative expression. This makes it an ideal location for examining how prosumers can be utilised in the creative industries and how their participation can result in more innovative and engaging products and services. In addition, Kerala has a long history of social and environmental activism, and its prosumers are frequently involved in promoting sustainable consumption and advocating for social justice issues (39). By examining the prosumer behaviour in Kerala, we can understand how prosumers can be engaged and incentivised to contribute to the Marketing 5.0 framework's broader social and environmental objectives. Due to its vibrant cultural and artistic community, flourishing tourism industry, and social and environmental activism tradition, Kerala provides a unique and diverse environment for studying prosumer behaviour and its impact on Marketing 5.0.

A qualitative methodology is highly applicable and warranted for this research due to multiple variables. The complex and innovative characteristics of Marketing 5.0, together with its connection to prosumer behaviour and sustainability, require a thorough investigation that

can be facilitated by qualitative research methods. This method facilitates a more comprehensive comprehension of context and significance, revealing the underlying motivations and attitudes that drive consumer behaviours. The adaptability of qualitative approaches is essential for investigating developing issues in this novel field of study, particularly within the Indian setting. Qualitative approaches offer detailed and descriptive data that is essential for comprehending the intricate relationship between technology, sustainability, and customer behaviour in Marketing 5.0. By focusing on Kerala, India, this study enables a higher level of cultural sensitivity, allowing for the inclusion of local subtleties that may be disregarded in a standardised quantitative survey. Lastly, due to the ongoing development of this subject, qualitative research is especially well-suited for constructing theories and producing hypotheses that can be tested quantitatively in the future.

This study utilises a qualitative technique to gain a thorough and detailed understanding of how Marketing 5.0 principles, prosumer behaviour, and sustainability efforts are interconnected in the unique setting of Kerala, India. This approach enables the identification of profound insights that can inform both theory and practice in the emerging field of marketing, making a substantial contribution to ongoing endeavours in promoting sustainable consumer behaviour and providing valuable guidance for businesses aiming to implement more efficient and focused sustainability strategies.

Table 1: Profile of the Participants

Participant Number	Gender	Experience in prosumption	Educational background
1	Male	5	Bachelors
2	Male	8	Postgraduate
3	Female	5	IT Professional
4	Male	9	Matriculation
5	Female	6	SSLC
6	Male	10	Bachelors
7	Female	7	Postgraduate
8	Male	5	Matriculation
9	Male	6	SSLC
10	Female	6	Matriculation

The sample consists of ten people who possess various backgrounds in terms of gender, experience in prosumption, and educational

credentials. Below is the comprehensive rationale for this particular example:

Gender Diversity

The sample consists of 6 male and 4 female volunteers, encompassing both genders. Ensuring a balanced representation of genders is essential for capturing diverse viewpoints and experiences in prosumption. This is because gender has the potential to impact consumer behaviour and participation in co-creation endeavors.

Prosumption Experience

Participants possess diverse levels of prosumption experience, spanning from 5 to 10 years. This range of experiences guarantees that the sample encompasses both individuals who are relatively new to prosumption and those who are highly experienced, so offering a broad perspective on how experience influences prosumption behaviours and attitudes towards Marketing 5.0 and sustainability.

Educational Background

The sample encompasses a wide range of educational backgrounds, including:

- Two individuals with bachelor's degrees participated.
- Graduate students (2 individuals).
- One person, an IT professional, is involved. Matriculation (3 participants).
- SSLC (2 participants).

The presence of various educational credentials is crucial for comprehending the impact of education on prosumption activities and the level of involvement with technology and sustainability. Others with a greater level of education may possess distinct viewpoints and talents when it comes to embracing technology and being conscious of sustainability, in contrast to others with lower educational credentials.

Comprehensive Representation

The inclusion of individuals with diverse gender, experience, and educational backgrounds in the sample guarantees a comprehensive representation of the prosumer population. This diverse sample enables a more comprehensive investigation of how many demographic characteristics intersect and impact prosumption behaviours and the adoption of Marketing 5.0 principles.

Relevance to Research Objectives

The chosen participants are expected to offer significant insights into the research objectives,

which encompass comprehending the involvement of prosumers in value co-creation, the influence of sustainability concerns, and the incorporation of technology in marketing. The varied experiences and backgrounds of the participants guarantee that the study encompasses a broad spectrum of perspectives and methodologies. Overall, the wide range of gender, prosumption experience, and educational background within the sample makes it highly suitable for thoroughly addressing the research topics. It guarantees that the results are strong and relevant to a wide range of prosumer individuals, hence increasing the accuracy and applicability of the research. After describing the study's goals and setting its background, we requested a time to perform the interview. The participants posted their informed permission to join after being guaranteed their privacy.

An extensive interview was performed as part of the research. The interviews were semi-structured, led by a list of suggested questions to which the respondents were free to answer. This allowed for deeper insights into the occurrence under investigation. We avoided using leading phrases when conducting the interview and kept the queries straightforward. Every conversation ran between 15 and 20 minutes.

Because the research was inductive, we manually categorised the recordings using the (40) suggested approach. After developing a precise study topic, we did semi-structured interviews. Various informant (participant) terms, codes, and categories appeared within the first few interviews. In this stage (40), referred to as first-order ideas, researchers closely stick to the subjects' words, phrases, and descriptions and abstain from creating categorical distinctions. As the interviews continued, we became more aware of the groups' parallels and differences. With the help of the participants' words, we grouped the phrases and words into significant clusters, and from these categories, the 2nd-order themes appeared. The second-order themes are mainly theoretical and aid the researchers in defining and understanding the occurrence under investigation. The synthesis of themes and ideas led to theoretical saturation (41), which we then reduced to aggregate dimensions.

The first-order ideas, second-order themes, and collective variables were the foundation for the data structure used in this research Figure 1. Data structure organises the qualitative data into a valuable visual aid and shows the researchers' progression from first-order raw participant terms to second-order theory themes to ultimately significant dimensions that address

the research question graphically. To resolve conflicting readings, the authors discussed the participant conversations before agreeing on the topics and dimensions. Building the data structure forces researchers to think conceptually about the data and is therefore regarded as essential to proving rigor in qualitative research.

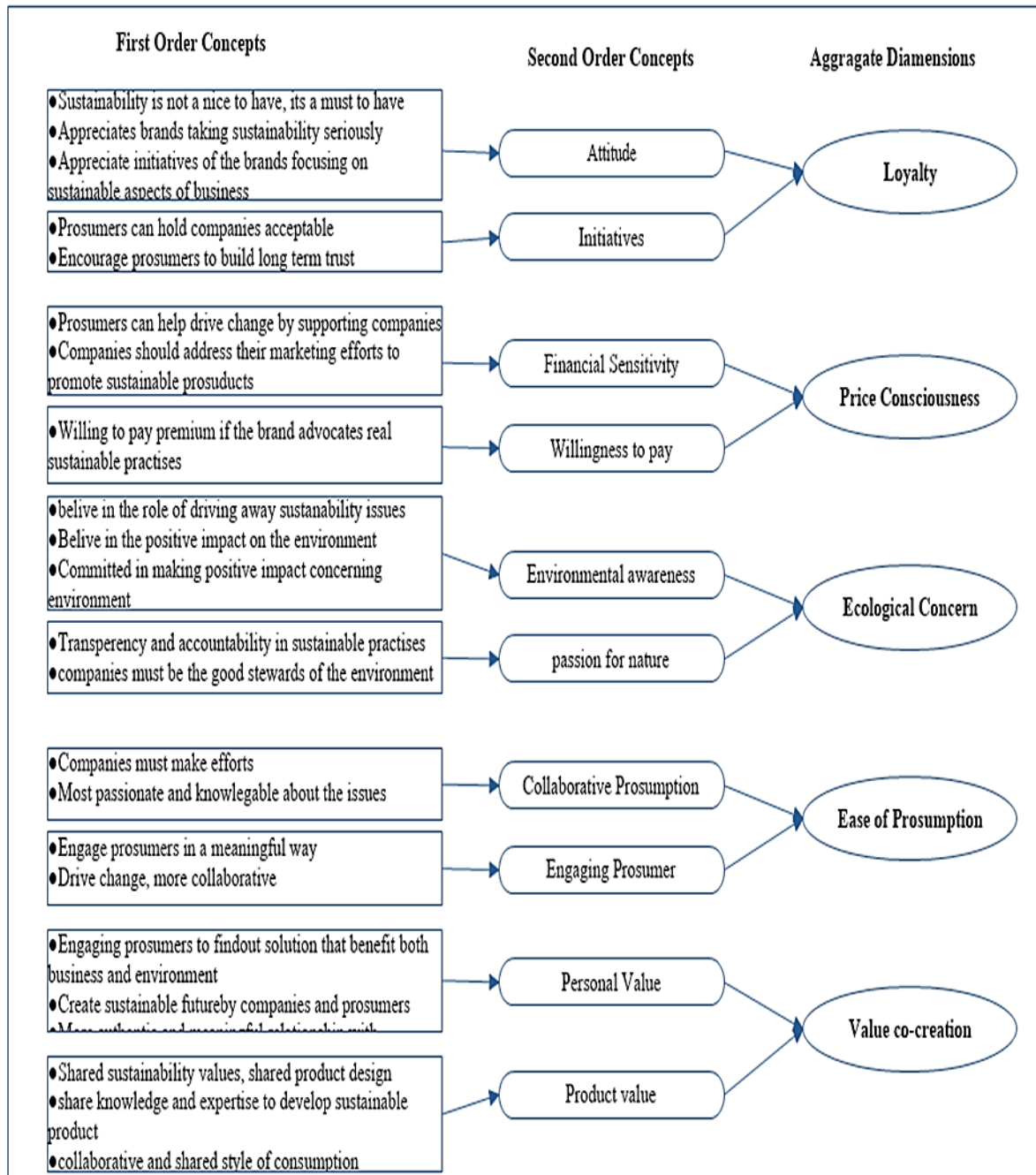


Figure 1: Data Structure

Results

As a result of this qualitative analysis, several attributes were found that will help the brands adapt to marketing 5.0 concerning prosumers. In the era of marketing 5.0, prosumers are people who are loyal, price-conscious, and ecologically concerned. The companies have to make a proper channel to co-create, which will facilitate the ease of prosumption.

Loyalty

In Marketing 5.0, brand loyalty is increasingly important to businesses, and prosumers can play a significant role in its development. Prosumers are highly engaged consumers who are not passive recipients of marketing messages but actively participate in creating and co-creating value with businesses. This level of engagement can result in a deeper emotional connection with the brand, which can cultivate greater brand loyalty. Through their role in co-creation, prosumers can also foster brand loyalty. Businesses can ensure that their offerings satisfy the needs and desires of their target market by involving prosumers in product and service development. Consequently, consumers are more likely to be contented and loyal because they believe their needs are being met.

Additionally, prosumers can be brand ambassadors, spreading positive word-of-mouth and influencing others to become loyal consumers. Prosumers are more apt to spread the word about a company's product or service after a good experience. The result may be a rise in both company recognition and devotion. In Marketing 5.0, where customer devotion is a top priority, prosumers can be a great resource. Stronger emotional ties to the company, higher levels of customer satisfaction, and good word-of-mouth can all result from a highly engaged and actively involved customer base, leading to increased customer loyalty.

Price Consciousness

Consumers' actions are heavily affected by their awareness of prices. Co-creative prosumers who work closely with brands may also be price-conscious. They are more likely to be interested in value for money because of their active involvement. Prosumers are likely to be price sensitive but are ready to spend more for goods and services they view as providing a high return on investment. They may be more likely to shop

around and look for the best deal before making a final buy choice.

However, just because prosumers are conscious of costs does not mean they care only about saving money. Quality, ease, and environmental friendliness are still important to them as part of the bigger picture. Prosumers may be more willing to spend on goods that benefit the environment or society. Marketers in the fifth iteration of the discipline must consider prosumers' price sensitivity when crafting a value proposition that will resonate with them. Companies may need to provide price-sensitive prosumers promos and discounts and emphasize the total value proposition.

Ecological Concern

Prosumers actively participating in co-creating value with companies may place a higher value on sustainability in their buying choices than more passive consumers. Prosumers may seek out environmentally friendly or socially responsible goods and services and be willing to pay more. Additionally, they may be more inclined to investigate the environmental impact of products and make decisions based on this information. In addition, prosumers can actively partake in initiatives that promote sustainability and reduce environmental impact. They may give firms feedback on their environmental practices and encourage firms to adopt more sustainable ones.

Therefore, in Marketing 5.0, companies targeting prosumers must integrate sustainability into their value proposition and consider their ecological concerns. Businesses may need to consider implementing environmentally sensible practices and informing prosumers of these. Additionally, businesses may consider forming partnerships with prosumers to co-create environmentally profitable and socially responsible products and services. By doing so, businesses can gain a deeper understanding of the values and priorities of this highly engaged consumer segment and forge stronger bonds with them.

Ease of Prosumption

Prosumption necessitates high collaboration between businesses and consumers, which must be seamless and advantageous for both parties. In Marketing 5.0, businesses are expected to employ technology to facilitate prosumption and simplify

consumer engagement to the greatest extent possible. This may involve digital platforms and tools enabling consumers to provide feedback, co-create products, and interact with businesses in real-time.

For instance, businesses can use social media platforms to interact with prosumers and solicit feedback on their products and services. Additionally, they can utilize online communities to unite prosumers and foster product development and innovation collaboration. In addition, businesses can better meet the requirements of prosumers by using data analytics and artificial intelligence to examine prosumer activity and tastes. This can be targeted advertising and product suggestions tailored to the prosumers' tastes and buying habits. Prosumption's ease of use is a crucial feature of Marketing 5.0 because it encourages interaction and cooperation between producers and consumers. Businesses that make it easier and faster for prosumers to participate in value co-creation will build stronger relationships with this active customer group.

Value Co-Creation

Value co-creation, in which prosumers are integral participants, is central to the Marketing 5.0 paradigm shift. Prosumers, in this sense, are not just consumers who obtain value from companies; they are also active participants in the value production process. To co-create value with prosumers, companies must interact with them in meaningful ways that invite comments and suggestions at every stage of product creation. One approach is working with prosumers to develop specialized goods, services, and experiences. Online communities are one-way companies can communicate with prosumers and get their input on products and services. Social media also allows businesses to connect with prosumers, learn about their interests, and tailor services to those customers. In addition, companies can learn more about prosumers' habits and tastes through data analytics and AI, which they can then use to co-create value with them. For instance, with the help of predictive analytics, businesses can better cater to the wants and needs of their prosumers and other customers.

Overall, value co-creation is crucial in Marketing 5.0, and it calls for companies to actively involve

prosumers in the value creation process through significant engagement. Businesses can foster relationships with prosumers, encourage invention and ingenuity, and create specialized goods and services in response to prosumers' specific wants and requirements.

Discussion

Marketing 5.0 is a novel approach focusing on businesses and prosumers working together to create customer value. The traditional connection between companies and consumers has been profoundly changed by the emergence of prosumers, who actively add to value creation. Prosumers are viewed as valuable contributors in the Marketing 5.0 paradigm, as they can provide insights and opinions at crucial points in the product lifecycle. Businesses must actively involve prosumers through online forums, social media, and statistics. Marketing 5.0 relies heavily on the co-creation of value between businesses and prosumers to produce goods and services that are genuinely tailored to the requirements and tastes of the latter. Businesses can improve their client connections, inspire new ideas and originality, and develop genuinely unique offerings when they work with prosumers. Since prosumers are becoming more aware of their environmental effect, Marketing 5.0 also highlights the significance of sustainability and ecological issues. This necessitates those businesses implement sustainable business practices and develops products and services that reflect the values and preferences of prosumers. The emphasis on human-centricity, value co-creation, and sustainability characterizes Marketing 5.0, representing a significant shift in how businesses approach marketing. By adopting these concepts, businesses can enhance consumer relationships, foster innovation and creativity, and ultimately achieve long-term market success.

Practical Implications

Marketing 5.0 requires businesses to employ new marketing strategies and engage with prosumers meaningfully. Among the practical repercussions of Marketing 5.0 are:

Companies should employ a multi-pronged strategy to engage prosumers. This involves working directly with prosumers to co-create value, build online communities where people

can interact and provide feedback on the brand, and use social media to engage on a personal level. To show they are serious about sustainability, businesses should follow prosumer ideals and implement eco-friendly policies. In order to tailor marketing and product offers to prosumers, it is essential to use data analytics to comprehend their needs. It is also crucial to provide prosumers chances to contribute ideas and be involved in product development in order to encourage creativity and innovation. A more dynamic and responsive relationship with prosumers can help businesses gain an advantage in the market, boost consumer loyalty, and develop better products.

The implications of Marketing 5.0 necessitate those businesses become more customer-centric by focusing on the requirements and preferences of prosumers and developing products and services that are genuinely tailored to their preferences. By embracing these practical implications, businesses can strengthen customer relationships, foster innovation and creativity, and ultimately achieve long-term market success.

Implications for Marketers and Legislators

The findings of the research on Marketing 5.0 and prosumers have substantial and measurable implications for both marketers and legislators. Marketers may leverage their understanding of prosumer behavior and the significance of sustainability to promote consumer interaction, foster product innovation, and develop personalized marketing tactics. By engaging prosumers in the collaborative creation process and utilizing data analytics, marketers may develop goods and campaigns that more effectively cater to customer demands, leading to enhanced customer happiness, loyalty, and increased return on investment. In addition, implementing sustainable practices not only improves brand reputation but also appeals to consumers who are environmentally sensitive. Legislators should take note of the findings, as they highlight the importance of implementing strong data privacy legislation. These policies are necessary to maintain consumer trust in digital marketing tactics and safeguard personal data. Legislators have the ability to advance sustainable business practices by implementing

legislation and offering incentives, which can help achieve environmental objectives and enhance corporate social responsibility. Furthermore, the implementation of supportive policies that foster innovation and co-creation has the potential to stimulate economic growth and enhance competitiveness within the market. In summary, the research highlights the interdependent roles of marketers and lawmakers in promoting a sustainable, consumer-focused, and technologically sophisticated marketing system.

Theoretical Implications

Marketing 5.0 can aid in advancing our knowledge of consumer behavior, marketing strategy, and value co-creation. When it comes to consumer behavior, marketing strategy, and value co-creation, Marketing 5.0 has substantial theoretical implications that expand our understanding of these topics. It moves the emphasis away from individual transactions and towards long-term relationships with customers, which suggests a more profound need for interaction on the part of customers. Rather than being passive beneficiaries of value, the notion places an emphasis on prosumers as major drivers of innovation and value co-creation. This suggests that consumers are active contributors to the value production process. This article highlights the role that technology plays in promoting customer involvement, value co-creation, and data analytics, emphasizing that effective technical leverage is essential for the success of a market. Additionally, Marketing 5.0 places an emphasis on the incorporation of sustainability into marketing strategies, with the goal of striking a balance between the pursuit of profits and social and environmental responsibility. This raises questions about the ethics of traditional marketing and highlights the need of companies aligning their beliefs with those of their customers. In addition to this, it reimagines the function of marketing by putting an emphasis on co-creation and customer interaction. This implies that marketing is not just about the production and distribution of messages, but also about the development of relationships and the production of value. Collectively, these theoretical implications change our view of marketing as a discipline and

the growing function that it plays in the contemporary landscape of business.

Marketing 5.0's theoretical implications significantly affect our understanding of marketing, consumer behavior, and value creation. By embracing these theoretical implications, researchers can advance our comprehension of these topics and aid businesses in developing more efficient marketing strategies.

Limitations and Future Directions

Several limitations and future directions exist concerning prosumers and Marketing 5.0.

The aforementioned factors bring to light significant areas that require more investigation in relation to Marketing 5.0 and the behavior of prosumers. In order to summarize them into a coherent paragraph for the purpose of publishing a section on research limits and future research: Despite the fact that it provides useful insights, this study has a number of limitations that open up new options for research in another direction. To begin, the idea of prosumers does not have a standardized definition or measurement, which means that additional research, is required to define precise definitions and validate metrics for prosumption behavior for the sake of future research. Furthermore, despite the fact that Marketing 5.0 places an emphasis on co-creation and collaboration with prosumers, there are practical issues that need to be explored further in order to establish effective strategies and procedures. Thirdly, the emphasis on sustainability in Marketing 5.0 raises questions regarding the willingness and ability of prosumers to engage in sustainable consuming patterns. This calls for an examination into the elements that influence sustainable prosumption behaviors. In addition, the influence that emerging technologies such as artificial intelligence and block chain have on the process of value production and consumption is an interesting and potentially fruitful field for research in the future. In conclusion, given that this qualitative research was carried out in the semi-urban setting of Kerala, which is located in South India, it is possible that the findings will differ in different cultural and geographical contexts. These points to the necessity of conducting more extensive and cross-cultural research in order to improve the generalizability

of findings in the field of Marketing 5.0 and prosumer behavior.

To conclude, although the concepts of prosumers and Marketing 5.0 hold great promise for advancing our comprehension of value co-creation and sustainable consumption, additional research is required to resolve the limitations mentioned above and realize their full potential.

Conclusion

Marketing 5.0 and prosumers represent a departure from the conventional approach to marketing by emphasizing the significance of co-creation, sustainability, and technology. By actively participating in producing and consuming products and services, prosumers play a crucial role in value co-creation, and Marketing 5.0 recognizes the significance of engaging with prosumers and leveraging their contributions to create value.

Specifically, in order to emphasize the potential impact that the study could have on the development of marketing strategies for ecologically friendly products and services: The results of this study provide insightful information that has the potential to greatly influence the creation of marketing strategies for environmentally friendly products and services items. The research lays the groundwork for businesses to develop strategies that are more efficient and laser-focused by enhancing our understanding of the behavior of prosumers within the framework of Marketing 5.0. In light of the findings, it appears that businesses have the potential to capitalize on the active engagement and value co-creation inclinations of prosumers in order to propel innovation in sustainable offers. Marketers can utilize this information to construct campaigns that not only promote environmentally friendly products but also involve prosumers in the process of developing and improving those products. Additionally, the study's emphasis on the role that technology plays in promoting consumption behavior might serve as a guide for businesses in the implementation of digital platforms that encourage environmentally responsible consumption behaviors and provide opportunities for community interaction regarding environmental concerns. Companies have the capacity to strengthen their brand loyalty while simultaneously promoting

environmentally responsible consumption if they link their marketing messaging with the values of prosumers and involve them in sustainability projects. In the conclusion, this research makes a contribution to a more nuanced approach to marketing sustainable products and services, which has the potential to lead to an increase in the acceptance of environmentally friendly offers and a beneficial impact on efforts to maintain environmental sustainability.

Sustainability's incorporation into Marketing 5.0 highlights the need for more responsible consumption and production practices, and prosumers have the potential to play a significant role in promoting sustainable behavior. There is tremendous potential for future research to investigate the implications of prosumers and Marketing 5.0 for value co-creation, sustainability, and technology, despite the limitations and difficulties of these concepts. Marketing and consumption tactics that adopt these ideas may become more effective, responsible, and collaborative.

Abbreviations

AI: Artificial Intelligence.

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Author Contributions

Rintle Mathew and Dr Deepa together worked in the conceptualization and manuscript writing for this study. Dr Deepa further contributed to the Literature review, final manuscript and discussed the findings. Mr. Rintle Mathew created the questionnaire, carried out the tests, examined the information, and penned the report.

Conflict of Interest

The authors declare that they have no conflicts of interest to report regarding the present study.

Ethics Approval

Even though no ethical committee approval needed for this study, all participants provided their informed consent before to their participation in the study.

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