

One-Page Summary: *Navigating Evolving Consumer Expectations in a Disruptive Marketing Ecosystem*

Prof. Amoah's lecture explores how rapid technological advancements and empowered consumers have transformed the modern marketing landscape. He argues that traditional marketing approaches, centred on mass communication and broad audience targeting, are becoming less effective as consumers gain greater access to information, increased market influence and higher expectations. He emphasised that organisations face growing pressure to adapt to evolving consumer needs in an increasingly disruptive marketing environment.

According to Prof. Amoah, a transformative consumer experience, trust and value are the three core expectations organisations must address to remain competitive. These interconnected pillars work together to strengthen consumer loyalty and long-term relationships.

Modern consumers seek personalised, meaningful and memorable experiences rather than simply products or services. Factors such as authenticity, novelty, social interaction, emotional engagement and immersive digital experiences significantly influence consumer behaviour. Marketing success therefore depends on creating experiences that align with consumers' values and aspirations. Consumers are more likely to engage with organisations that they perceive as reliable and transparent. Secure systems, ethical practices and effective communication are essential for building and maintaining consumer confidence.

Consumers also expect value that justifies their investment of time, money and attention. Value extends beyond price to include quality, convenience, emotional benefits, prestige, health benefits and social impact. Organisations that adopt consumer-centric strategies and promote value co-creation are more likely to enhance satisfaction and loyalty.

The lecture concludes that organisations that consistently deliver meaningful experiences, build trust and create value are better positioned to maintain competitiveness, foster customer loyalty and achieve long-term sustainability.