

**Book Review: Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, ISBN: 9781119341208 (Wiley, 2016, 208 pages, Paperback)**

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The book, “Marketing 4.0: Moving from Traditional to Digital” is a product of an effort that has focused on a different dimension of marketing. The traditional one-way communication has been challenged by digital media, along with social media, which can be considered the future of marketing. Nevertheless, the book argues that blending old and new (traditional and digital) with the fine art of convergence is the future of marketing.

The book discusses areas such as discovering the new rules of marketing, standing out and creating WOW moments, building a loyal and vocal customer base, and learning who will shape the future of customer choice. Furthermore, it attempts to provide a solid framework based on a “real-world vision of the consumer” as it is today, and as it will be tomorrow. The authors argue that customers in this century have less time and because of that they devote little attention to a ones’ brand and they have many options available with choices. Hence challenges for marketers are to identify their preferences, attract them with strategies, and deliver the message/s effectively through different modes aligning to given contextual factors.

This book can be considered as one of the publications to “Market” the subject of “Marketing”. In 2010, Kotler published Marketing 3.0, which described how marketing has evolved from product-driven marketing (1.0) to customer-centric marketing (2.0), and further to human-centric marketing (3.0). Many books have now been written on the subject of marketing, and different dimensions (product to customer to human to digital) can be seen from the different versions of Marketing 1.0, Marketing 2.0, Marketing 3.0, and Marketing 4.0. A closer look at product-driven marketing (1.0), customer-centric marketing (2.0) and human-centric marketing (3.0), reveals a clear paradigm shift in marketing over the years. However, Marketing 4.0 is something that can be observed in isolation, and because moving from the “traditional

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to digital” is a “process in decades”, this transition is not a “Paradigm shift”. The following is a comment by Philip Kotler (Author, researcher and the S.C. Johnson & Sons Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University) about the book,

“in a nut shell the/In a summary the message of the book is that, any company that wants to survive has to turn to these new tools of social media and use digital media to facilitate the management of their business, but it will still be a blend of old and new”, he said. “We’re not dropping traditional marketing. We’re blending traditional and digital.”

The new era of “Digital Marketing” has emerged and one cannot substitute traditional marketing for digital marketing. So this cannot be considered a paradigm shift. A paradigm shift occurs when one paradigm theory is replaced by another (Khun, 1962). Unlike marketing 1.0, Marketing 2.0 and Marketing 3.0 there is no fundamental change in the basic concepts and experimental practices of the scientific discipline that can be observed. Furthermore, there is an interesting observation in Marketing 3.0 where, according to Marketing 3.0, instead of treating people as consumers, marketers must approach them as whole human beings with minds, hearts and spirit. This argument goes hand in hand in line with Buddhist philosophy as well. Matsuoka (2005) discusses this very point in an article titled “The Buddhist concept of a Human Being”. The article explains how Shakyamuni (Buddha’s religious) movement attempted to realize a moralistic revolution of society by reforming the hearts and minds of the individuals in that society. Buddhism offers methods to clarify the mind, open the heart, and face the realities of human life. One can see evidence of this in the history of countries in which Buddhism is practiced and in their civilizations. One can also witness the same “humane” approach to relationships in business practices in these countries. I recently read the success story of Maliban Biscuit Company which is led by Angulugaha Gamage Hinniappuhamy, from Akmeemana, in Galle District, Sri Lanka which solidified these points. It went this way - Hinniappuhamy arrived in Colombo (more than 125 kilometers from the rural, 50 years back). He was given a sound advice by his mother before he left his village. His mother reportedly said “Son you may leave the village and go to Colombo, but remember that whatever you do, it must be in accordance with the teachings of the Buddha and has the blessings of the gods”. Taking this advice to heart, Angulugaha Gamage Hinniappuhamy and his brothers started their business in biscuits. The sons also treasured the advice to give consumers only products that could be safely given to their own family and children. They tasted the biscuits first before giving them to customers. An argument could be made that it is through applying the teachings of basic principles in their culture and traditions that they understood the heart, the values and the minds of their customers. This means that marketing 3.0 was implemented in Sri Lanka way back in the 1940s. This is one of the indications that there is a need for scholars and practitioners

to study people's value systems and traditions in past to read different perspectives which is essential to add new knowledge to the existing domain of subjects such as marketing.

This book of Marketing 4.0 examines the shifting power dynamics in the market place and the increasing fragmentation of sub-culture by focusing on "tomorrow's consumer". It can be observed that practitioners in marketing has started to discuss anthropology in the context of reading customers. As per American Anthropological Association, Anthropology is all about the study of humans which draws and builds upon knowledge from the social and biological sciences as well as the humanities and physical sciences. There is a need to read customers through a humane aspect. We need to read the '*world and life of customers*' through an *anthropological lens/perspective/view*. In post-modern business, our articulation of customers in the lens/view of marketing can be totally different, as it should be read from the perspective of an anthropologist. And also you need to have different lenses to read your customers. If you read your customer only from the lens of a marketer you can satisfy the customer. Hence you should read the customer from the lens of an anthropologist to *delight* (exceeding the expectation of customers, in simple the "WOW" factor) the customers. As marketers, to achieve sustainable competitive advantage, there is a need to delight customers better than your competitors. The challenge for CEOs in this era is to convert the mode of "Marketer" to modern "Anthro-Marketer". Furthermore, this expectation has been triggered by the challenges faced by marketers in COVID-19 as well.

Overall the book, Marketing 4.0, discusses digital marketing and explains the importance of Youth, Women, and Netizens (a user of the Internet, especially a habitual or keen one) in the digital era. The book also emphasizes the need to measure productivity of marketing by using PAR (Purchase Action Ratio) and (BAR) Brand Advocacy Ratio, which has been explained by elaborating on how it drives productivity. Furthermore, the book also covers areas such as Marketing for Brand Curiosity with Content Marketing and the importance of Integrating the Best of Online and Offline Channels. The current trend of social media with the mobile application has also been explained with some relevant studies in social CRM. The book also makes a case for understanding the new generation of the "WOW" factor as it has been vividly explained with "Enjoy, Experience and Engage". In the discussions under "The New Customer path" the authors explain the shift from Four As to Five As (Aware, Appeal, Ask, Act and Advocate) and driving from Awareness to Advocacy with models and applications. Understanding Humans Using Digital Anthropology and Building the Six Attributes of Human-Centric Brands has also been discussed in the area of Human-Centric Marketing for Brand Attraction.

In conclusion, the book "Marketing 4.0: Moving from Traditional to Digital" is one of the books that can be commended for its application of theories using models and

cases. It would be a particularly useful resource for practitioners of marketing, as well as scholars in many disciplines. They can use it to understand the current digital era of marketing with the combination of traditional tools of marketing. However, as discussed earlier, the book has failed to explain “paradigm shift” in Marketing 4.0 unlike, the versions of marketing 1.0, 2.0 and 3.0.

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### **CONFLICT OF INTEREST**

The author declare no conflicts of interest.

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