

Research Article

Influencing Generation Z And Alpha Consumer Experience In The Transition From Traditional To Digital Marketing 4.0

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ABSTRACT

The new consumer well-known denotes socially responsible looking for and purchasing activity. Because this is a stressed and educated client, he or she has greater enthusiasm for the business venture, with the ability to actively engage in the creation of certain desirable challenge procedures. Marketing modifications in tandem with technology, and over the last 5 years, customer behavior (Gen Z and Alpha) has been determined with the aid of using the approach wherein they each presentation information of whether or not or now no longer the objects are created successfully sustainable in phrases of the economic, social and environmental situation and to gain momentum for every industrial corporation wants to agree to greater new heights and knowledge how client changes choice gives us contact knowledge their have an impact on digital expenditure through acknowledging the rise of Marketing 4.0. Perhaps because the entire statistics of Marketing 4.0 necessitate: first and foremost, a thorough grasp of the history of marketing and marketing, notably Marketing 3.0's predecessor. The primary goal of this conceptual paper is to start a dialogue around the necessity for a brand-new advertising and marketing commercial business venture, as well as whether or not it is doable to modify or evolve the current marketing 3.0 must become the most up-to-date advertising and marketing strategy; nevertheless, the focus of this study is on marketing 4.0 and assessments and technological and marketing advances take place in conjunction with this paper. Research specializing in marketing 4.0 is, nevertheless, growing. 4.0 assessments in combination with marketing and technology will nowadays make it possible for any brand to achieve more than ever before.

Keywords: Marketing 4.0, Globalization, Generation Z &Alpha, Organization, Marketing Evolution Technology, Consumer, Digital

1. INTRODUCTION

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During the disruptive phase, businesses all over the world are inevitably scrutinized, forcing them to rethink their business models, adjust product and service cost propositions, and reform revenue and advertising strategies. Businesses are presented with a host of innovation-related difficulties in the midst of it all. Take, for example, the mobile phone network. Handheld phone gadgets have enabled unparalleled communication and given businesses a plethora of new options to communicate with their more knowledgeable clients. Simultaneously, the growing fear of phone addiction is concerning - research by Przybylski and Weinstein of the University of Essex demonstrates how cell phones infect people.

Companies in both the private and non-private sectors must develop not just new ways to influence individual consumers' choices especially generation Z and Alpha, but business enterprises are looking at various initiatives to benefit the hearts and minds of customers. A new environment emerged ten years ago, in which an increasing number of people saw escalating social and monetary changes emphasize the need for alternate, more sustainable ways of living, developing, and consuming. This need has become more widely acknowledged in the last decade, and technology on the consumer's carrier has made it increasingly practical.

The majority of today's firms routinely place the virtual technological footprint at the center of their operations. The virtual financial system, according to the OECD, is rapidly infiltrating a wide range of industries, including banking, energy, and transportation, as well as media and health. It's no surprise that the term "disruption" is frequently used in the business sector. The mobile internet, the internet of things (IoT), the cloud age, and 3-D printing are just a few of the critical advances identified by McKinsey as having the potential to disrupt traditional businesses. All of that disruptive technology is not revolutionary; in fact, numerous of them were in improvement for decades. However, they have a genuine, concrete have an impact on companies on a business level. In current years, the size has risen dramatically, owing in component to the access of several helping technology.

In this context, Firms must rethink how they attract customers in this scenario. A corporation's survival needs to design new formulae to achieve their overall and energetic involvement, as well as their emotional engagement. Learning more about the new Marketing 4.0 approach is the key to unlocking the secret. "This transition is particularly important for merchants that have gained a better understanding of their customers as a result of their online presence (Corstjens and Lal, 2012)."

2. IMPACT OF GLOBALIZATION

Globalization, like technology, reaches out to everyone in the world and creates an interconnected economy. Globalization, however, is a pressure that promotes monetary and social imbalances and produces paradoxes that have an instantaneous impact on businesses and people's behavior, unlike the previous era. Globalization has elevated the arena to a new level. This is critical for today's businesses to comprehend since they must devise an effective strategy for selling their services and products in foreign marketplaces in addition to local home international locations.to create an international marketing and marketing blend in which product, price, area, and marketing are geared closer to a particular country's wishes. Globalization has additionally expanded marketplace competition. Companies need to understand that new competition is acting all of the time- many of which can be worldwide. One advantage of this globalization has been a growth in the product range for customers.

Globalization is the second driving force behind the new social and economic epoch. Advancements in transportation and telecommunications are essential components of utilizing globalization. Infrastructures like the Internet and cell phones played a role in globalization as well, resulting in similar interconnectivity of monetary and cultural activities. These changes promote global integration by allowing for the exchange of global perspectives, goods, ideas, and other cultural components. As a result, we can confidently assert that globalization is primarily driven by the technology age, as the records era allows for the exchange of records among nations, corporations, and individuals.

Organizations have traditionally implanted complicated technological programmes that gather, monitor, shop, and share records that can be used in decision-making processes: systems that ultimately form the organization's intelligence tool's coronary heart (Barry et al., 2016). However, as the number of reasserts and the duration of the statistics provided change, organizations are increasingly able to monitor a large and diverse number of statistics that they and their clients generate in a short period. For example, keep in mind that in 2012, over a 2.5million exabytes are established every day, and the variant doubles every forty months. More statistics flow over the Internet every 2.0 years than in actuality 20 years ago, within the whole Internet. This allows organizations, now in reality not on the Internet, to paintings with many petabytes of statistics in a single set of statistics. The changes are massively attributable to the capacity to process, interactively, and record, allowing technology to be utilized.

2.1 Ethical Consumer

For the past decade, the world has been witnessing a period of rapid and unanticipated instability. The number of individuals living in poverty and unemployment has increased as a result of the economic slump, slowing growth in developed countries. Meanwhile, economic momentum has shifted to Eastern countries, which are expected to have higher growth prices. Furthermore, rising pollution and climate change are causing international areas to impose limits on carbon dioxide emissions into the atmosphere, increasing the cost on businesses.

These changes had a significant impact on the economic and social landscape. However, several variables, including new technical functions and the globalization process, have resulted in them being more suitable. “The new consumer, also known as ethical or green customers, is described as responsible by the cap potential: that is, they will be concerned about swallowing what they require sustainably and responsibly” (Boztepe, 2016).

For this kind of customer, buying consists of many economic, social, and environmental processes. This is a kind of character who, while buying, wonders what's expendable and what isn't, at the same time as they determine their very own economic buying power (Polonsky et al., 2016).

Inexperienced customers, in keeping with Biwas and Roy (2015), will attempt to guard the surroundings in some of the ways (e.g., recycling, checking that a package deal is a product of recycled material, buying green merchandise, saving energy, etc.). Those styles of movements are predicted amongst the one's ethical clients, in keeping with Laroche et al., (2001).

On the other hand, customers may not always base their buying decisions on their environmental sentiments, although these views may have an important impact.

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"Moral customers are defined by Strandvik et al. (2013) as people who reject a few brands, particularly those who regard their image as helpful for purchase."

A brand avoidance means deliberate refusal or abandonment of a brand (Lee et al., 2009),

According to Holt (2004), organizations, particularly their brands, are attempting to deal with social, financial, and environmental issues in a way that appeals to society. As a result, instead of being nerve-racking and carrying contradictory, entangled mental values, humans seek a sense of continuity in their life. Today's consumers, particularly Generation Z and Alpha, are always looking for new ways to engage with people and begin to blend into their local network and society. However, an understanding of course is also important at times of contradiction, such as when people begin to band together for social causes or when they become more aware of and concerned about inequality, injustice, environmental sustainability, network duty and social purpose.

2.2 Generation Z & Alpha

1. **Generation Z** (Gen Z): The most modern generation, born between 1997 and 2012, is called Gen Z. They vary in age from 6 to 24 years old (almost sixty-eight million within the U.S.). Generation Z refers to kids born among the past due Nineties and nowadays. There has additionally been a slew of different labels proposed, which include Gen Tech, post-Millennials, iGeneration, Gen Y-Fi, and Zoomers.

2. **Generation Alpha-** Generation A: Generation Alpha starts evolved with kids born in 2012 and could final at the least till 2025 if now no longer (about 48 million individual beings within the U.S.). However, while a few speculate that Generation Alpha is referred to as after the primary letter of the Greek alphabet and represents the beginning of a sequence of merchandise or categories, it'd additionally truly be a handy technique to next door into a brand-new script.

Generation Z changed into formerly used as a catch-all call for the arena's adolescents, however, Generation A has considering that taken its place. However, plenty as Gen Y has become Millennials, Gen Z and Gen A might also additionally probably modify their names as they pass from adolescents to adulthood. "While the designation Gen A is beneficial for debate, it isn't the final phrase in this species. Moreover, approximately the product or carrier, those customers determine to shop for primarily based now no longer simplest on charge or quality (Bostman, 2010)", in addition, they attempt to shield and admire the surroundings and care approximately the truth that production businesses or carrier companies admire human rights and standards of social justice.

3. THEORETICAL FRAMEWORK AND LITERATURE REVIEW

People and businesses are more intertwined than ever before. This allows people to share a digital arena with global access to obtain data, communicate, engage, and trade data, understanding, or another product, thus transcending time and location obstacles (Fortis, 2015; Tuban et al., 2015).

On the other hand, the high level of interactivity possible with these technologies allows the various actors involved in the price introduction process – particularly the consumers – to take a more active role in their relationship with the company (McAfee, 2009).

In this line, Copeland and Malik (2005) display that the new era permits connectivity and

interactivity of people and groups, in addition to facilitating the unfold of word-of-mouth data sharing.

Customers, specific activities, and different organizations are using technology to improve their sports as it evolves. Initially, this use of technology to business sports within the community was referred to as electronic advertising or e-advertising since it was based entirely on the use of ICT (Information and Communication Technology) in the advertising field. But this application has gone far beyond advertising, altering the way data is collected and used throughout the commercial organization decision-making process.

3.1 Literature Review

In the brand-new wave period, that is extra regularly occurring in Information Technology and verbal communicate, in particular the Internet, humans would possibly extrude from being customers to developers. Technology, in particular internet 2.0 and social media, has developed right into a device that lets humans to specific themselves even as simultaneously speaking with others. Humans may also generate new ideas, occupy their time, and devour them in this atmosphere. It's essential to apprehend the distinction among the 2 maxima typically used phrases to explain new-wave technology at this time: social media and internet 2.0. The phrase "virtual media" refers to several online social communicate channels. Customers, markets, and society, in general, have all visible full-size modifications because of technological advancements. Many new records technologies were furnished into marketing and marketing and in addition developed into what's taken into consideration a brand-new wave of advertising era for the reason that gives up of the closing century. The following are essential authors who investigated how Marketing 4.0 influences enterprise firms are indexed below

1. **Guyen, H. (2020)** “assures that the principles of online marketing and e-commerce were investigated in a broad sense by He has done a literature review in his paper about the digitalization of e-commerce sites. Besides he studied digital marketing settings and the methods which can be applied in the perspectives of digital marketing. He attributed these rapid changes in new generation marketing to the fast transformation in ICT. He recommended that due to environment, technology and change in the decision of consumer’s purchasing power marketing 4.0 is undergoing a period of transition and hence, marketing professionals must be ready to adapt to the use of these new media and digital marketing techniques”
2. **Silva, E. de S., Barroso, T. da S., & Castro, LNP de O. (2020)** in his studied evolution of technology and its connection by digital marketing 4.0 through advertising and publicity. Marketing 4.0 is centered around the brand and customer through product or services promotional strategies. Their research evaluated the Instagram tool as a strategy for brand positioning and leveraging by the application of Marketing 4.0. They applied the case study method to validate his proposed model. They applied the case study strategies in two companies in the year 2019. Digital marketing through social media offers better communication and interaction between the consumers and companies thereby resulting in positive sales outcomes.
3. **Krishnamoorthy, D., Sneha, S., & Immanuel (2020)** The influence of technological advancements on various marketing operations was investigated. The recommended name for the parallel developments in technology and marketing operations is marketing 4.0. They

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analysed a wide range of literature from marketing 1.0 to marketing 4.0 to determine the link and transition. The influence of technological innovation on changes in the marketing mix was studied. Finally, their research looked into the link between marketing and technology.

4. **Confetto, M.G., Conte, F., Vollero, A., & Covucci, C. (2020)** in their research studied the B2B and B2C marketing integration strategies to find out the changes undergone by Dual marketers who are using both the traditional and modern channels for marketing strategies. They theoretically studied the omnichannel marketing paradigm and then identified the B2B and B2C markets common characteristics. They have illustrated big data analytics tools to find out the dynamic perspectives in the relationship between dual marketing in Industry 4.0
5. **Akbar, R., Priyambodo, T.K., Kusworo, H.A., & Fandeli, C. (2020)** examined the issues and roadblocks that digital tourist marketing presents, as well as the many solutions that may be devised to overcome these roadblocks through the usage of digital tourism marketing. They conducted research using qualitative case study methodologies. They discovered that the main barrier is a scarcity of trained human resources in the tourist industry. The suggested digital partnership for tourism promotion through the use of marketing 4.0 and the internet and social media
6. **Philips Kotler (2016)** emphasis that Marketing 4.0 is a marketing strategy that bridges the gap between firms' online and offline contacts with their customers. Digital contact isn't enough in the digital economy. Offline touch speaks to a solid separation in an inexorably online world. Similarly, Marketing 4.0 combines flair and substance. While businesses must be more adaptive and versatile to keep up with fast-changing trends, their credibility is more important now than ever: that is the idea of Marketing 4.0, according to Companies are continuing to look for innovative ways to not just influence individual consumer decisions, but also to win consumers' hearts and minds. In the recent decade, this requirement has become increasingly widely recognized and technology at the consumer's disposal have made it gradually conceivable
7. **Barry et al., (2016)** upraise that Companies have traditionally implanted complicated technical applications that gather, analyze and transfer data that is employed in the decision-making procedure. These technologies eventually comprise the heart of the organization's intelligence system However, the dynamics of consumer's information that is available to businesses are evolving and Companies are becoming able to process these huge amounts of information their customers generate. For instance, while in 2012, per day more than 2.5 Exabyte's of data were generated; however, the data generated on the internet is doubling almost every 40 months. Today, more data is processed every moment than the amount of information gathered in the last 20 years from the web. This allows businesses to work with huge data set, rather than only data from the Internet. Digital Connection, interaction, and data processing capacity all contribute to these shifts, allowing for the utilization of technology.
8. **Fortis, 2015; Tuban et al., (2015)**. People and businesses have never been more intertwined. This allows individuals to share a global virtual environment and obtain knowledge by interacting with people from all over the world without being limited by time or place.

9. **Corstjens and Lal, (2012)** expressed that the new-age consumer purchases and consumes in a socially conscious manner. Companies reevaluating their appeal to these customers and creating innovative means for consumer's active participation and their emotional commitment is critical for a company's sustainability. The solution could be found in an innovative marketing strategy: Marketing 4.0 is a new way of thinking about marketing. This transformation is especially important for retailers who, after moving online, have gained a better clarity of their customers' requirements
10. **McAfee et al., (2012)** informs that customers can be judged not only by what they buy, but also by what they search for, how they interact with the site, promotions, reviews, and how the web page design appeals to them. All of this information strengthens a company's strength if it has the right tools and knows how to use them.

4.0 COMPANIES' ESPOUSAL NEW MARKETING CONCEPT

Consumers have evolved from "passive observers" to "active participants." As a result of this evolution, customer-to-customer (CtoC) and customer-to-business (CtoB) connections have become increasingly crucial in the development of new co-created client pricing. Customer and brand communities have benefited from the growth of social media, with customers and businesses engaged in personalized co-created value (Hakanen and Jaakkola, 2012). Price is critical because it is at the heart of the company's aggressive approach. Giving clients more value than the competitors will become the most obvious way of gaining and maintaining their loyalty. In this sense, a life of high-intensity competence and personal attention to customers will take precedence. This is most feasible if the company as a whole, as well as all of its resources, is directed toward the market and customer satisfaction.

Competitive strategies have followed that focus solely on employing employer resources to outperform the competition in terms of service levels, price, adaptation, and/or the creation and transmission of various mental and social advantages (security, confidence, etc.) (Grönroos, 1994). This can be accomplished by providing intelligent pricing to customers and keeping them linked to the firm.

'By improving marketing processes and management, the concept of marketing is transformed. Many businesses, without a doubt, view this type of conduct as a means of exploiting customers. Some businesses even remember that customer input should be encouraged at all phases of product development' (Ernst et al.2010).

Customers, on the other hand, as Etgar (2008) points out, have a wide range of interests that limit their ability to participate constructively in co-adventure tasks. As a result, only a small percentage of customers are likely to be interested in and capable of participating in co-adventure activities. Innovators (the early adopters), emergent buyers, and market mavens are among them. Organizations set a variety of goals at a strategic level:

- (a) That the wide variety of purchasers with which they have got a near dating is high.
- (b) That the relation established, other than having a behavioral dimension (a collaborative

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behavior) additionally has an affective dimension

5.0 MARKETING EVOLUTION: MARKETING 1.0 - MARKETING 3.0

Marketing has evolved in three stages over the last five decades, which we call Marketing 1.0, 2.0, and 3.0. In the last decade, a large number of businesses have adopted Marketing 3.0, particularly via the use of Social Corporate Responsibility (SCR) initiatives, which provide an excellent opportunity to align the company with the changing social and financial context.

As we will see within the subsequent section, the evolution of advertising and marketing as we'll see in the next part, advertising and marketing has evolved around three key disciplines: product control, client control, and brand control. This never-ending cycle reacts to the advertising and marketing industry's need to adapt to various aspects of people's life. As a result, in the 1950s and 1960s, it became more focused on product control, and in the 1970s and 1980s, it became more focused on purchaser control. At the end of the 1990s and the start of the 2000s, the area of brand management exploded.

5.1 Marketing 1.0

In the early 1950s, the producing quarter changed into the Centre of the advanced economies. In such a context, advertising and marketing, along with finance and human resources, became just one of many critical talents helping production. The marketing characteristic is the sole responsibility of the marketing department's professionals. "They are in charge of steering the company in the direction of customer pleasure. The steps provided inside the advertising and marketing mix programme are used to deliver the solution to clients. The main goal is for customers to choose the company's products" (Sánchez et al., 2000).

Various business fundamentals during this period used a strategy that focused on the product and is designed to attract new consumers while reducing the amount of time they spend thinking about their in-addiction treatment. "The marketing mix is the foundation upon which transactional advertising and marketing are based. As a result, the assumption is that the marketer interacts with its mass consumer using 4.0 basic gears." (1994, Grönroos)

Evolution

The 1970s and 1980s were tumultuous decades. Western economies have been in a state of flux. Producing calls has become more difficult for businesses, requiring more than four Ps. The increased supply, maturation and fragmentation of markets, intensity and globalization of competition, and the rapid pace of technological advancement significantly transformed the competitive landscape of businesses. To drive product demand, advertising and marketing have to progress from a tactical level – Marketing 1.0 – to a more strategic level: The initial level of advertising and marketing has been around since the dawn of time. In this technology, advertising and marketing changed into centered on promoting merchandise without thinking about the want and desires of the goal marketplace. This may be described as Marketing 1.0, which changed into a product-centric method, which changed into especially centered at the artwork to steer to boom sales.

5.2 Marketing 2.0

It is the first technology that is focused on the customer. Companies seek to recognize their consumers and provide them with a set of services and products that are specifically customized

to their needs. However, this approach implicitly presupposes that consumer is only passive targets of advertising and marketing activities. Because the supply of goods and services has increased substantially, marketing has changed dramatically, and customers have been able to select part of the total available to them. Furthermore, with the capabilities of the information and communication era, buyers began to be well-informed and compare various value services of comparable products.

Marketing 2.0 is a customer-centric marketing approach. It's also known as the technology-enabled customer-centric strategy. In-depth research and investigations into customer want and wishes distinguish this marketing technique to identify new target populations that convert into high-quality prospects. Relational marketing is another word for Marketing 2.0, because it now supports not only a new means of knowing markets but also a new way of thinking about markets. Market research provides companies with information on their customers, but they do not have direct and ongoing contact with them. Fortunately, today's humans aren't passive and prefer to be treated as simple customers. They are a dynamic function of their social and economic surroundings, and their concerns about human, societal, and environmental challenges drive them to seek answers to their questions about how to make the globalized world a better place.

5.3 Marketing 3.0

Prof. Kotler recently labelled it as Marketing 3.0, or the human-centric generation, in which values are the driving force behind advertising and marketing (In his book Marketing 3.0: From Products to Customers to the Human Spirit, Philip Kotler coined the phrase). Since then, buyers have been treated as active, concerned, and creative individuals. Furthermore, they are more sensitive and realistic about the brand's social and humanistic aspects, such as the company's responsible, social, and environmental components. It establishes a platform and sets up connectivity in Data-pushed dynamic advertising and marketing this is included throughout all customer contact factors in Marketing 3.0. It is familiar with and anticipates the necessities of customers and offers them value.

The importance of customer feedback, interactions, and pleasant consumer requirements is increased. This demand from customers to meet their anxieties and desires, in addition to traditional wishes and desires, as well as the customer's ability to influence and observe their creativity on the goods, is changing the relationships between most consumers, establishments, and merchandise, as well as a reader's hard and fast from public web sites that are motivated by consumer reveries.

Table 1 shows the main differences between Marketing 1.0, 2.0 and 3.0

	Marketing 1.0 Product-centric	Marketing 2.0 Consumer-centric	Marketing 3.0 Value-centric
Objective	Market your goods to the general public.	Customer satisfaction and brand loyalty	Consumers' emotional and cognitive requirements must be met.
Enabling forces	Product-driven market Product development is at the heart of this	Information technology	Consumer interconnectedness (new wave technology)

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	industrial revolution.		
How marketers see the market	Functional product specifications	Smarter consumers & Mass market	Instead of segments, people are used.
Key marketing concept	Communication in large groups (one-to-many transactions)	Differentiation	Values
Value propositions	Marketers/companies	Emotional & functional	Functional, emotional & rational
Company marketing guidelines	Market your goods to the general public.	Positioning of the company and its products	Mission, vision, and values of the company
Interaction with consumers	Product-driven market. Product development is at the heart of the industrial revolution.	Micro-segmentation	Consumers collaborate.
Power of branding	Functional product specifications	Marketers/companies	consumers

Source: Kotler et al., (2010)

Marketing 3.0 is a value-based technology in which individuals are considered as complete people, not merely as consumers, with brains, emotions and spirits. In the meanwhile, organizations should consider their basic social, monetary and environmental justice mission, vision and value objectives. They want to solve societal difficulties. Co-adventure is one of the major developments in the new sector of advertising, as we showed previously, but cooperation must begin with partners that share the same values and objectives. On the contrary, the second building block of marketing 3.0 is cultural marketing. It is a technique that addresses the worries and goals of worldwide citizens.

Customers are portrayed as active, anxious, and creative individuals in Marketing 3.0, a values-driven marketing strategy. This indicates a key assignment to consumer-emblem exchanges because customers have their voice, viewpoint, and experience (Kotler et al., 2010). They want producers to address their innermost fears and desires, as well as more input into price decisions. As a result, it's no longer solely focused on the buyer's traditional objectives and desires. Consumers are encouraged to have private conversations with brands, allowing them to open out about their feelings and studies and gives corporations a beneficial medium in which customers validate, verify and take a look at different customers' studies with the manufacturers. Industry the usage of Marketing 3.0

Marketing 3.0 focuses on the individual, not as a replacement for, but as an enhancement to, the preceding marketing and marketing and advertising and marketing vision. Enterprises, as active sellers in the environment, must demonstrate social responsibility by expanding community-oriented projects, all to function as companies whose brands profit from appreciation and

devotion. It's the progression from Marketing 1.0, which was primarily focused on the goods and appealed to the buyer's "reason" via affordable justifications, to Marketing 2.0. which changed into orientated on customers and attempted to attain the coronary heart of the customers (marketing and marketing and marketing-oriented relations) Marketing 3.0 aimed to understand their customers to be involved about them (their emotions, their emotions, their concerns) and co-create products with them

Table 2 shows the value-based matrix model for Marketing 3.0

		CONSUMER		
		Mind	Heart	Spirit
Organization	Mission (Why)	Delivery Satisfaction	Realize Aspiration	Compassion Practice
	Vision (What)	Profitability	Returnability	Sustainability
	Values (How)	Be Better	Differentiate	Make a positive impact

Source: Kotler et al., (2010)

Collaborative marketing is the primary constructing block of Marketing 3.0. Companies working towards Marketing 3.0 goal to alternate the world. They can't do it alone. In the interlinked economy, they have to collaborate, with their shareholders, with their channel companions, with their employees, and with their consumers as Companies pursuing Marketing 3.0 must recognize network issues that are relevant to their business and place them at the centre of the company's business model. Marketing 3.0 explains its situation to the people who surround it: customers, employees, channel partners, and shareholders.

6.0 Marketing 4.0: The Next Step in Marketing Evolution

Marketing 4.0 is a follow-up to our well-known Marketing 3.0 concept, which pushes companies to reach out to people's hearts and minds. Marketing 4.0 is based on a thorough evaluation and investigation of the paradoxes that have emerged as a result of the digital technology revolution. We discuss how online and offline collide, why style matters, and why Machine-to-Machine engagement isn't complete without Human-to-Human interaction. Most modern firms are increasingly using digital technology in their operations. The key solutions for advanced facts and communication structures used, according to Choo et al., (2013), presented agencies with minimal advantage. They were:

- (a) Primarily based totally on online structures to which the get entry to of a few clients is restricted;
- (b) Centered on very particular customers and sectors, and
- (c) Primarily based totally on clients' facts that don't combine the provide factor of view – which include the opinion and justification from the vendors.

Companies wished a brand-new advertising and marketing technique, which include Marketing 4.0 that integrates with patron generation and additionally offers answers primarily based totally on the evaluation of the patron facts approximately their preferences, opinions, and needs. Given the widespread acceptance of the Marketing 3.0 concept, we'd like to present Marketing 4.0, a

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strategy that more effectively considers the convergence of companies' and consumers' physical and online worlds. The concept focuses on how, during a virtual financial system growth, offline interaction acts as the primary point of difference in an increasingly online society. It also includes how fashion and substance collide, in that although manufacturers strive for flexible and adaptable patterns in response to fast-changing technology advancements, the brand's core, a suitable individual, is becoming increasingly vital. Brands want to come upon as actual to their identification and proper of their messages – this perceived substance is a precious asset in a more and more obvious world.

6.1 Traditional Marketing to Digital Marketing

Traditional marketing and digital marketing are still relatively new in terms of increasing brand awareness and interest; however, as customers develop deeper relationships with brands, virtual advertising and marketing become increasingly crucial. The purpose of virtual should be to produce movement and advocacy, and in light of increased accountability, the focus should be on achieving results rather than initiating customer involvement, as is the case with traditional advertising and marketing. In a nutshell, Marketing 4.0 is the fourth generation of marketing. Seeks to help entrepreneurs in spotting and making ready for the converting roles of traditional and virtual advertising and marketing in fostering purchaser involvement and advocacy which follows beneath cited 4 points

1. There's a lot to learn about anything from 'Segmentation and Targeting' to 'Customer Community Confirmation.'
2. There is something for everyone, from 'Brand Positioning and Differentiation' to 'Brand Characters and Codes.'
3. There's a lot to learn about everything from 'Selling the 4Ps' to 'Commercializing the 4Cs.'
4. There's a lot to learn about everything from 'Customer Service Processes' to 'Collaborative Customer Care.'

The much-anticipated manual for next-generation advertising and marketing, Marketing 4.0: Moving from Traditional to Digital, is missing from the shelves. This book, written by some of the world's top marketing and advertising specialists, will help you negotiate the ever-increasing number of connected international consumers and changing consumer landscape to reach more customers, more effectively. Customers have significantly less time and interest in committing to your company these days, and they're constantly assaulted with choices. You want to stand up, catch their attention, and convey the information they need. This paper investigates the market's shifting strength dynamics, the paradoxes that result from the use of connective connectivity, and the emerging sub-lifestyle splintering that allows you to shape tomorrow's patron; this foundation explains why Marketing 4.0 is becoming increasingly important for productivity and shows you how to apply it to your brand today.

6.2 Importance of Marketing 4.0

Marketing 4.0 is a strategy that more effectively analyses the convergence of the physical and online worlds of companies and customers and because the Marketing 3.0 principles have gained widespread acceptance, The viewpoint focuses on how offline touch, in a growing number of online surroundings, functions as a significant differentiation at some point throughout a virtual

monetary boom. It also includes how fashion and substance are interwoven, in that while businesses must adopt flexible and adaptive patterns in light of rapidly changing period changes, the brand's basic, appropriate identity is becoming increasingly important. Manufacturers use their messages to promote their products.

To boost patron engagement, moving toward marketing 4.0 necessitates balancing our use of technology and technologies with a human touch. All of this culminates in what we refer to as "Marketing 4.0," which describes how new technologies, in combination with social networks and virtual advertising and marketing, are forcing agencies to change how they interact with clients almost instantly. The development of this discipline, which has progressed from focusing on the product (marketing 1.0) to the purchaser (marketing 2.0), then their emotions (marketing 3.0), and now, with the upward push, to the customer (marketing 4.0), manufacturers want to be extra humane, obvious and coherent to narrate to their customers as equals, display extra dedication and provide progressive merchandise and services, extra tailored to the actual wishes of everyone.

6.3 Usage of Marketing 4.0 for organization

Marketing 4.0 refers to a marketing technique that is composed of every online and offline interplay amongst businesses and their customers. Digital contact is insufficient within the digital economy. In reality, worldwide that is becoming an increasing number of online, offline contact is a sizable differentiator. Furthermore, Marketing 4.0 integrates form and function. Even though businesses must be more flexible and adaptable to keep up with rapid era changes, their proper originality is more important than ever. In a rising number of seeming cultures, authenticity is the most valuable asset. Machine-to-machine (M2M) and human-to-human (H2H) marketing will be balanced in Marketing 4.0. (H2H). As connected devices become more commonplace as a result of artificial intelligence and the Internet of Things, resulting in increased advertising productivity, they must work hand-in-hand with human-to-human connectivity to improve customer engagement. We need to balance our utilization of laptop architectures and g to embellish our customer connection

7.0 CONCLUSION

Marketing 4.0 is more than a step forward from Marketing 3.0. Some of the motivations behind Marketing 3.0 include new age advancements, globalization-related difficulties, and people's need to express their creativity, values, and spirituality. While Marketing 4.0 is a response to the ever-gift integration of technology in people's lives in a brand-new business environment, it is also a response to the ever-gift integration of technology in people's lives. This new era of marketing will focus on bringing awareness to the significant wishes and aspirations of generations. It might also be able to meet Marketing 3.0's desires, concerns, inventiveness, and ideals.

Furthermore, it provides a way to participate in the envisioned marketing 4.0 via already established web infrastructures and direct connections with products. This involvement will raise human understanding of the emblems' principles and social movements, increasing symbol recognition. This gives you the chance to double-check that the features and values that the product supports are gifts. Through this direct link, customers can also add and check things while making a purchase. Marketing 4.0 aims to reach out to more customers and interact with

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them more successfully than ever before by leveraging changing consumer attitudes. In short, Marketing 4.0 seeks to assist marketers in recognizing and preparing for the changing roles of conventional and digital marketing in driving consumer involvement and advocacy.

Future Works

Currently, organizations are transitioning from Marketing 3.0 to Marketing 4.0. Those companies who have excelled in Marketing 1.0 and 2.0 are now implementing Marketing 3.0 effectively. The destiny concept advertises that groups should no longer be freelance fighters, but rather should develop into a corporation that acts as a part of a devoted community of partners, in which humans aren't simply customers, but "whole persons" with "human spirit" who want to make the sector a better place. We show how generation may press firms in a variety of ways in Marketing 4.0. To apply huge volumes of data on the one hand, and to modify their advertising point of view on the other. Marketing 4.0 encourages businesses to pursue their goals solely based on customer involvement, loyalty, and retention. The new advertising approach is all-encompassing, global, one-of-a-kind, and coordinated. It encourages the development of strong brand-customer ties. Big data may help marketing achieve its goals since it makes it easier to understand consumer behavior and, as a result, to plan advertising campaigns to tailor a customer's purchase experience. As a result, Marketing 4.0 might provide a more personalized approach to a company's marketing. Version for higher consumer engagement.

Conflict of interests

The authors declare that no competing interests exist.

Author's contributions

The authors contributed equally to the theoretical development, the conceptual identity of the manuscript and its academic interest only

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