

## A FUSION OF BRICKS AND CLICKS: REVIEW PAPER ON MARKETING 4.0

---

Dr. Subhanjali Chopra\*  
Dr. Meenakshi Chaudhary\*\*

### ABSTRACT

*The evolution of information technologies has revolutionized the world in recent decades (Wojciech, 2017). Advances in digital technology have resulted in a more connected and engaging marketing environment. Customers' fast paced and ever changing shopping habits have moved from traditional to contemporary as a result of digitalization (Bathmanathan and Rajadurai, 2019). Customers are increasingly looking for products that will allow them to express their creativity and discover their values, as well as become a part of the product, contributing and interacting with it, and then using information technologies to share their experiences and verify that the product is performing as intended, and we are witnessing a new generation of marketing activities, Marketing 4.0. This study explores the concept and evolution of marketing 4.0, presents the key elements of marketing 4.0, examines the impact of technological innovations on customer satisfaction and purchase intentions, identifies marketing opportunities in light of communication and information technologies so that quantifiable benefits can be realised.*

---

**Keywords:** Marketing 4.0, Consumer Attitudes, Purchase Intentions, Technology, Digital.

---

### Introduction

A well-known English phrase, 'may you live in the interesting times,' is believed to be a translation of a traditional Chinese curse; equally thoughtful and applicable in today's environment. Whether we like it or not, we live in perilous and interesting times, but more open to men's creative abilities than at any previous times in history. Globalization and technological advancements are fostering unprecedented levels of creativity, competition and economic growth around the world (Bintang, 2020; Bistra, 2017). According to (Dholakia *et al.* 2010) the increasing globalization of markets is strongly linked with the advancement in information technologies. Artificial intelligence, machine learning, the internet of things, big data analytics, 3-D printing, ambient cloud computing, and mobile internet are examples of significant technologies that are opening up new avenues for generating additional consumer value. The internet has grown so pervasive in today's business world that no organization can avoid its influence. Governments, organisations, and ordinary individuals are growing increasingly reliant on these technologies to improve work and life efficiency and develop new skills. Marketing practices too are evolving at a similar pace (Wojciech, 2017). With numerous new techniques, methods, tools, and practices in marketing, digital technology is currently being linked with diverse marketing operations on a continuous basis (Jara *et al.*, 2012). Marketing 4.0 emerges as a result of the complex changes brought about by volatile markets, tough global competition, demanding customers, the rapid emergence of new

---

\* Associate Professor, Department of Commerce, Sri Aurobindo College, Malviya Nagar, University of Delhi, Delhi, India.

\*\* Associate Professor, Department of Commerce, Sri Aurobindo College, Malviya Nagar, University of Delhi, Delhi, India.

technology, and disruptive innovation (Bistra, 2017; Jara *et al.*, 2012; Witold, 2017; Kotler *et al.*, 2017; Dholakia *et al.* 2010)]. It entails a shift away from traditional methods towards more digital techniques in order to create customer relationships (Kotler *et al.*, 2017). Many old marketing approaches have been disrupted or compelled to develop, as a result of increasing connection and access to information. These are the most essential contemporary transformative processes, forcing businesses to adapt their traditional marketing strategies, organisational structures, and even company models (Bistra, 2017). Customers today want to be able to become a part of the product, that is, to contribute to and interact with it, and then use information technologies to share their experiences and verify that the product is doing the purpose that it was designed to accomplish (Wojciech, 2017). Marketing 4.0 is a more human-centric, deepened and expanded marketing of previous generations that addresses every part of the consumer's journey in real and electronic life (Kotler *et al.*, 2010; Witold, 2017).

Among the most essential technologies employed in devices linked to the Internet of Things (IoT) and to identify products are the barcode system and new technologies like Radio Frequency Identification (RFID) and its smartphone equivalent Near-Field Communications (NFC) (Jara *et al.*, 2012; Dash *et al.*, 2021; Wojciech, 2017; Jara *et al.*, 2011). These technologies are peripheral to the communication solutions of internet's future with IPv6 connections over low-power networks (6LoWPAN) and Global IP (Jara *et al.* 2012; Wojciech, 2017). Every product has a GS1 barcode, which allows it to be recognized, and most mobile phones have a built-in camera (Dash *et al.*, 2021; Wojciech, 2017). Apart from a one-dimensional barcode, there are QR-codes, the most popular two-dimensional matrix codes that allow for additional information storage (Wojciech, 2017). Not only there is a product ID number, but can also supply a product description or a URL that will take customer to the web page. Once the product has been identified using one of the aforementioned technologies, the customer can go to a social networking platform and go to the area designated by the producer where detailed descriptions of product characteristics, additional information about value-driven actions, and comments from other users can be found. The next sections are organized as follows: Section 2 outlines the evolution and concept of marketing 4.0. Section 3 puts forth the relationship between Marketing 4.0, customer satisfaction and purchase intentions. Section 4 briefly talks about its various elements and a change towards the interconnected consumers is discussed in section 5. Section 6 explains the marketing mix elements followed by conclusions, implications and way forward in Section 7.

#### Marketing 4.0: Evolution and Concept

Marketing studies have recognized the transition from marketing 1.0 to marketing 4.0. Since its conception, marketing has evolved through different stages, namely, Marketing 1.0, 2.0, 3.0 and 4.0. This transition is explained as below:

**Table 1: Evolution of Marketing**

| Feature                        | Marketing 1.0                      | Marketing 2.0                                | Marketing 3.0                              | Marketing 4.0                                  |
|--------------------------------|------------------------------------|--|--|--|
| Aim                            | Sell products                      | Satisfy and retain customers                 | Make the world a better place              | Improving the customer experience              |
| Orientation                    | Product centric                    | Consumer oriented                            | Value driven                               | Digital economy                                |
| Key marketing concept          | Product development                | Differentiation                              | Providing higher values                    | Creating engaging content                      |
| Value proposition              | Functional                         | Functional and emotional                     | Functional, emotional and spiritual        | Commitment and trust                           |
| Customer interaction           | one to many                        | one to one                                   | Many to many Relationships and cooperation | Many to many Relations based on the Networking |
| Enabling forces                | Industrial revolution              | Information technology                       | New wave of technology                     | Digital economy                                |
| Company's perception of market | Mass customers with material needs | Smart customers driven by reason and emotion | Complete humans with mind, heart and soul  | Network people fully conscious buyers          |
| Marketing guidelines           | Product specificity                | Positioning the company and the product      | Mission, vision and company values         | Promoting content and creating brands          |

Source: Modified based on Kotler *et al.* 2010, 2017

- **Marketing 1.0:** Marketing 1.0, a product-centric strategy, is the first stage of marketing, that occurred during the industrial age (Jara *et al.*, 2012; Bintang, 2020; Wojciech, 2017; Erragcha and Romdhane, 2014; Guven, 2020). This is primarily focused on selling things without regard for the requirements and desires of the target market, and sole concern of growing sales (Wojciech, 2017). Companies offered a relatively small number of products aimed at a huge number of customers (Mircea and Luigi, 2018). The communication flowed vertically, from the corporation to the customer (Brancher, 2020). The economy is solely based on the production and availability of goods, which are marketed by producers through one-way communication via existing channels such as television, radio, printed media, and letters (Bintang, 2020; Erragcha and Romdhane, 2014). Manufacturers in marketing 1.0 were especially keen on how the best products would be produced, without considering whether the product could match the expectations of potential buyers (Bintang 2020).
- **Marketing 2.0:** Marketing 2.0 is the customer-centric era (Jara *et al.*, 2012; Bintang, 2020; Guven, 2020). As a result of a large growth in the product offering, the marketing approach radically changed. Because of the flow of information and the communication possibilities that evolved, consumers were able to choose from a variety of offers and began to be well educated and capable of evaluating offers between similar products (Wojciech, 2017). Customers merely desire a collaborative relationship, two-way communication, consistent presence, transparency, rapid conflict resolution, personalization, and a sense of importance (Tarabasz, 2013). In this scenario, marketing communication has evolved into a dialogue rather than a monologue (Erragcha and Romdhane, 2014). This marketing period is distinguished by an intense search for client needs and desires in order to uncover new target markets that can be converted into profitable opportunities (Jara *et al.*, 2012; Bintang, 2020; Wojciech, 2017). The customer was viewed as a passive target; he had no discernment of the strategies employed to guide his purchase (Brancher, 2020). Customers benefit from the availability of additional items to satisfy their demands in marketing 2.0, while producers compete with other manufacturers who offer similar products to attract the target customers. This motivates manufacturers to learn more about the wants of their customers in order to create the product they want to buy (Bintang, 2020).
- **Marketing 3.0:** Marketing 3.0 is a human-centric era in which values drive marketing (Kotler *et al.*, 2010). Consumers in this approach are active, searching, and creative individuals who are aware of the ethical dimension of a given brand and its environmental impact, that is, its corporate social responsibility, as well as the social and environmental dimension of its actions (Jara *et al.*, 2012; Wojciech, 2017). Communication is no longer a matter of persuasion or dialogue; it has evolved into an interactive way (Erragcha and Romdhane, 2014). People are more aware of social and humanistic aspects in which customers are treated as humans. As customers are becoming more social, they want things done particularly for them (Guyen, 2020). Businesses are more focused on developing the core company and attempting to fulfill the values desired by the community more than the traditional needs and wants of the customers; altering the relationship between the customer, business, and the product (Brancher, 2020; Jara *et al.*, 2011). This is characterized by shifts in customer behaviour that necessitate a collaborative, cultural, and spiritual marketing effort (Kotler *et al.*, 2010). People are both creators and consumers of ideas, novelties and entertainment (Wojciech, 2017). The relationship between manufacturers and customers began to be built by observing the habits, activities, and increasingly complex culture of society, so that manufacturers could create products with distinguishing features that the community desired and manufacturers then enhance production in their main business in order to compete in a more diverse market (Bintang, 2020).
- **Marketing 4.0:** One of the fundamental pillars of marketing 4.0 is Internet of Things (IoT) which extends the internet to all parties involved in a transaction, starting with the most basic, that is, customers and producers and their products, through a description and pro social value driven activities lending integrity, as well as the quality of the product provided by the manufacturer, including customers' opinions and experiences (Wojciech, 2017). In the rapidly expanding digital economy, marketing 4.0 integrates traditional and digital marketing, i.e., blends online and offline interactions between businesses and their customers in order to be more flexible and adaptable to rapid technological advances (Rathod *et al.*, 2020; Kotler *et al.*, 2018; Burdett, 2016; Kotler *et al.*, 2017; Dholakia *et al.*, 2010). The concept focuses on how, during a digital

economy boom, offline touch can serve as a significant differentiator in an increasingly online environment (Burdett, 2016); it necessitates combining usage of machines and technologies with human contact in order to improve customer engagement (Kotler *et al.*, 2018). It also includes how style blends with substance, in that while brands must create flexible and adaptive styles in response to rapidly changing technological developments, the brand's fundamental, true character is becoming the most valuable asset in an increasingly transparent world crucial (Kotler *et al.*, 2018).

To attract consumers to promote a brand, marketing 4.0 emphasizes the importance of considering both new and old marketing at the same time (Kotler *et al.*, 2018; Martínez-Ruiz *et al.*, 2021). Especially given the countless opportunities that social media and digital marketing provide in this regard, which are transforming the marketing environment and, as a result, the way businesses are conducted today (Martínez-Ruiz *et al.*, 2021). It is extremely satisfying to see businesses increasingly approach customers as multidimensional, values-driven individuals, and in certain cases, prospective collaborators (Kotler *et al.*, 2010). Consumer 4.0 wants to be involved and co-responsible for generating content items that make sense for products and businesses (Brancher, 2020). Customers also feel empowered when they understand the global implications of their purchasing and decision-making abilities. The customer of today is highly aware, participative, and assertive (Kotler *et al.*, 2010). This generation of marketing focuses on the needs and wants from the first two generations of marketing and satisfies the desires, anxieties, creativity, and values from marketing 3.0 (Jara *et al.*, 2012). Moreover, it also provides a vehicle for participation through previously existing online platforms and now through direct connection with the products via the Marketing 4.0. It is all about empowering customers to become active co-creators of the product (Tarabasz, 2013).

This participation allows people to become more aware of the values driving companies and their pro-social initiatives, that is, the reputation of the brand, which provides the medium through which the features or action promised by the manufacturer and drawn from the declared values can be verified. Thus, marketing 4.0 is the natural evolution of Marketing 3.0, and is centered on the use of technology to know, dialogue, interact, and establish a relationship with consumers (Martínez-Ruiz *et al.*, 2021). The idea of marketing 4.0 is to acknowledge the function of traditional and digital marketing in increasing customer involvement and advocacy (Bintang, 2020). However, digital technologies disrupt the old method of conducting business and necessitate considerable adjustments by businesses in order to compete in the new environment (Bistra, 2017), for instance, to satisfy the increased needs of the information technology environment, firms must learn to integrate modern marketing methods.

#### **Relationship between Marketing 4.0, Customer Satisfaction and Purchase Intentions**

All the four components of marketing 4.0 are inextricably linked to customer satisfaction, which drives purchase intention. Customer satisfaction has a considerable impact on purchase intention, implying that customer satisfaction relates positively to purchase intention (Dash *et al.*, 2021).

Brand identity has a significant impact on customer satisfaction (Ahearne *et al.*, 2005). A customer is more likely to be satisfied than other customers if his preferred brand has a unique brand identity (Carroll and Ahuvia, 2006; Fennis and Pruyn 2007). Furthermore, (Bataineh, 2015) explains that when a brand contributes to status improvement and additional value through a proper and distinctive brand identity, buyers tend to purchase more of the product. Brand identity has the strongest, and a significant, positive association with customer satisfaction and purchase intention (Dash *et al.*, 2021).

The influence of brand image on consumer satisfaction and purchase intention is very significant. Prior research reveals that the brand image has a significant influence in increasing satisfaction; there is a strong and positive association between brand image and consumer satisfaction (Shi, 2006; Zhang and Mo, 2008). A strong brand image assists a brand in gaining consumer trust and acceptance, which influences their purchasing decisions (Keller, 2001; Kumar *et al.*, 2020). Brand image has a positive and significant relationship with customer satisfaction and purchase intention (Dash *et al.*, 2021).

Customer satisfaction and purchase intention are also affected by brand integrity since customers expect brands to deliver on their promises. A high level of perceived brand integrity has a favorable impact on consumer satisfaction, frequently resulting in an exclusive group of loyal customers and increasing the brand's market share (Shugan, 2002). Brands must deliver on their promises in order to have a constant positive impact on purchase intention, and if they can offer more than what they promised, they may even experience higher levels of customer satisfaction (Napoli *et al.*, 2014; Sahin *et al.*, 2011). However, (Dash *et al.*, 2021) reported negative moderate impact of brand integrity on customer satisfaction and a positive moderate impact on purchase intention (Dash *et al.*, 2021).

As prior research has shown, the preceding elements of the original Marketing 3.0 model – brand identity, brand image and brand integrity - can influence customers' satisfaction positively, however, in the digital age, these interactions are changing. In the digital realm, brand interaction, or customers' engagements with the brand, is essential for customer satisfaction. To increase purchase intention, brands must constantly communicate with consumers (Parent et al. 2011). They must build a mechanism to reach out to consumers in order to keep them satisfied and to generate positive experiences through digital means, including social media, enabling easy contacts with consumers. This gives information that marketers can use to construct marketing strategies based on their interactions with consumers (Huh *et al.*, 2009). Brand interaction, on the other contrary, was found to have a positive moderate impact on customer satisfaction but no effect on purchase intention (Dash *et al.*, 2021). Given the huge level of potential responder contact, the lack of a significant relationship between brand interaction and purchase intention is surprising.

In a study on decisions about where to shop in the marketing 4.0 era (Suleman *et al.*, 2020) concluded that usefulness, trust and risk are aspects which affect attitudes and also jointly influence consumers' decisions in choosing where to shop. First, in order to be able to make a decision consumers need a way to choose a shopping place that offers a convenient transaction process. Secondly, trust was found to be the strong predictor influencer of consumer attitudes in the choice of where to shop. Both offline retail and online retail outlets need to build the trust of consumers, without which it is very difficult for consumers to make transactions. Finally, risk negatively affects the consumer attitudes and purchase decisions. Consumers believe that offline retail and online retail tend to have equal risk as online retail outlets are developing technology to mitigate risks in transactions. Consumers' attitudes and decisions about shopping place selection are also based on the habits of each consumer and generational differences.

#### Elements of Marketing 4.0

The main elements of marketing 4.0 are discussed as below:

- **Brand identity:** Brand identity pertains to the way the brand identifies itself (Kotler *et al.*, 2010). The identity of the brand involves positioning it in the minds of consumers (Jara *et al.*, 2012). Positioning should be unique, clear and effective (Kotler et al., 2010) in order for the brand to be noticed in a crowded market (Wojciech, 2017). While positioning should be in line with the rational demands and desires of the customer (Jara *et al.*, 2012), differentiation informs customers about how the brand delivers on its promises (Kotler *et al.*, 2010). This is how strong distinction coupled with positioning will result in the establishment of a powerful brand image (Jara *et al.*, 2012). In essence, while brand image is the view of the consumer, brand identity is the seller's portrayal of the brand (Dash *et al.*, 2021).
- **Brand image:** The brand image is about capturing the mind of the consumer (Tanprajna and Ellyawati, 2020; Wojciech, 2017). Beyond product functionality and features, brand value should appeal to consumers' emotional needs and desires (Jara *et al.*, 2012; Wojciech, 2017). As a result, a brand's values-driven behaviours will become part of the brand's image (Jara *et al.*, 2012). When a product has a strong brand image, which includes perceived quality, reputation, and product performance excellence, and is trusted by consumers, it increases consumers' current and future purchase intentions, as well as their willingness to recommend these products to other potential customers (Tanprajna and Ellyawati, 2020).
- **Brand integrity and reputation:** Also known as brand credibility, brand integrity is associated with the fulfillment of promises established through a brand's positioning and differentiation (Jara *et al.*, 2012; Dash *et al.*, 2021; Kotler *et al.*, 2010; Wojciech, 2017). Consumer spirituality is crucial to brand reputation (Wojciech, 2017). It aids a company in capturing a sizable portion of a consumer's emotions (Kotler *et al.*, 2010). Credibility is an important aspect in developing the trust necessary for a long-term partnership. A brand's success is determined by its perceived integrity, or the public's belief in the brand's ability to deliver on its promises.
- **Brand interaction:** With the advent of the web and the pervasiveness of technology, customers are increasingly involved in interactions with companies via social media. The accelerating pace of technology progress has a lot to do with the growing importance of brand interaction in Marketing 4.0. The existing aspects of Marketing 3.0, namely identity, image, and integrity, can only have a positive impact on customers when the brand engages with them effectively (Dash *et al.*, 2021). Marketing 4.0 is advancing toward collaborative engagement and value creation, where customers may check, confirm, and become more aware of a brand's reality (Jara *et al.*,

2012). More than ever before, brand interaction is built on the customer experience and collaboration in the development of products and services (Dash *et al.*, 2021). Value-driven initiatives and customer participation are critical components in gaining market share in comparison to other established worldwide brands of comparable quality and even cheaper costs (Jara *et al.*, 2012). Specifically, the brand reputation will be developed through the quality of the products, the quality of the customer experience with the products, and the quality of the values-driven actions taken by the manufacturers (Van and Hieu, 2020).

#### **Change towards the Interconnected Consumers**

Due to the technological advancements, great challenges have evolved at the company and consumer levels; hugely altering the way the business world operates (Mircea and Luigi, 2018). To strengthen customer engagement, Marketing 4.0 necessitates balancing our usage of technology with human contact, suggesting a shift toward a more inclusive, horizontal and social approach to marketing (Dash *et al.*, 2021). Some significant changes or shifted which have taken place in this digital era include:

- **From market segmentation and targeting to customer community confirmation/interconnected consumers:** Marketing has undergone fundamental changes in various aspects as we move from traditional to digital economy (Kotler *et al.*, 2018). The traditional marketing process begins with segmentation, in which the market is homogeneously grouped based on geographic, demographic, or psychographic features. This is followed by targeting, which implies deciding which segment(s) to serve depending on a variety of factors such as size, profitability, and growth potential, among others (Kotler *et al.*, 2018). This also highlights the fact that brands make their decisions unilaterally, with nearly no inputs from the customers. In the age of enhanced connectivity, socially-connected customers form horizontal webs of communities that symbolize the new-age segments. To effectively penetrate these communities and communicate their ideas, brands must act as friends, demonstrating real concern for their customers' needs and desires (Kotler *et al.*, 2018).
- **From brand positioning to brand character:** Traditional positioning and differentiation in marketing have also changed in the connected era. Customers today are endowed with a plethora of information, which enables them to be the best judge of how well a company delivers on its positioning promise. If a brand's projected positioning is not driven by a community-driven consensus, it will not have the desired impact. In the era of digital marketing, a brand must be dynamic, open, and versatile in the messages it delivers (Kotler *et al.*, 2018). However, regardless of the content of the messages delivered, the brand's character should remain consistent. The brand's personality is defined by its character; it is what allows the brand to stay loyal to its core values, even if its outside image is flexible (Kotler *et al.*, 2018). It helps the company to build a deeper and more personal connection with its users. Google, for instance, impacts the flexibility of the company's visual identity with its doodles, allowing Google to emerge as an anthropomorphic brand with an appealing personality and distinct human traits (Elali *et al.*, 2012). Similarly, Mickey Mouse, Minnie Mouse, Donald Duck, Goofy, and many other Disney animal characters are anthropomorphic animals (Ali *et al.*, 2021). Depending on the efficiency of their branding approach, the companies may be able to define their brand globally while still connecting with people locally; they remain flexible with their varied designs while remaining solid as brands.
- **From traditional 4Ps to commercializing 4Cs:** The traditional marketing mix elements commonly referred to as 4Ps, determine what a company offers to its customers and how; starting with developing a product based on customers' needs and desires, to fixing a price which is usually calculated through either cost-based, competition-based, or customer value-based pricing methods. In view of greater connectivity in the digital economy, armed with increased customer participation, we recognise the emergence of a new set of marketing mix (Kotler *et al.*, 2018), the 4C's – co-creation, currency, communal activation, and conversation; as discussed in detail in the section on marketing mix.
- **From customer service processes to collaborative customer care:** Traditional customer service revolves around treating the customer as king, however with the collaborative customer care approach, they are treated as equals. Customer service is solely concerned with addressing their concerns while adhering to strict guidelines and standard operating procedures, collaborative care emphasizes listening and responding to the customer, consistently following through on terms agreed upon by both the company and the customer (Kotler *et al.*, 2018). This collaborative approach is more relevant to customer care in the connected world, when customers are invited to engage in the process by using self-service capabilities.

- **From exclusive to inclusive marketing:** Inclusive marketing refers to efforts that embrace diversity by integrating people from various backgrounds or tales to which certain audiences can relate (Bump, 2021). With the development of ICT and social media platforms, the way people communicate has changed dramatically. These online communication channels have brought people together, have broken down geographical and demographic barriers, and have contributed to the development of strong personal relationships between people (Mircea and Luigi, 2018). The global marketplace is getting more diverse; the inclusive nature of the business may be seen as new technologies develop more advanced, newer, or smaller items that are cheaper and more adaptable to all types of markets. For instance, if a person wanted to buy a cell phone at the beginning of the twenty-first century, he had only a few phones to pick from; now, the person may choose from a wide variety of phones, each with its own set of features and aimed at a distinct consumer sector. A cosmetics brand manufacturer who has previously presumed that only young women buy its products may create a campaign, in an inclusive effort, highlighting males who use their makeup. The most obvious advantage of inclusive marketing is that the firm or brand will appeal to a larger prospective consumer group.
- **Shift in communication from vertical to horizontal:** Because of the ease of access to products and services from all over the world, smaller businesses may now compete with huge corporations for the same consumers and markets and win. Large corporations have been compelled to think outside the box and seek inspiration from outside sources, rather than from within, and the consumer and market are the most important sources of information (Mircea and Luigi, 2018). The same movement from vertical to horizontal is occurring with customers; whereas in the past they were largely swayed by marketing campaigns, they now relate to external variables such as family, friends, colleagues, social media and twitter messages, and so on (Mircea and Luigi, 2018). The travel decisions, for instance, in most part of the world, for instance, are taken after consulting sites like expedia.com, tripadvisor.com, booking.com, travel blogs, etc.
- **From customers as individuals to customers as social:** Individuals' decision-making processes have changed as a result of their increased access to internet communication and social media platforms. If preference, motivation, experience, or the opinion of others were the key exogenous influence elements for this process a few years ago, today's exogenous impact variables are more diverse. In the world dominated by social media, Facebook is the biggest social network worldwide where there are more than 2.9 billion active users per month; the opinions expressed on such platforms about specific products and services will affect customer's decision-making processes (Mircea and Luigi, 2018). Such a shift toward new modes of communication and interaction between consumers, and between consumers and businesses, will thrive in future, as development of smart phones and internet usage continue to rise. In today's world, where online interaction is so vital, purchasing a product or service is no longer an internal or personal matter, but rather a social one (Mircea and Luigi, 2018).

#### **Marketing Mix in the Digital Era: 4Cs Approach**

In view of increased connectedness in the digital world, the well-known 4P's of marketing framework are superseded by a new set of marketing mix, the 4C's - co-creation, currency, communal activation, and conversation.

- **Co-creation:** The product element of the traditional marketing mix is replaced by co-creation. Co-creation is the new product development strategy where customers participate in the process of new product development right from ideation stage (Kotler *et al.*, 2018). Co-creation allows consumers to customize and personalize products and services, resulting in improved value propositions. For instance, Ikea, Heineken, Lego, and BMW are engaged in successful customer driven co-creation implemented in product innovation cycles.
- **Currency:** The concept of pricing is also evolving in the digital era from standardized to dynamic pricing. Most businesses, in the digital era, have adopted dynamic pricing based on market demand and capacity utilization, replacing the single price (Kotler *et al.*, 2018). It can help companies optimize by more efficiently balancing supply and demand. For instance, Uber, Amazon, and Spotify make use of massive collected on the customers' purchasing habits to offer dynamic pricing to their users. Big data analytics is important in understanding consumer spending patterns, customizing prices based on purchase patterns, and converting more customers.

- **Channel or communal activation:** The physical distribution or place element is substituted by communal activation in view of the emerging trends in economy. Peer-to-peer distribution model is rapidly gaining ground, providing customers with near instant access to the products and services they need. This growing need for fast delivery of products and services calls for a greater need of communal activation, wherein any seller can sell a product from anywhere rather than relying on physical spaces. Products are now made available in a peer-to-peer model using latest technology and internet portals, allowing customers to access products at any time and have them delivered to their door, eliminating the inconvenience of traditional shopping (Kotler *et al.*, 2018). With the emergence of 3-D printing, this peer-to-peer dissemination has become even more effective.
- **Conversation:** Promotion has evolved into a conversation; it is no longer a monologue delivered by brands to their customers (Kotler *et al.*, 2018). Promotion has always been a one-sided process, with businesses conveying messages to customers as audiences. With the advent of social media, consumers can now respond to those messages. It also allows customers to discuss the messages with other customers. The evolution is from television commercials to word of mouth in any social media platform and from customers as passive objects to engaged customers. Customers' responses to brand messages have become more prominent as a result of social media and other networking platforms. Customer review and rating apps, blogging platforms, and online forums have all become trusted places for customers to engage in dialogues about firms' products and services. Companies are engaging customers through transparent commercialization as consumer participation increases.

### Conclusions, Implications and the Way Forward

The contemporary business climate is rapidly evolving with the globalization of economies across the globe. Furthermore, with the ongoing pandemic, consumers and businesses have been confronted with a new environmental variable that has hastened the digitization and inclusion of new technologies. Changes in the global economy and consumer preferences have resulted from this exogenous phenomenon; some are temporary while others will be long-term. Marketing is evolving to meet the needs of the business world as well as societal and community changes.

Marketing 4.0 is a marketing strategy that integrates online and physical interactions between businesses and customers. It increases marketing productivity by employing machine-to-machine connectivity and artificial intelligence, while strengthening consumer interaction by leveraging human-to-human communication. This paper contributes to researchers and marketers understanding of the optimal mix for marketing activities in a digital age. Companies using this marketing mix stand a better chance of surviving in a digital economy. In a networked society, the goal is for both sides to actively seek commercial benefit. Companies engage customers in transparent commercialization by boosting customer participation. Brand identity, brand integrity and brand image have a positive effect on both customer satisfaction and purchase intention in the marketing environment of today. The inclusion of brand interaction in the latest version further influences customer satisfaction and purchase intentions.

Individuals' have lower attention spans; their shopping and consumption habits, as well as their mindsets and underlying motivations, have shifted. Consumers are closely monitoring brands; therefore, they should be more transparent. Firms should share and create various sorts of content on social media platforms to attract customers to interact with their products and services more frequently. Consumers have plethora of choices in all product categories and competition is at an all-time high. Marketers should analyse and use various textual data that can be gathered from customers online to predict customer behaviour and prepare effective marketing communication strategies. Future studies, therefore, need to investigate how the pandemic will interact with Marketing 4.0 and influence the competitive strategies that allow organizations to obtain competitive advantages and offer products to meet these new demands.

The increasing expansion of technical innovation and the greater use of internet in all areas of business should be viewed as an opportunity. Regardless of the fact that practically everything is now done online, conventional marketing channels should not be overlooked. If businesses want to be successful in the future, they must integrate marketing philosophy into the complexities of modern markets and business environments, with an emphasis on each phase of Marketing 4.0, particularly engagement. Marketing 4.0 philosophy serves as a reminder that changes are continual and that keeping up with them is essential. After all, a company's survival is increasingly dependent on its capacity to adapt to changing markets. Finally, it is anticipated that this effort will contribute to the development of academic understanding about Marketing 4.0.



The findings of this paper have managerial implications. Marketers can use social media platforms to construct marketing strategy for their products or services, increasing their marketing effectiveness. Digital marketing is not meant to be a replacement for traditional marketing. Instead, the two must coexist with interchangeable capabilities throughout the route of the customers. Digital marketing plays a vital role in encouraging action and advocacy as it is more accountable than traditional marketing, the emphasis is on driving results; whereas traditional marketing is concerned with initiating customer connection. The idea of Marketing 4.0 is to acknowledge the function of traditional and digital marketing in increasing customer engagement and loyalty. The lack of empirical work in this area calls for testing Marketing 4.0 in developing markets like India in various geographic contexts and cultural environments to get both the consumer and organisational perspective. Further, a systematic literature review can be undertaken to get a clearer view of Marketing 4.0.

### References

1. Ahearne, M., Bhattacharya, C. B., and Gruen, T. (2005) Antecedents and consequences of customer-company identification: Expanding the role of relationship marketing, *Journal of Applied Psychology*, 90(3), 574–585.
2. Ali Faizan, Seden Dogan, Muslim Amin, Kashif Hussain and Kisang Ryu (2021) Brand anthropomorphism, love and defense: does attitude towards social distancing matter?, *The Service Industries Journal*, 41:1-2, 58-83, DOI: 10.1080/02642069.2020.1867542
3. Bataineh, A. Q. (2015) The impact of perceived e-WOM on purchase intention: The mediating role of corporate image. *International Journal of Marketing Studies*, 7(1), <https://doi.org/10.5539/ijms.v7n1p126>.
4. Bathmanathan, V. and Rajadurai, J. (2019) Redefining the value proposition through green promotions and green corporate image in the era of Industrial Revolution 4.0: a study of Gen Y green consumers in Malaysia, *Int. J. Environmental Technology and Management*, Vol. 22, No. 6, pp.456–477.
5. Bintang Andhyka (2020) Marketing 4.0: A Literature Review *IOSR Journal of Business and Management*, Volume 22, Issue 4, Ser. III, April, 49-52.
6. Bistra Vassileva (2017) Marketing 4.0: How Technologies Transform Marketing Organization, *Óbuda University e-Bulletin* Vol. 7, No. 1.
7. Blend Ibrahim (2021): Social Media Marketing Activities and Brand Loyalty: A Meta-Analysis Examination, *Journal of Promotion Management*.
8. Brancher Nicole Rochele Cardoso (2020) Marketing 4.0 as a success factor for small enterprises in the artesana branch, *REGMPE, Brasil-BR*, V.5, No. 2, p. 97-116, Mai. /Ago.
9. Bump Pamela (2021) 7 Brands That Got Inclusive Marketing Right, *Marketing, Hubspot* (blog).
10. Burdett Douglas (2016) Weekend Reading: Marketing 4.0 by Philip Kotler, *Strategy*, December.
11. Carroll, B.A. and Ahuvia, A.C. (2006, April), Some antecedents and outcomes of brand love. *Marketing Letters*. <https://doi.org/10.1007/s11002-006-4219-2>.
12. Confetto Maria Giovanna, Francesca Conte, Agostino Vollero and Claudia Covucci (2020) From Dual Marketing to Marketing 4.0: The Role Played by Digital Technology and the Internet, *Beyond Multi-Channel Marketing*, 141–161.
13. Dash Ganesh, Kip Kiefer, and Justin Paul (2021) Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention, *Journal of Business Research*, 122, 608–620.
14. Dholakia, N., Zwick, D., and Denegri-Knott, J. (2010) Technology, Consumers, and Marketing Theory, In: *The SAGE Handbook of Marketing Theory*, SAGE, , 494-511.
15. Elali Louise A, Danielle I. Keiser, and Ozen Odag (2012) Logomorphism and Liquid Logos: An Analysis of Google Doodles, *Trends and challenges in strategic and organisational communication*, pp. 183-206.
16. Erragcha Nozha and Romdhane Rabiaa (2014) New Faces of Marketing in The Era of The Web: From Marketing 1.0 To Marketing 3.0, *Journal of Research in Marketing*, Volume 2, No.2.
17. Fennis, B. M., and Pruyn, A. T. H. (2007) You are what you wear: Brand personality influences on consumer impression formation. *Journal of Business Research*, 60(6), 634–639. <https://doi.org/10.1016/j.jbusres.2006.06.013>

18. Galanakis Charis M., Myrto Rizou, Turki M.S. Aldawoud, Ilknur Ucak, Neil J. Rowan (2021) Innovations and technology disruptions in the food sector within the COVID-19 pandemic and post-lockdown era, *Trends in Food Science & Technology* 110, 193–200.
19. Ghahtarania Alireza, Majid Sheikhmohammadya, Mahdieh Rostamiba (2019) The impact of social capital and social interaction on customers' purchase intention, considering knowledge sharing in social commerce context, *Journal of Innovation & Knowledge*.
20. Guven, H. (2020) Industry 4.0 and Marketing 4.0: In Perspective of Digitalization and E-Commerce, Akkaya, B. (Ed.) *Agile Business Leadership Methods for Industry 4.0*, Emerald Publishing Limited, Bingley, pp. 25-46
21. Huh, J., Denise, E., and Reid, L. N. (2009) Direct-to-consumer advertising skepticism and the use and perceived usefulness of prescription drug information sources. *Health Marketing Quarterly*, 26(4), 293–314.
22. Jara A, J., M. A. Zamora, and A. Skarmeta (2012) GLoWBAL IP: an adaptive and transparent IPv6 integration in the Internet of Things, *Mobile Information Systems*, "in press",.
23. Jara A.J., M.A. Zamora, and A. Skarmeta (2011) An Internet of Things-based personal device for diabetes therapy management in AAL", *Personal & Ubiquitous Computing*, Vol. 15, no. 4, pp. 431-440.
24. Jara Antonio J., María Concepción Parra and Antonio F. Skarmeta (2012) Marketing 4.0: A new value added to the Marketing through the Internet of Things, *Sixth International Conference on Innovative Mobile and Internet Services in Ubiquitous Computing*.
25. Jiménez-Zarco Ana Isabel, Asher Rospigliosi, María Pilar Martínez-Ruiz, and Alicia Izquierdo-Yusta (2017) Marketing 4.0: Enhancing consumer-brand engagement through big data analysis, January.
26. Jiménez-Zarco, A. I., Rospigliosi, A., Martínez-Ruiz, M.P., and IzquierdoYusta, A. (2019). "Marketing 4.0: Enhancing consumer-brand engagement through big data analysis," in *Web Services: Concepts, Methodologies, Tools, and Applications*, ed. Information Resources Management Association (Hershey, PA: IGI Global), 2172–2195.
27. Keller, K. L. (2001) Building Customer-Based Brand Equity. (cover story). *Marketing Management*. <https://doi.org/10.1108/00251740510589733>.
28. Kotler Philip, Hermawan Kartajaya and Iwan Setiawan (2010) *Marketing 3.0: From Products to Customers to the Human Spirit*, John Wiley & Sons, Inc.
29. Kotler Philip, Hermawan Kartajaya, Iwan Setiawan (2018) Marketing 4.0: When Online Meets Offline, Style Meets Substance, and Machine-to-Machine Meets Human-to-Human, <https://www.marketingjournal.org/marketing-4-0-when-online-meets-offline-style-meets-substance-and-machine-to-machine-meets-human-to-human-philip-kotler-hermawan-kartajaya-iwan-setiawan/>
30. Kotler, P., Kartajaya, H., and Setiawan, I. (2017) *Marketing 4.0: Moving from Traditional to Digital*, Hoboken, NJ: John Wiley and Sons.
31. Krykavskyy, Y., Pokhylchenko, O., & Hayvanovych, N. (2019) Supply chain development drivers in industry 4.0 in Ukrainian enterprises. *Oeconomia Copernicana*, 10(2), 273–290.
32. Kumar, A., Paul, J., and Unnithan, A. B. (2020) 'Masstige' marketing: A review, synthesis and research agenda. *Journal of Business Research*, 113(384–398). <https://doi.org/10.1016/j.jbusres.2019.09.030>.
33. Martínez-Ruiz María P., Mónica Gómez-Suárez, Ana Isabel Jiménez-Zarco and Alicia Izquierdo-Yusta (2021) Editorial: Toward Consumer 4.0 Insights and Opportunities Under the Marketing 4.0 Scenario, *Frontiers in Psychology*, January.
34. Mircea F and Luigi D (2018) From marketing 1.0 to marketing 4.0 – The evolution of the marketing concept in the context of the 21st century, *International Conference Knowledge-based organisation*, Vol. XXIV No 2.
35. Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014) Measuring consumerbased brand authenticity. *Journal of Business Research*, 67(6), 1090–1098. <https://doi.org/10.1016/j.jbusres.2013.06.001>.

36. Parent, M., Plangger, K., and Bal, A. (2011) The new WTP: Willingness to participate. *Business Horizons*, 54(3), 219–229. <https://doi.org/10.1016/j.bushor.2011.01.003>.
37. Rathod Anooksha Yogesh, Shubham Pandya and Nishant Doshi (2020) IoT and Modern Marketing: Its social implications, International Conference on Advanced Communications Technology, February, 16-19,
38. Sahin, A., Zehir, C., and Kitapçı, H. (2011) The effects of brand experiences, trust and satisfaction on building brand loyalty; Empirical research on global brands. *Procedia - Social and Behavioral Sciences*, 24, 1288–1301. <https://doi.org/10.1016/j.sbspro.2011.09.143>.
39. Shi, Y.Y. (2006) The international well-known image of the cartoon character authorization merchandise brand, brand relates to article quality and relate to quality to the research of brand loyalty influence. The Da Yep University. Master's thesis
40. Shugan, S. M. (2002). The cost of thinking. *Journal of Consumer Research*, 7(2), 99. <https://doi.org/10.1086/208799>
41. Suleman Dede, Hapzi Ali, Dewi Nusraningrum, Mochammad Mukti Ali (2020) Consumer Behaviour in the Marketing 4.0 Era Regarding Decisions about Where to Shop, *International Journal of Innovation, Creativity and Change*. Volume 13, Issue 7.
42. Tanprajna Ryan Frederick, and Ellyawati Jeanne (2020) Effect of E-Referral and E-Wom on Purchase Intention: An Empirical Study in Indonesia, 11th international conference on modern research in management, economics and accounting, 18-20 December.
43. Tarabasz, A. (2013) The Reevaluation of Communication in Customer Approach- towards Marketing 4.0. *International Journal of Contemporary Management*, 12(4), 124-134.
44. Van Hoang Thi and Hieu Vo Minh (2020) Travel Branding in Tourism 4.0: Case Study Vietnam Travel, *Journal of Asian and African Studies*, Vol. 55(6) 896–909.
45. Witold Świeczak (2017) The impact of modern technology on changing marketing actions in organisations, *marketing 4.0, MINIB*, Vol. 26, Issue 4, 161–186.
46. Wojciech Łukowski (2017) The impact of the internet of things on value added to marketing 4.0, *MINIB*, Vol. 26, Issue 4, 187–204.
47. Yussof Fatrisha Mohamed, Sabariah Mohamed Salleh, and Abdul Latiff (2019) Ahmad Factors of Augmented Reality Technology Adoption in Influencing Attitude and Purchasing Intention: A Review on Advertising Context, *International Journal of Advanced Science and Technology*, Vol. 28, No. 18, 321-328.
48. Zhang, C., and Mo, W. (2008). *Sell a management the convenience post*. Taipei City: The Ding Mouw.

