



¿Tiene género el marketing 6.0? Personalización algorítmica y representación de género en la publicidad inmersiva

Does Marketing 6.0 Have a Gender? Algorithmic Personalization and Gender Representation in Immersive Advertising

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KEYWORDS

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ABSTRACT

Immersive digital environments associated with Marketing 6.0 are frequently presented as innovative, inclusive, and democratic spaces, capable of providing highly personalized advertising experiences through Artificial Intelligence and recommendation algorithms. However, it remains unclear whether this promise of inclusion is effectively realized in terms of gender representation, visibility, and segmentation. Despite their innovative potential, algorithmic personalization systems are not neutral and may reproduce or intensify structural gender inequalities present in contemporary audiovisual communication. In this context, this study proposes a critical analysis of the scientific literature addressing the relationship between algorithmic personalization, immersive advertising, and gender dynamics within the framework of Marketing 6.0. To this end, the PRISMA methodology is employed to systematically identify, select, and analyze studies published in international databases. The review aims to map theoretical trends, methodological approaches, and key findings, as well as to identify research gaps and recurring patterns in how gender is conceptualized and represented in immersive environments and personalized advertising experiences. The expected results contribute to a deeper understanding of the impact of Artificial Intelligence on brand audiovisual communication, offering a critical perspective on inclusion, representation, and gender equity, and reinforcing the relevance of academic debate on more conscious, ethical, and inclusive marketing practices in the context of emerging technologies.

PALABRAS CLAVE

Marketing 6.0
Publicidad inmersiva
Personalización
algorítmica
Inteligencia Artificial
Equidad de género

RESUMEN

Los entornos digitales inmersivos asociados al Marketing 6.0 se presentan frecuentemente como espacios innovadores, inclusivos y democráticos, capaces de proporcionar experiencias publicitarias altamente personalizadas mediante el uso de Inteligencia Artificial y algoritmos de recomendación. No obstante, aún no se ha esclarecido si esta promesa de inclusión se materializa de manera efectiva en términos de representación, visibilidad y segmentación de género. A pesar de su potencial innovador, los sistemas de personalización algorítmica no son neutrales y pueden reproducir o intensificar las desigualdades de género estructurales presentes en la comunicación audiovisual contemporánea. En este contexto, el presente estudio propone un análisis crítico de la literatura científica que aborda la relación entre la personalización algorítmica, la publicidad inmersiva y las dinámicas de género bajo el marco del Marketing 6.0. Para tal fin, se emplea la metodología PRISMA con el objetivo de identificar, seleccionar y analizar sistemáticamente estudios publicados en bases de datos internacionales. La revisión pretende mapear tendencias teóricas, enfoques metodológicos y hallazgos clave, así como identificar lagunas en la investigación y patrones recurrentes en la conceptualización y representación del género en entornos inmersivos y experiencias publicitarias personalizadas. Los resultados previstos contribuyen a una comprensión más profunda del impacto de la Inteligencia Artificial en la comunicación audiovisual de las marcas, ofreciendo una perspectiva crítica sobre la inclusión, la representación y la equidad de género, al tiempo que refuerzan la relevancia del debate académico sobre prácticas de marketing más conscientes, éticas e inclusivas en el contexto de las tecnologías emergentes.

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1. Introduction

Artificial Intelligence and algorithmic personalization are profoundly transforming digital marketing and advertising strategies, enabling brands to develop increasingly targeted campaigns based on data and consumer behavior patterns. Within this context, Marketing 6.0—also referred to as metamarketing—represents a significant shift in the global economy, where the focus moves from the delivery of services to the creation of immersive and memorable consumer experiences (Rathnasiri & Dewasiri, 2024). Authors such as Kotler have documented for decades the evolution of marketing and its close relationship with the most recent technologies, anticipating in many cases processes and trends, up to metamarketing, even defining the "phygital natives" (Kotler et. al., 2025).

In parallel with this transformation, the metaverse and other virtual environments are emerging as central spaces for interaction between brands and consumers. In these environments, consumption extends beyond physical goods to include virtual items and digital assets, such as avatars and virtual gear, which function as tools for identity expression and social positioning (Bai & Liu, 2025; Ricoy-Casas, 2022). As immersive digital ecosystems evolve, Artificial Intelligence and algorithmic systems play a crucial role in enabling highly personalized advertising experiences and more precise audience segmentation. However, the increasing reliance on algorithmic systems also raises important concerns regarding representation and social equity (Buolamwini, 2024; O'Neil, 2016; Retzlaff, 2024; Seyyed-Kalantari et al., 2021; UNESCO, 2019). Although Artificial Intelligence is often described as capable of predicting future behaviors, machine learning models are trained on historical datasets that may contain embedded biases. As a result, these systems may be more effective at reproducing patterns from the past than at generating genuinely neutral or equitable outcomes (Morriello, 2024).

In this context, an important question emerges: Does Marketing 6.0 have a gender? More specifically, it becomes necessary to examine whether the growing precision of algorithmic personalization in immersive advertising campaigns contributes to more inclusive and equitable gender representation or, conversely, reinforces existing structural biases. Therefore, this study aims to analyse how Artificial Intelligence and algorithmic personalization within the framework of Marketing 6.0 shape gender representation in immersive advertising campaigns. To achieve this objective, the research pursues three specific goals: (i) to identify the main theoretical approaches addressing algorithmic personalization and immersive advertising in the context of Marketing 6.0; (ii) to examine how gender representation and gender dynamics are discussed in studies related to AI-driven advertising and immersive environments; and (iii) to identify research gaps in the literature concerning the intersection of Artificial Intelligence, immersive marketing practices, and gender inclusion.

Despite the growing body of research on Artificial Intelligence in marketing, the intersection between algorithmic personalization, immersive advertising, and gender representation remains relatively underexplored in the academic literature, particularly within the emerging context of Marketing 6.0. Methodologically, this study adopts a qualitative exploratory and analytical approach based on the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) protocol. By systematically reviewing the existing literature, this research seeks to contribute to the emerging debate on algorithmic personalization and gender representation in immersive advertising environments, providing a clearer understanding of how AI-driven marketing practices may influence gender visibility within platform-mediated digital ecosystems.

2. Marketing 6.0 and Immersive Advertising

The evolution of marketing towards more technologically mediated environments has led to the emergence of new paradigms that redefine how brands interact with consumers. One of the most recent developments is Marketing 6.0, which is frequently associated with the integration of immersive virtual environments and the intensive use of advanced technologies to reshape the consumer journey (Dwivedi et al., 2022). This new phase reflects a broader transformation in

marketing practices driven by digitalization and the increasing demand for more engaging and meaningful brand–consumer interactions (Basalingappa & Namboodiri, 2024).

In contrast to earlier marketing paradigms, which focused primarily on either human values or digital transformation, Marketing 6.0 emphasizes the use of emerging technologies that enable immersive presence within shared three-dimensional (3D) digital environments (Kotler, 2017; López-Belmonte et al., 2025). Within this context, immersive advertising emerges as a key component of Marketing 6.0 strategies. Rather than merely exposing consumers to promotional messages, brands increasingly aim to create environments in which consumers can actively experience the brand through interactive and immersive digital spaces. These environments allow consumers not only to observe advertising content but also to participate in brand-related experiences, reinforcing emotional engagement and deeper forms of interaction between brands and audiences (Basalingappa & Namboodiri, 2024).

Unlike traditional advertising, which often relies on static promotional messages, immersive advertising transforms advertisements into interactive entities that contextualize products with a high level of realism while adapting content dynamically in real time (Sands et al., 2024). This approach is closely connected to the emergence of the metaverse, commonly described as a persistent network of real-time rendered three-dimensional virtual worlds where an unlimited number of users can experience a sense of individual presence (Bai & Liu, 2025; Doligalski et al., 2024; Dutta & Singh, 2024; Oukhayi et al., 2026). Within this context, marketing strategies are shifting from transactional models toward more relational and experiential approaches, where consumers are no longer passive observers of advertising messages but active participants in brand-related experiences.

In these environments, immersive advertising often relies on mechanisms that stimulate consumer engagement and identity expression in digital spaces. One example is the 3S framework—Scarcity, Symbolism, and Social Identity, which explains how virtual goods can influence consumption behavior in immersive ecosystems. Scarce virtual items or products with strong symbolic brand value are frequently perceived as extensions of the consumer’s digital self, reinforcing the desire for acquisition, display, and social recognition within virtual environments (Bai & Liu, 2025). Immersive experiences are frequently materialized through the metaverse and other virtual environments, where advertising evolves from a passive communication tool into an integral component of social interaction and identity construction (Bai & Liu, 2025). In these digital ecosystems, immersive experience refers to the subjective perception of being fully engaged and absorbed in activities within a virtual environment (Boccalini et al., 2025). This process generates a psychological state commonly described as presence, in which users feel as if they are physically situated within the virtual environment, often losing awareness of the physical world and the passage of time (Boccalini et al., 2025; Sands et al., 2024; Sama et al., 2025; Taylor & Kim, 2025).

To achieve this level of immersion, brands increasingly adopt strategies that stimulate multiple sensory dimensions, including visual, auditory, tactile, olfactory, and even gustatory elements. This approach, commonly referred to as multisensory marketing, enhances consumer engagement by combining interactive narratives with active user participation (Rathnasiri & Dewasiri, 2024). Within immersive environments, these experiences allow consumers to feel part of the brand’s atmosphere, strengthening the connection between consumer identity and brand identity and often leading to emotional attachment or brand love (Boccalini et al., 2025). The metaverse further expands these possibilities by enabling consumers to interact through digital representations such as avatars and virtual goods. In these environments, users frequently utilize virtual gear including digital clothing, avatars, and collectible items to express identity and social status (Bai & Liu, 2025). The use of avatars also allows individuals to experiment with different identities, which can influence perceptions and behaviors within virtual environments and create new opportunities for experiential marketing and personal branding strategies (Haleem et al., 2022).

Within this context, Virtual Identity Satisfaction and Social Recognition emerge as key drivers of consumer behavior in immersive environments (Bai & Liu, 2025). Studies indicate that immersive ecosystems significantly increase user motivation and engagement, allowing everyday interactions and activities to gradually shift from physical environments to virtual spaces (López-Belmonte et al., 2025). Immersion itself can operate through different mechanisms, including an action route, where users actively perform tasks such as trying virtual products, and a cue route, where visual or contextual stimuli trigger perceptions of novelty, innovation, or modernity (Tian & Wang, 2025). Therefore, virtual interactivity plays a crucial role in contemporary marketing, allowing users to actively influence digital content and the behaviour of virtual environments in real time. This dynamic interaction strengthens the emotional bond between consumers and brands and fosters long-term brand loyalty (Villar-Guevara et al., 2025).

2.1. Artificial Intelligence and Algorithmic Personalization in Advertising

Artificial Intelligence (AI) plays a central role in enabling the optimisation and personalisation of digital advertising strategies, particularly within immersive and data-driven marketing environments (Bai & Liu, 2025). In the context of Marketing 6.0 and metamarketing, AI is described as a key enabling technology capable of processing large volumes of data in order to support the development of personalised consumer experiences (Dwivedi et al., 2022; Rathnasiri & Dewasiri, 2024). Through advanced computational capabilities, AI systems allow companies to analyse behavioural information and generate insights that can be used to adapt marketing strategies to individual consumers. Artificial Intelligence (AI) has become a foundational infrastructure in contemporary digital advertising, particularly within the context of Marketing 6.0, where immersive and data-driven environments demand increasingly personalised forms of communication (Bai & Liu, 2025; Dwivedi et al., 2022; Rathnasiri & Dewasiri, 2024). Beyond its technical function, AI operates as a socio-technical system that structures how consumers are profiled, segmented, and engaged across digital ecosystems. By enabling the large-scale processing of behavioural data, AI supports the development of customer-centric strategies in which content is dynamically adapted to users' preferences and interactions (Dwivedi et al., 2022; Haleem et al., 2022). However, this personalization logic is not neutral, as it relies on continuous data extraction and predictive modelling that actively shape consumer behaviour and decision-making processes (Dwivedi et al., 2022; Haleem et al., 2022).

The emergence of generative AI has further expanded the capabilities of algorithmic personalization. Technologies such as Large Language Models (LLMs) enable systems to simulate human-like communication and provide real-time adaptive responses within digital environments, including immersive spaces such as the metaverse (Bin et al., 2025). In parallel, generative systems allow brands to produce visual and textual content at scale, including representations of diverse identities, potentially contributing to more inclusive communication strategies (Ferraro et al., 2024). Nevertheless, these developments remain constrained by the data and assumptions embedded in AI training processes, raising critical questions about the extent to which such systems can genuinely foster diversity rather than reproduce existing patterns (Diwanji et al., 2026; Rathee et al., 2023).

AI-driven agents including chatbots, virtual influencers, autonomous avatars, and AI-generated brand personalities, play an increasingly central role in mediating brand–consumer interactions within digital marketing environments (Bai & Liu, 2025; Dwivedi et al., 2022; Haleem et al., 2022). These agents are often designed with anthropomorphic features that simulate social presence, encouraging users to engage with them as if they were human actors (Toader et al., 2020). In parallel, brands increasingly rely on virtual anchors and AI-generated brand personalities capable of interacting directly with consumers in real time, fostering higher levels of engagement and emotional attachment (Dutta & Singh, 2024; Taylor & Kim, 2025). While such strategies may enhance user engagement, trust, and perceived interactivity, they also introduce concerns related to authenticity, transparency, and the manipulation of social cues in human–machine interactions (Toader et al., 2020). Furthermore, errors or inconsistencies in these systems may significantly undermine perceived credibility and brand trustworthiness (Toader et al., 2020).

Within this context, algorithmic personalization is closely linked to advanced targeting practices, including retargeting and Online Behavioural Advertising (OBA), which rely on continuous monitoring of user behaviour to deliver tailored advertising messages (Boerman et al., 2017; Haleem et al., 2022). These systems aim to optimise advertising effectiveness by delivering the “right message” to the “right user” at the “right time,” but they simultaneously intensify surveillance-based marketing practices (Boerman et al., 2017; Haleem et al., 2022). Platform-based recommendation systems further reinforce these dynamics. For instance, platforms such as TikTok personalise content visibility based on engagement metrics such as viewing time and interaction patterns, shaping individualised media environments where algorithmic interpretations of user identity influence exposure and participation (Hernández-Ruiz et al., 2024).

Despite their efficiency, AI-driven personalization systems raise significant ethical concerns, particularly regarding the reproduction of social inequalities. As these systems are trained on large-scale datasets that often reflect historical biases, they may reinforce discriminatory patterns related to gender and other social categories (Diwanji et al., 2026; Galliah, 2019; Rathee et al., 2023;). Research has shown that algorithmic systems can reproduce gender stereotypes present in training data, associating women more frequently with negative psychographic attributes such as impulsiveness or irresponsibility when compared to men (Cohen et al., 2026; Galliah, 2019; Rathee et al., 2023;). In immersive environments, these biases may also influence evaluative processes, leading to unequal outcomes across different demographic groups (Bin et al., 2025). Moreover, bias is not limited to representation but extends to the distribution of advertising content itself. Even when advertisers adopt neutral targeting criteria, platform algorithms may skew ad delivery based on inferred characteristics derived from images and text, potentially excluding certain groups from access to opportunities such as employment or housing (Ali et al., 2019).

Finally, the increasing reliance on AI in advertising raises broader concerns regarding transparency, accountability, and power within digital ecosystems. Many algorithmic systems operate as “black boxes,” limiting users’ ability to understand how decisions are made or to challenge them (Yeung, 2018). This opacity may result in forms of structural exclusion, where individuals are constrained by automated classifications and predictive profiling. Furthermore, because AI models are trained on historical data, they often reproduce past inequalities rather than challenge them, effectively “predicting the past” instead of enabling more equitable futures (Morriello, 2024). In immersive and weakly regulated environments, these dynamics may be exacerbated, contributing to harmful phenomena such as harassment, exclusion, and social fragmentation (Dwivedi et al., 2022). Taken together, these findings suggest that while AI-driven personalization enhances the sophistication of digital advertising, it also actively shapes the social and economic dynamics of platform-mediated ecosystems, with significant implications for gender representation and inclusion (Ali et al., 2019; Dwivedi et al., 2022; Morriello, 2024; Rathee et al., 2023; Yeung, 2018).

3. Design and Method

This study seeks to examine the intersection between artificial intelligence–driven personalization, immersive advertising environments, and gender representation within the context of Marketing 6.0. As digital marketing ecosystems increasingly rely on algorithmic systems to deliver personalized advertising content, concerns have emerged regarding the potential reproduction of gender biases embedded in data-driven systems. In this context, the research adopts a qualitative, exploratory, and analytical approach in order to critically assess how existing academic literature addresses the relationship between artificial intelligence, advertising personalization, and gender bias within emerging digital environments.

3.1. Research design

This study adopts a qualitative, exploratory, and descriptive approach, incorporating analytical and critical elements, underpinned by a systematic literature review. The research design was conducted in accordance with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines, which are organized into three main phases: planning, execution, and

presentation of results. This process facilitated the identification of previously studied contexts and allowed for the highlighting of key findings, limitations, implications, gaps, and future research directions. The review focuses specifically on studies that explore algorithmic personalization, immersive advertising environments such as the metaverse, and the implications of these technologies for gender representation and inclusion.

3.2. Methodology

To conduct this systematic literature review, the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodological guidelines were followed (Page et al., 2021). During the planning phase, a structured search strategy was defined, alongside clear inclusion and exclusion criteria, to ensure consistency, thematic relevance, and scientific quality within the scope of Marketing 6.0 and gender representation. The search was performed across the Web of Science (WoS) and Scopus databases, covering a longitudinal period between 2015 and 2026 to capture the transition toward immersive environments.

The initial search in Web of Science for the terms “digital marketing” and “gender bias” yielded 79 records. Although Web of Science predominantly indexes peer-reviewed academic publications, a significant portion of these results was excluded during the screening phase due to their thematic focus on fintech, employment, and digital literacy, which fell outside the advertising scope of this study. In Scopus, the search string “Marketing 6.0” combined with “digital” returned 48 articles. A temporal filter (2020–2026) was applied to capture recent developments; however, several records were excluded as they were primarily related to digital health and nutrition. Additional targeted searches in Scopus combining “metaverse”, “gender”, and “bias” resulted in 10 articles, while the broader query “digital marketing”, “gender”, and “bias” yielded 36 records between 2015 and 2026. In this database, further filtering was required to exclude document types such as conference papers, book chapters, and other non-article publications, ensuring that the final sample consisted exclusively of peer-reviewed journal articles.

Notably, certain highly specific search strings yielded zero results, such as the combination of “metaverse” and “advertising” with either “algorithmics” or “algorithmic personalization” in titles, abstracts, and keywords. This absolute gap in traditional databases underscores the nascent state of the field and the novelty of this study in mapping the intersection of immersive advertising and gendered algorithmic logic. During the screening process, exclusion criteria were strictly applied to remove clinical, biomedical, or COVID-19-related studies, ensuring the focus remained on visual culture, communication, and social sciences. Additionally, a snowballing strategy was employed to identify foundational theoretical works in algorithmic critique and feminist studies. The analysis of the included studies was conducted through qualitative thematic analysis, enabling the identification of recurring patterns and gaps in how Marketing 6.0 environments may simultaneously offer personalized experiences while reinforcing structural gender inequalities. Finally, other highly relevant and cited academic papers related to this research were added, the result of a complementary systematic search in Google Scholar.

4. Results

The thematic analysis of the selected literature revealed recurring patterns regarding how artificial intelligence systems, algorithmic personalization, and immersive digital environments shape gender representation within digital advertising ecosystems. The findings suggest that algorithmic infrastructures embedded in digital platforms can reproduce and amplify existing gender inequalities through automated targeting mechanisms, personalization systems, and platform governance structures. The results are organized into five thematic dimensions: (1) algorithmic gender bias in advertising delivery, (2) reinforcement cycles in algorithmic personalization, (3) gendered perceptions in AI agents and virtual influencers, and (4) platform governance and inequality in immersive environments.

4.1 Algorithmic Gender Bias in Advertising Delivery

The literature indicates that gender representation in digital advertising is frequently distorted by automated systems reproducing historical stereotypes (Rathee et al., 2023). Empirical studies demonstrate that algorithmic delivery mechanisms produce biased outcomes even under neutral targeting (Ali et al., 2019; Ramírez-Bustamante & Páez, 2021). A primary example is the delivery of job advertisements on Facebook, where lumber industry roles reached 90% men, while cashier positions reached 85% women (Ali et al., 2019). These findings suggest that bias stems from platform optimization processes that prioritize engagement metrics over social responsibility (Santini et al., 2024).

This algorithmic disparity extends beyond advertising into financial scoring systems. A notable case involves credit card limits: faced with couples sharing identical incomes and debts, automated systems set limits for women at nearly half of those granted to their husbands (Smith & Rustagi, 2021). Within Marketing 6.0, this financial and advertising infrastructure is mediated by an "algorithmic aesthetics" that amplifies images confirming Eurocentric norms and traditional stereotypes (Hussain et al., 2025).

Technical failures are further exacerbated in visual analysis systems, which often encounter significant difficulties in accurately reading the faces of women with darker skin (Biete, 2021; Buolamwini, 2017). Buolamwini and Gebru (2018) further demonstrate that these recognition systems fail disproportionately for this demographic, presenting error rates of up to 34.7%, in contrast to the near-absolute precision for light-skinned men. This reveals an unequal technological capacity to produce verisimilitude for those outside the "standard" demographic core (Lawrence et al., 2025). Consequently, AI applications in immersive marketing over-represent Western, white, and heterosexual groups (Kang & Hirschi, 2025).

Even when neutrality is intended, training data often reverts to "masculine defaults", hindering the generation of non-binary imagery (Collyer-Hoar et al., 2025). This is compounded by AR beauty filters promoting unrealistic aesthetic standards (Schroeder & Behm-Morawitz, 2025). Such biases are reinforced by systemic associations: the link between kitchens and women (Zhao et al., 2017), the housewife archetype (Bolukbasi et al., 2016), and the sexualization of professions in machine translation (Zhou et al., 2019). Finally, algorithmic opacity creates "information deserts" where peripheral identities become invisible, as platforms like YouTube continue to reward dominance narratives and clickbait for profit (Gallardo-Hurtado, 2025; Santini et al., 2024).

4.2 Reinforcement Cycles in Algorithmic Personalization

Within the framework of Marketing 6.0, algorithmic personalization systems generate powerful reinforcement cycles that amplify gender bias through complex user interaction dynamics (Rathee et al., 2023). In these systems, consumer behavior becomes an integral part of a feedback loop that continuously trains and optimizes machine learning models. These reinforcement cycles are underpinned by significant commercial incentives; the phenomenon of "engagement farming" describes how actors curate deliberately inflammatory and misogynistic content to trigger algorithms that reward rapid engagement (Daniele et al., 2025).

In digital ecosystems such as YouTube, tools like "Super Chat" allow users to pay to highlight messages, which are frequently offensive, thereby building a financial community centered on the devaluation of women (Santini et al., 2024). This business model transforms misogyny into a lucrative product, where brands and platforms may profit from the promotion of inequality. Consequently, dismantling these reinforcement cycles often runs contrary to the immediate financial interests of the platforms themselves (Di Meco, 2023b; Santini et al., 2024).

The user experience in immersive environments is frequently shaped by a "social pipeline." Initial interactions with seemingly harmless topics, such as male fashion or skincare, can serve as entry points to extremist subcultures within the "manosphere," including "looksmaxxing" or "incel

communities" (Ofcom, 2025). Similarity-based recommendation algorithms push users toward increasingly niche and hostile content, transforming what should be an immersive marketing experience into a process of algorithmic radicalization (Ofcom, 2025; Santini et al., 2024). This cycle is fueled by the logic of attention maximization, prioritizing content that triggers high emotional arousal, such as hatred or outrage (Daniele et al., 2025; Di Meco, 2023b).

Furthermore, reinforcement cycles in Marketing 6.0 create an "aesthetic flywheel," a self-referential cycle where AI models trained on massive datasets containing centuries of implicit inequality generate biased content, which is then re-consumed and used to train future generations of AI (Sandoval-Martin & Martínez-Sanzo, 2024; UNESCO, 2024). This leads to a crystallization of stereotypes and a homogenization of digital representation. In immersive advertising, this generates an "algorithmic aesthetics," where recommendation systems reward images that confirm Eurocentric norms and traditional gender roles (Hussain et al., 2025). Users are incentivized to produce and consume content aligned with these codes to obtain "social capital" or "visual currency," such as likes and comments (Hussain et al., 2025).

Ultimately, when advertising algorithms strive for "efficiency," they often automate exclusion. By predicting behaviors based on discriminatory historical data, these systems may marginalize female identities or misidentify them as low-value targets (Seyyed-Kalantari et al., 2021). This logic relegates women and minorities to undervalued roles in virtual environments, validating and reinforcing physical-world hierarchies (Sadeghiani, 2025; Bin et al., 2025).

4.3 Gendered Perceptions in AI Agents and Virtual Influencers

A recurring theme in the academic literature concerns the gendered perception of artificial agents used in Marketing 6.0 environments, including chatbots, virtual influencers, and AI-generated avatars. Research suggests that users frequently attribute stereotypical social characteristics to these digital agents, applying human social expectations to machine interactions and reproducing traditional gender norms in human-machine communication (Diwanji et al., 2026; Toader et al., 2020). Studies on conversational agents indicate that female-coded chatbots are often perceived as warmer and more supportive than their male counterparts. Consequently, users tend to forgive errors made by female chatbots more easily, reinforcing digital divisions based on stereotypes of care and emotional support (Toader et al., 2020).

The attribution of feminine personas to conversational agents can reinforce structural biases in the absence of profound ethical safeguards. The case of the South Korean chatbot Lee-Luda is emblematic: designed with the persona of a 20-year-old woman, the system was, however, fed with private user conversations without explicit consent, resulting in racist, sexist, and homophobic responses, while also allowing users themselves to generate abusive content through the interface (Choi & Bucher, 2025). This example demonstrates how the creation of a gendered identity for an AI agent can serve to normalize abuse and discrimination under the veil of a friendly interaction. Furthermore, if training data for the voice and behavior of these agents are extracted from a digital ecosystem where misogyny is monetized, the virtual agent will tend to adopt communication patterns that perpetuate the intellectual devaluation of women (Santini et al., 2024).

In the realm of virtual influencers, there is a significant risk that AI-generated models symbolize extreme submission—the so-called "high-value women" who serve male desires through passive and demure behavior (Santini et al., 2024). These influencers are often used to disseminate anti-feminist ideologies at scale, glamorizing hyper-traditional gender roles and framing female submission as a form of "empowerment" (Daniele et al., 2025). This phenomenon, known as "genderwashing," weaponizes feminine imagery to validate agendas that limit women's rights and reinforce patriarchal structures (Di Meco, 2023). Within Marketing 6.0, the use of virtual agents to promote these archetypes normalizes inequality, transforming it into an immersive and aesthetically attractive consumer product (Diwanji et al., 2026; Santini et al., 2024).

4.4 Platform Governance and Inequality in Immersive Environments

Beyond individual advertising campaigns, scholars highlight the role of digital platforms in structuring gender inequalities through their technological infrastructures. These dynamics have been conceptualized as forms of "algorithmic prisons," where individuals become confined within fragmented digital profiles that limit their access to information and opportunities (Yeung, 2018). The "platformization of inequality" suggests that technical architectures standardize categories of gender and race, shaping how users present themselves and how systems classify them (Muñoz et al., 2024).

The "experiment of self-regulation" by tech giants is widely considered a failure (Barker & Jurasz, 2019). Platforms often operate under a *laissez-faire* model regarding online violence, protected by legal liability shields that effectively place them above the law (Barker & Jurasz, 2019). In Marketing 6.0, this omission is critical: by failing to adequately moderate immersive spaces, platforms allow offline patriarchal structures to be replicated and amplified, silencing female voices and restricting their participation in the virtual public sphere (Barker & Jurasz, 2019).

This lack of transparent governance has allowed misogyny to transition from a deviant behavior to a lucrative "product" (Santini et al., 2024). Platforms like YouTube and Facebook utilize recommendation systems that prioritize engagement at any cost, frequently rewarding inflammatory and misogynistic content that generates rapid revenue through advertisements and tools like "Super Chat" (Di Meco, 2023). This engagement farming economy creates an ecosystem where brands—often unintentionally due to the opacity of programmatic advertising—end up financing infrastructures that promote gender inequality (Daniele et al., 2025; Santini et al., 2024).

Governance in the Metaverse and "phygital" environments is marked by a profound "black box" effect. This technological opacity hides how the artificial amplification of hate speech is processed, hindering audits by independent researchers and regulators (Di Meco, 2023; Santini et al., 2024). Furthermore, leadership in major tech companies remains demographically homogeneous, failing to recognize how their systems disproportionately harm marginalized groups (Barker & Jurasz, 2019). In the total immersion of Marketing 6.0, this failure does not merely result in "offensive comments," but in the construction of inherently hostile virtual environments that function as pedagogies of social control, threatening both gender equity and the democratic integrity of immersive consumer spaces (Di Meco, 2023; Santini et al., 2024).

5. Discussion and Conclusion

The evidence accumulated in this study allows for a categorical answer to the central research question of this paper: Does Marketing 6.0 have a gender? The response is a resounding yes. Far from being a neutral tool or an impartial judge, Artificial Intelligence in the "phygital" era operates as a technological mirror that amplifies the power hierarchies, social controls, and prejudices of the physical world (Cohen et al., 2026; Kim et al., 2023; Morriello, 2024; Tunca et al., 2023). This study reveals a profound chasm between the "human-centric" marketing idealized by Kotler, focused on empathy and social values and the pragmatic reality of data, which reveals an ecosystem structured on masculine normativity (Cohen et al., 2026; Fan & Zhang, 2025; Kotler et al., 2025).

The transition to immersive environments has shifted the focus from simple service delivery to the creation of "algorithmic prisons." In these spaces, gendered profiles are used to dictate the boundaries of consumer reality, while social networks, once promised as democratic tools, have become instruments for the regression of women's rights under current governance (Di Meco, 2023; Yeung, 2018). This paradox is starkly manifested in the Digital Marketing Pink Tax (DMPT): while the industry preaches inclusion, auction algorithms charge advertisers approximately 30% more to reach female audiences (Mehrijoo et al., 2024). Furthermore, while the female body is commodified to generate exchange value, the system simultaneously penalizes women's visibility through shadow banning in medical or pregnancy-related contexts (Almeida, 2022; Morriello, 2024).

This gendered architecture is sustained by a lack of transparency and a "black box" model that protects commercial interests over social justice (Cohen et al., 2026; Galliah, 2019; Mehrjoo et al., 2024). This failure is rooted in two factors: first, development teams are predominantly composed of white men whose worldviews are projected onto the systems; second, machine learning models are trained on historical data that "predict the past," consolidating systemic biases instead of innovating for an equitable future (Barker & Jurasz, 2019; Morriello, 2024). Consequently, inequality is not a failure of the system, but the fuel for an attention economy that makes gender justice incompatible with current profit models (Di Meco, 2023; Santini et al., 2024).

To fulfill its humanitarian promise, Marketing 6.0 must move from the failed model of platform "self-regulation" toward a system of independent algorithmic auditing and robust public regulation (Galliah, 2019; Sands et al., 2024; Tunca et al., 2023). It is imperative that brands adopt Gender Justice indicators as KPIs as vital as profit or engagement (Diwanji et al., 2026). Future research must investigate the long-term impact of these "algorithmic aesthetics" and the effectiveness of ethical-by-design protocols. Without a radical change in Big Tech governance, Marketing 6.0 risks becoming a "Patriarchy 2.0," where gender oppression is merely automated and delivered with higher immersive resolution (Morriello, 2024).

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