


## Marketing 4.0 In The Era Of Online Digitalization

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| Article Info   | ABSTRACT   |
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| <b>Keywords:</b><br>Marketing 4.0,<br>digital marketing,<br>E-Commerce,<br>Digitalization  | In the current era this, the introduction concepts such as big data, social media, responsibility answer social companies, and e-commerce have No off become part from life this, then transition to Marketing 4.0 increasingly fast. One of the activity the most important thing that influences decision purchase consumer is e-commerce. E-commerce plays a role decisive role in stages and purchasing process. For reason This, e-commerce has become issues that increase interest individual in process and decision purchase every day and need emphasized. In line with all that, the concept of digital marketing and e-commerce will handled in broad framework in study this. In addition, the digitalization of e-commerce sites will held in review literature on the side environment and techniques that can used in scope digital marketing. Approaches and trends new guide modern marketing is changing from day to day. The most important reason change This based on rapid transformation in technology information and communication. For reason this is important for manager marketing For adapt with transformation this and using media and techniques in digital marketing. |
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### INTRODUCTION

Human history Keep going changing, developing and progressing. Although progress This demand progress technology, but progress the has cause Lots matter mutual changes related in all field, in which people are involved in a way active. Moreover globalization and development technology has cause the world to change become village small. All emerging developments with technology has show its existence in the field industry and marketing as consequence from emergence waves new. However, along with development technology information and world changes, both industry and also marketing different. Increased integration from the Internet of everything something to in chain mark industry cause The birth of Industry 4.0. Marketing process has develop in a way parallel with technology. In line with that, the amount studies based on Marketing 4.0 starting increase from day to day.

For give superiority sustainable competitiveness and for adapt with digital changes that are happening in our time, business must follow difference in marketing and updating self they Alone in accordance with transformation This is for endure through and overcome competition, company must increase performance marketing (Akkaya & Tabak, 2017). Currently, there are transition from approach marketing traditional to style caring marketing with digitalization. In the digital world, business want to promote its products and services, survive in condition tough competition, and different from competitors. For objective this, he

implement related applications with digital marketing according to with their respective interests and goals. In special, development technology the more increase lately this. With expansion use tool communication such as the internet, smartphones and tablet computers, methods communication between businesses and consumers are also starting changed. As a result from change This is a very important change has experienced in understanding about digital marketing and continue experienced.

Blessing device soft internet and application based digital technology, available connection unlimited free and easy between network. With method this, influence from every situations, strategies and activities in marketing traditional can minimized. With development and distribution internet technology, consumer Already start fulfil part big his needs through virtual means. In the context of this, development internet technology and presence users in virtual environments have open road for emergence trading electronics. Currently, most big shopping done via the internet. In the future, consumers will fulfil almost all the products they need via the internet, while manufacturer will more Lots selling on the internet than previously.

Impact trading electronics that occur with rapid development technology information and communication along with globalization to life economy Enough high. E-commerce has find areas of application and progress in all segment life economy with wide accessibility and convenience. The main reason development This is that e-commerce is available on the internet and online instant. E-commerce is a lot used in life economy blessing its features. Number of the use of e-commerce becomes more diverse Because number of people using desktop computers and especially telephone mobile increased. It is possible For do transactions anywhere and anytime with application mobile. Because of the development rapid in devices and technology portable, internet becomes available For audience wide, and the spread of e-commerce is increasing in a way significant.

## METHOD

In the study This is the first one, Marketing 4.0 is mentioned and a broad explanation about e-commerce was created. In the study continued, concept digital marketing discussed and information about environment and techniques used in digital marketing.

### Marketing from 1.0 to Marketing 4.0

Stage First marketing is Marketing 1.0, which emerged in the industrial era. Marketing 1.0 is mainly focus on sales product, regardless from needs and demands of the target market (Jara, Parra, & Skarmeta, 2012). To reason This, Marketing 1.0 considers it as marketing based on product. In the context of this, aims For produce product quality height that gives benefit functional to Customers (Kotler, 2011). Marketing is heart from market product at 1.0. When evaluated in matter communication, communication provided with One method with method traditional ( such as TV, radio and email) in Marketing 1.0 ( Erragcha & Romdhane, 2014).

Second phase from draft marketing is the Marketing 2.0 era that is present with step first information age contemporary. Marketing 2.0 is the period that places customer in focus. In the period this, search and research detailed about needs and demands customer be at the forefront For uncover target market new changed become condition positive (Jara et al., 2012). In the Market 2.0 concept, it is important For answer and fulfill needs and wants

consumers ( Fucui & Dumitrescu, 2018). In Marketing 2.0, in addition to accept message, customer in a way active involved in all marketing processes ( Errag - cha & Romdhane, 2014). In Marketing 2.0, business using the Internet and traditional media For communication and activities promotion ( Tarabasz, 2013).

Marketing 3.0 is value / people oriented period where marketers treated as integrated human with mind, emotion and soul they as well as attribute consumer from customers (Kotler, 2011). As can be seen understood from here, in Marketing 3.0, the field his interest has fully shift to direction humans (Varey & McKie, 2010). In the period this, demands and needs consumer Keep going changed. To reason this, business start more sensitive to situation this. Therefore that, business continuously do market research, follow up change technology and make it in accordance with the values sought consumers (Rahayu, Herawaty, Rahmawati, Prafitriyani, & Afini, 2018).

This process focus on more personalization production and services based on big data analysis. When customers become social, they want things that are " new " just done For them ". With the transition period this, is required approach new marketing. This is " Marketing 4.0" (Kotler, Kartajaya, & Setiawan, 2017). Marketing 4.0 is about " approach marketing that combines online and offline interactions between companies and consumers ". While machine mixer or intelligence artificial For increase productivity technology other, it also strengthens connection human-to-human For improve the interaction process customers ( Fucui & Dumitrescu, 2018).

Fast process technology and the digital world are taking place in all authoritative organization in all fields and in all type sector, because the business world transformed by the postmodern revolution- the Fourth Industrial Revolution (Akkaya, 2019). Today, with introduction draft such as big data, social media, responsibility answer social companies, and e-commerce, transition We to Marketing 4.0 has accelerated (Taş & Şeker, 2017). Marketing 4.0, where digitalization, use of big data, production social media content and successful social media management is important, will in a way effective create strong relationship between customers and businesses ( S.Soyak & Soyak, 2018). Because technology Keep going growing, business and life social is also affected by the situation This. Marketing 4.0 is basically aiming For predict activity marketing based on future market developments. Therefore that, predict future trends with trend consumer, data management, and analytics level carry on is one of the objective main Marketing 4.0 ( Vassileva, 2017). In period increasingly fierce competition tight in this market, business can create superiority competitive with use Marketing 4.0 capabilities. With put customers in the new digital era, they can interact with they.

## **Discussion**

With development and distribution internet technology, consumer Already start fulfil part big his needs through virtual means. Situation This open road for emergence trading electronics. In the section this, space scope, advantages, disadvantages and future of e-commerce will discussed.

## **Definition and Scope of E-Commerce**

Change is fact life humans and occurs in all part of the world where people live. In general special, nonstop changes in demand and needs customer cause organization No can

avoided For Keep going adapt self with change For guard organization they in environment high competition (Akkaya & Tabak, 2020). Needs and expectations humans in the world that continue change also change very quickly. With change this, products and services technology develop Rapid. Business aiming For offer the product to consumer with easy and fast. Companies need adapt with change Good in internal and external environment them and make system new that allows they focus on trends new, identify repair and try guess potential its impact on the system manufacturing they (Akkaya, 2020). Trading methods traditional start replaced by trade electronics. In the context of this, producer goods or service Already start offer product or his services to consumers, in general in form electronics ( Büyükseymen, 2018). Therefore that, e-commerce started take place important in life we. E- commerce can defined in the most common meaning as " activity business commercial whatever the parties communicate in a way electronic without connection physique direct or need For exchange physical " (Yılmaz, 2018).

E-commerce which is lately This become very close conversation the relation with all over layer society, the business world and the state. E-commerce has become element practice extraordinary economy usual. Currently, most big business try get place in a virtual environment with utilizing e-commerce. With increasing amount business that takes place in a virtual environment, e-commerce has become the driving force in the world matter economy. The area of e-commerce use, which is one of them Development economy, start expand from day to day. Decrease costs at the virtual store where business operating and loss intermediary in trading traditional cause decline price. For reason this, has influential in the spread of e-commerce, because liked by consumers and meets Lots hope like improvement profitability, power competition, market share and recognition brand ( Akyazi, 2018 ). Further use cheap and widespread from expensive technology today This like computers and the internet and their use by people than business has make great contribution for e-commerce. Currently, almost everyone can see computer or device mobile. With method this, e-commerce can realized between companies and consumers with go out from the true form between company.

### **Advantages of E-Commerce**

With increasing the use of e-commerce, this start take place important in the field trade. This area contain a number of element positive and negative That itself. E-commerce has Lots profit for consumers and businesses. The benefits of e-commerce for business explained below this ( Akyazi, 2018; Büyükseymen, 2018; Çam, 2014; Germir, 2015; Gökmen, 2019; Öztürk, 2019).

1. Blessing e-commerce activities carried out on the internet, sellers get more access easy to customer.
2. Blessing ability For take notes online transactions and develop device soft statistics, action customers, requests, interests can followed. With method this, important database about existing customers and customers potential can acquired and personalized service can offered to customer with data.
3. Customer can report problem they during shop through e-commerce sites.

With method this, can with easy manage experience customer.

1. Advertising can done through e-commerce sites. With method this, perception more

brands effective can created.

2. Preparation or provision order after request customer allow company For Work with minimum stock.
3. Online stores can monitor his competitors who do activity its sales.

With method this, in a way effective can do market analysis and determine in which market they are can reach development rapidly.

1. Customer buyer can contacted direct use intelligence artificial.
2. They can promote products and services with more easy on the scene national and international without There is limitation space and time. In addition, there are opportunity For get customer from all over the world and accept order.
3. With e-commerce, no There is lack day holidays in stores. Online stores can open 24 hours a day, 365 days a year.
4. Give business small chance For grow and compete with objective they.

E-commerce stores become suitable For all countries and sales international quick after established. Because there are many transaction can done in a way automatic through computer, needs will personnel can reduced, so that save cost. The advantages of e-commerce for consumer can listed as following ( Akyazı, 2018; Buyukseymen, 2018; Ozturk, 2019).

- a. Consumer Can shop direct Where have you been.
- b. No need budget high transportation For shopping, finding product or the right price.
- c. Due to the large number of variation products, more easy For find the right and most suitable product.
- d. Comparison products and prices can done with easy.
- e. With help product, experience users, comments, videos and visuals can get profit from experience consumers.
- f. For transaction return and refund sell, courier can contacted with easy with go to shop and continue with easy.
- g. Due to purchase from relevant stores saved in the database, customers can to obtain information about history order they.
- h. It can make production special For they with be at the stage production product certain.
- i. Blessing use intelligence artificial, this Can get profit from personalized offers and opportunities shopping.

#### **Disadvantages of E-Commerce**

E-commerce has profit big for consumers and businesses as well as a number of weakness. This can registered as following ( Akyazı, 2018; Büyükseymen, 2018; Öztürk, 2019):

1. Seller and buyer No own chance For face to face face and communicate.
2. Customer No own chance For see and try the product you want he buy.
3. Delivery time purchased products via e-commerce may take a long time or damage caused by the company transportation can happen.
4. Consumer return rate product more tall in Internet shopping than shop retail Traditional. Consumer can return product in term time certain without show reason

whatever and pay fare send. This increases cost vendor logistics in backwards in a way significant.

5. Not care How many Lots action precautions taken related security, there is risk hacking of internet sites and information private by hackers.
6. Consumer do study prices on e-commerce sites before shopping. If not There is profit price, opportunity competition reduce.
7. Doubt about authenticity products on e-commerce websites, the complexity of the returns process and the desire For visit shop make shopping No done on the internet.

### **The Future of E-Commerce**

E-Commerce has increase its interests and has become source effective income moment This. Development and progress This anticipated will prevent sale retail and e-commerce will used in the future. The main reason prediction This is that individual experience problem time moment they active in life Work.

It is estimated that the average is 50 billion device will interact in 2020. This will join with network social and e-commerce networks from system like city smart, home and devices. However, the network in ecosystem, which will built through individual data, services, objects, and internet environments, it is estimated will influence around 46% of global trade volume in the first quarter century upcoming (Gökmen, 2019).

In the future, retailers with Lots strength economy small and medium will make their virtual store myself. Every business will reach the position in which he is can direct answer expectation portfolio his customers with its e-commerce website itself. In addition, it is expected advanced programmed robot technology will offered to customer For fulfil need consumers. Today, e-commerce consumers want reach the products they buy No in a number of day but in a few hours. For This e-commerce site focuses on solutions new such as drones, vehicles autonomous, and delivery courier in matter delivery product For reduce time delivery (Yılmaz, 2018).

### **Digitalization and Digital Marketing**

Progress technology has give significant influence to life consumer everyday. Along with increasing use device smart, technology mobile and network wireless, concept consumer start replaced by the concept digital consumers in the technology era moment this. Not like method marketing traditional, digital marketing is activity marketing conducted on interactive platforms. In the section this, concept digital marketing will analyzed, the importance of digital marketing in e-commerce will discussed, differences between marketing traditional and digital marketing will discussed, features special and benefits digital marketing will discussed. and information will given about methods and techniques used in digital marketing. Concept Digital Marketing and Its Importance Digital Marketing in E-Commerce.

Draft digital transformation has find place in literature with development sustainable from device software and technology device hard, wide use and possibilities brought by the world of electronics by users, throughout period from late 1990s to moment This.. Digitalization : Has become strength important thing that regulates and changes connection interpersonal, behavior consumers, and channels marketing business in life social and business. Today, the market has develop with digitalization and people start consume more many. In addition, the demands and needs consumers are also changing. For respond all

request this, business start more choose approach oriented consumer than approach oriented product. Because it adapts with digital age, approach. With Thus, it can it is said that digital marketing is one of the element most important century This. Digital marketing is defined as : using the internet, social media, mobile, and interactive programs others, as against from method conventional such as radio, television, letters news For support brand and business service or manufacturer products, for promote or advertising. (Hopkins & Turner, 2013)

In Girchenko and Ovsiannikova (2016), he to mention digital marketing as an " approach" complex For promotion goods, services and brands with use a number of big digital channels or with integrate channel traditional to in virtual marketing." This is draft the umbrella used For marketing products and services through digital marketing, internet and digital technology. Concept umbrella this also includes telephone handheld, advertising displays and other digital media (Subbaiah, Reddy, & Kumar, 2018). Thanks to digital environment, business has available for everyone who can using the internet. Currently, the use of digital media for business very much important. Digitalization marketing goods and services as well as improvement Internet use causes spread of e-commerce. Introduction brands, products and services in the environment electronics and its sales each other complete in matter competition in the market. The necessity This has force a number of business For create their e-commerce platform alone, while others start operating in the e-marketplace. With development sustainable technology, communication between individual and mass shift to electronic platforms and expansion of trading volumes electronics worldwide, activities marketing electronic Now become must for business. With wave transformation digital in the world, e-business and e-commerce are not Again seen as channel sale new in life companies. Digitalization and e-commerce also provide opportunity important for management experience customer, management chain supply, management total quality, optimization channel sales, and management efficiency ( Sürkan, 2019).

#### **Draft Digital Marketing and Its Importance Digital Marketing in E-Commerce**

this time, when form most digital marketing experienced, increased web technologies and expansion email network and activity marketing has increase the area of use digital marketing. Concept digital marketing is emerging phenomena with expansion internet usage, increasing social media applications and their rapid growth development technology. One of the reason the biggest Why digital marketing is different from application marketing other is the disappearance draft space and time. Business can reach customer they are anywhere, time and situation through digital marketing. Because the digital world is an active and dynamic media Where user interact in a way constant One other than that, digital marketing is different compared to with application other marketing at the moment this and its domain is method more marketing wide compared to with application marketing others (Aksoy & Sever, 2012).

Consumer more love the digital world, where many choice available moment shopping and where they are can access Lots information about product or services that will be they accept. Activity digital marketing becomes the more interesting from day to day for company. With help digital marketing tools, consumers can access information about product or the services they provide want with using digital platforms anytime and anywhere they want. If they want, they can buy When just they Want to with far away costs more low (Yasmin,

Tasneem, & Fatema, 2015).

Personalized presentation is one of the most important things to offer digital marketing to brand. With this method, brand can make customer feel special and improve loyalty brand. Because customers can find all that they search and wonder with customized message for them. Digital platforms allow message sent with lots of visual and audio richness. This enhances impact products and services offered in perception customers and make it more interesting. With data analysis and tracking search on digital platforms, brands can make campaign in accordance with marketing strategy them and do connection customers ( Büyükçelikok, 2018).

Save production digital products and services are one of the superior digital marketing. With digital marketing, customers can access more online information about preference them. Digital products and services are more efficient, more strong, and more flexible than its traditional analog products and services.

Business offer products and services to consumer with a better way cheap with tool digital marketing. Thanks digital marketing, consumer own chance for learn more carry on about product or service. With this method, can make comparison performance price between product or service similar. Chat room direct has founded for answer all questions, opinions and complaints consumer related related digital marketing product or service. Consumer can to obtain information about product or in room service chat directly, and access all type information about his order. Consumer can to communicate problem whatever the business is facing, the product or services at the same time. With this method, company can take steps for overcome problem this as soon as possible possible.

## CONCLUSION

Globalization and progress technology has cause improvement innovation, power competition and growth economies around the world that have not once happen previously. Industry 4.0, which is called revolution digital industry, is overall collective from technology information and industry. This represents revolution industry fourth in the field manufacturing and industry. With integration technology fully to in life social and life company, change and differences scale big start appear. There have been many problems become habit depends on the method traditional has start changed very quickly blessing possibility not limited created by technology. In a globalized world this, almost every day trend new emerge. The perpetrator business must follow all innovation technology and improve yourself to be able to endure good in the real world and digital. Digitalization is dynamics fundamental transformation in all sectors that can imagined. Business model currently arranged repeat with digital transformation in all sectors, including those up to moment this considered not yet own relatedness with the digital world. Currently, most of big population man use the internet and have social media accounts. Realizing matter this e-retail brand aims to for bring activity marketing they with method traditional to digital platforms and reach out more lots consumers. E-retailing today this known as one of the branding and marketing forms with very large market share. Doing activity marketing in the digital market, where consumer concentrated, is very important thing for a brand. Currently, profile consumers who visit shops and places shopping replaced by profile consumers, who do purchase through network

social through system virtual communication through system communication new. Consumers own chance For access information anytime and anywhere they want through digital channels. Consumers No only what is said brand, but also has chance For follow what the media and friends say about brand In addition, it is profit important that channel This allow For reach results that can be achieved measured.

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