



# CHAPTER MARKETING 4.0

DMK1203  
Fundamentals of Digital Marketing Business

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# The Evolution of Management Development towards Marketing 4.0

## **1.0 Product Centric**

The first marketing or Marketing 1.0 has the main function. encourage sales.

## **2.0 Consumer Centric**

The second generation of marketing or Marketing 2.0 has the main function of Targeting Find out the needs of that target audience. And create value to meet those needs to be superior to competitors and satisfied customers come back to buy again.

# วิวัฒนาการ พัฒนาการจัดการ สู่การตลาดยุค 4.0

## 3.0 Human Centric

This new era of marketing or Marketing 3.0 has the main function that is even more important than the second generation. Marketers must have the ability to predict the future. using the trend analysis principle as Take a deeper look at customers in terms of thoughts, attitudes, and hearts that affect actions. and find new needs that consumers do not yet know they want (New Needs & Wants) and most importantly There are no competitors to market with that new demand seriously. And do marketing quickly in a Quick Response style in order to register their own brands, products and services into the memory of consumers before anyone else. Therefore, the 3.0 era focuses on principles. AIDA A = Awareness I = Interest D = Desire A = Action

# Factors leading to the change to Marketing 4.0

## ■ Economics and Marketing

Changes in the global economic and social context due to the Digital Revolution, the change to Industry 4.0 (The Fourth Industrial Revolution), reaching agreements Millennium Development Goals 2015 (Millennium Development Goals: MDGs 2015) and the United Nations Sustainable Development Goals 2030 (Sustainable Development Goals: SDGs 2030) liberalization of trade, services, labor, investment and finance with important mechanisms such as trade zones. ASEAN Free Trade Area: AFTA) Free Investment Area (ASEAN Investment Area: AIA) and demand Skilled workforce in the 21st century.

## **Factors leading to the change to Marketing 4.0**

### **■ Technology**

Changes in digital technology and life innovation and advancement of leapfrog digital technology causing sudden changes in technology which, in addition to affecting already affecting the economic system It also affects the livelihoods of people in countries around the world that have to Face many digital technologies in daily life. Both teaching and learning in educational institutions, management, natural resources, traveling, using information for administration and management, work, and information technology is therefore related to every aspect of daily life. Therefore, it is a good idea to learn and understand about digital technology. in order to be aware of it and apply it for the benefit of oneself, society and the country in the future.

## **Factors leading to the change to Marketing 4.0**

### **■ Politics and Law**

Political Conflict and Violence Trends intolerance of differing opinions Conflicts in the opinions of people in society are increasing. resulting in unrest People are paranoid and lack of safety in life and property. The country lacks security and peace. The education system as The main mechanism for improving the quality of the country's people therefore needs to adjust the way of teaching and learning. People can think analytically. Lange understands and accepts different opinions. from events related to democratic and political events that occur.

# Factors leading to the change to Marketing 4.0

## ■ Population

Every country places great importance on public health and family planning around the world. Especially developed and developing countries. together with the progress in science and medicine resulting in The global population growth rate is declining. And enters a big change in the aging society situation in Thailand and in 2020 there will be a population aged 60 years and over, increasing to 19.1 percent, or close to the highest level of aged society. In addition, Thailand has a decline in fertility or fewer births.

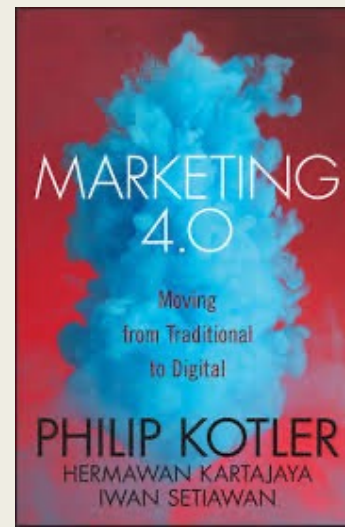
## How is marketing in the 4.0 era related to the Thai government policy in the 4.0 era?

- **“Thailand 4.0** is the economic development model of the Thai government.” Before coming to 4.0, there will be 1.0 focusing on investment in agriculture, 2.0 focusing on light industry. But turning to use a lot of labor instead. 3.0, the era of heavy industry and exports, while Thailand 4.0 will focus on driving business with innovation.



## The principles of Thailand 4.0 will focus on 3 major areas.

- 1.) Change from the production of general products It is a more innovative product.
- 2.) Technology, innovation and creativity are applied in the industry.
- 3.) Change from a country that employs industrial production It is more focused on the service sector.
- Marketing 4.0 is a term that became famous from the book Marketing 4.0 by Philip Kotler.



# Marketing Management 4.0

## 1. Principles 5A strategies to attract customers from Marketing 4.0 (CUSTOMER PATH)

1. Aware
2. Appeal
3. Ask
4. Act
5. Advocate

## **2. Three major trends**

1. Consumers: new technologies Especially smartphones and social networks. Has resulted in a society of new habits of consumers. which has a definition called "Socialnomics"

2. Technology and information: Internet of Things (IoT) because in the near future Every piece of equipment in daily life is connected by the internet network, thereby creating a communication connection between machines.

3. Communication Technology will play an important role in transforming the communication between brands and consumers.

### **3. Principles of social commerce**

A recent study from Bain Research, which surveyed consumer behavior in Southeast Asia earlier this year, indicates that Southeast Asia is now the goldmine of e-commerce. Digital consumers in this area have a unique behavior that is different from other places On this planet, with the geographic characteristics of Southeast Asia It seems to be a huge challenge to the e-commerce market. Whether it is a variety of dialects different ethnic groups Some groups are confined to far cities and regulations differ from country to country. All of these inevitably make it difficult to control business policies.

## **4. Major major marketing groups YWN**

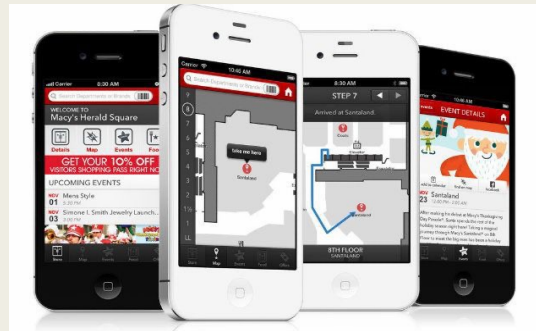
**1. young**

**2. Woman**

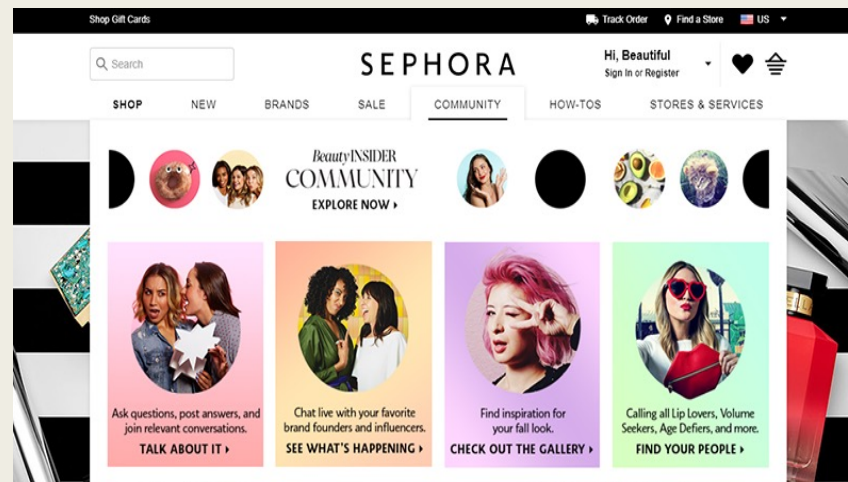
**3. Nettensen**

# Application of MARKETING 4.0 to Business

1. Presenting products through online channels
2. Connect your offline and online storefronts together.



3. Create channels for customers to express their opinions.



**END**