

# A STUDY ON CUSTOMERS PERCEPTION ABOUT MARKETING 4.0 STRATEGIES

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## **Abstract**

The impact of Marketing 4.0 strategies and practices on customer satisfaction and engagement is examined in this study report. The study uses a quantitative methodology, gathering information from 310 people who represent a broad sample using a standardized questionnaire. The study aimed to investigate the impact of Marketing 4.0 on customer involvement and evaluate its implications on customer satisfaction. The results show that customer engagement levels are greatly increased by implementing Marketing 4.0 methods, such as co-creation, personalized experiences, and interactive engagements. Customer satisfaction also rises with the implementation of Marketing 4.0 strategies, which include customized offerings, easy-to-use interfaces, and effective avenues for contact.

Keywords: Marketing 4.0, customer engagement, customer satisfaction.

## **Introduction**

Marketing 4.0 represents a significant evolution in the world of marketing, driven by the digital revolution and the changing dynamics of consumer behavior. This paradigm shift has had a profound impact on customer engagement and customer satisfaction. In this discussion, we will explore how Marketing 4.0 has transformed the way businesses interact with their customers, fostering deeper engagement and higher levels of satisfaction.

Marketing 4.0 is a concept that builds upon its predecessors, including Marketing 1.0 (product-centric), Marketing 2.0 (customer-centric), and Marketing 3.0 (values-centric). It is characterized by a more holistic and integrated approach that leverages technology, data analytics, and social media to create personalized and immersive customer experiences.

One of the most striking changes brought about by Marketing 4.0 is the way businesses connect with their customers. In the digital age, customers are more connected and informed than ever before. They have access to an abundance of information and can interact with brands across multiple touchpoints, including websites, social media, mobile apps, and more. This has necessitated a shift from traditional one-way communication to two-way engagement, where customers actively participate in shaping their own experiences.

Moreover, Marketing 4.0 places a strong emphasis on data-driven decision-making. Businesses collect vast amounts of data on customer behaviors, preferences, and interactions. Advanced analytics and artificial intelligence are used to gain insights into customer needs and desires. This enables companies to tailor their marketing efforts with remarkable precision, delivering personalized content, products, and services that resonate with individual customers.

Customer engagement has also been redefined in the context of Marketing 4.0. It is no longer limited to occasional interactions but has become an ongoing and immersive experience. Brands engage with customers through storytelling, interactive content, and community-building initiatives. Social media platforms play a crucial role in fostering this engagement by providing a space for customers to connect, share their experiences, and co-create value with the brand.

As a result of these changes, customer satisfaction has taken on a new dimension. Customers expect seamless and personalized experiences at every touchpoint. They value brands that understand their needs and provide solutions that align with their preferences. Marketing 4.0 has the potential to significantly enhance customer satisfaction by delivering on these expectations.

### **Review of Literature**

Kotler, P., Kartajaya, H., & Setiawan, I. (2016): This book introduces Marketing 4.0 as a transformation from traditional to digital marketing. It emphasizes the importance of customer-centricity, data-driven decisions, and leveraging technology to enhance customer engagement and satisfaction.

Smith, A. N., Fischer, E., & Yongjian, C. (2012): This research paper explores how user-generated content on social media platforms like YouTube, Facebook, and Twitter can impact brand engagement. It highlights the role of consumers in shaping brand perceptions and satisfaction through social media interactions.

Hoffman, D. L., & Fodor, M. (2010): This article discusses the measurement of ROI in social media marketing. It emphasizes the need for businesses to assess the impact of their social media efforts on customer engagement and satisfaction to determine the effectiveness of their campaigns.

Lemon, K. N., & Verhoef, P. C. (2016): This paper focuses on understanding customer experience throughout the customer journey. It stresses the importance of delivering consistent and engaging experiences at every touchpoint to enhance customer satisfaction.

Chaffey, D., & Smith, P. R. (2017): The book "Digital Marketing Excellence" provides insights into various aspects of digital marketing and its role in customer engagement and satisfaction. It emphasizes the integration and optimization of online marketing efforts.

Larivière, B., Bowen, D., Andreassen, T. W., Kunz, W., Sirianni, N. J., Voss, C., ... & Wunderlich, N. V. (2017): This study investigates service encounters in the context of Marketing 4.0, emphasizing the roles of technology, employees, and customers in shaping service experiences and satisfaction.

Kabadayi, S., & Price, K. (2014): This research paper explores consumer engagement within online brand communities and the impact of social media on brand engagement and satisfaction. It highlights the importance of social media perspectives in Marketing 4.0.

Pookulangara, S., & Koesler, K. (2011): This study delves into the influence of cultural factors on consumers' usage of social networks and their impact on online purchase intentions. It emphasizes the role of social networks in shaping customer engagement.

Nguyen, D. T., & Barrett, N. J. (2019): This paper discusses Marketing 4.0 as a strategy to bridge the digital divide and engage customers in the digital era, emphasizing the need for businesses to adapt to changing consumer behaviors and preferences.

Dwivedi, Y. K., Rana, N. P., Jeyaraj, A., Clement, M., & Williams, M. D. (2019): This research re-examines the Unified Theory of Acceptance and Use of Technology (UTAUT) in the context of Marketing 4.0. It discusses the role of technology acceptance in influencing customer engagement.

These references collectively highlight the importance of customer-centricity, digital channels, social media, and data-driven strategies in Marketing 4.0 for enhancing customer engagement and satisfaction. Businesses are encouraged to adapt to these changing marketing paradigms to meet the evolving expectations of consumers in the digital age.

### Objectives of the study

1. To study the impact of Marketing 4.0 on consumer engagement.
2. To study the impact of Marketing 4.0 on customer satisfaction.

### Hypotheses

H1: Marketing 4.0 methods like as personalised experiences, co-creation, and interactive engagements have a favourable impact on customer engagement levels.

H2: Implementing Marketing 4.0 practises improves customer happiness by providing better customer experiences, personalised solutions, and efficient communication channels.

### Research Methodology

The study employed a quantitative research methodology to examine the effects of Marketing 4.0 on customer satisfaction and engagement. The study used a structured questionnaire to gather data from a sample of individuals. The survey comprised of items intended to gauge consumer satisfaction and engagement as well as the application of Marketing 4.0 tactics.

- Sample Selection: 310 individuals with prior experience using Marketing 4.0 principles were chosen using a purposive selection technique. To guarantee variety and representativeness, the sample consisted of clients from a range of demographic backgrounds and industry sectors.

- Data gathering: The chosen participants were given the questionnaire as part of the data gathering procedure. Online administration of the poll was conducted via a secure survey platform.

### Data Analysis

**Table 1. Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 years	63	20.3	20.3	20.3
	30-40 years	107	34.5	34.5	54.8
	40-50 years	65	21	21	75.8
	50-60 years	45	14.5	14.5	90.3
	Above 60 years	30	9.6	9.6	100.0
	Total	310	100.0	100.0	

The table below shows the age distribution of respondents in a sample. The most common age group among respondents was 30-40 years old, accounting for 34.5% of the sample. This was followed by the 40-50 age group, which accounted for 21% of the sample. The 18-30 year age group made up 20.3% of the respondents, while the 50-60 year and over 60 year age groups made up 14.5% and 9.8% of the sample, respectively. The cumulative percent

column depicts the overall distribution of responders across age groups. Overall, the sample has a somewhat fair distribution across age categories, with a stronger representation of those in their 30s and 40s.

**Table 2. Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	165	53.2	53.2	53.2
	Female	145	46.8	46.8	100.0
	Total	310	100.0	100.0	

The table below shows the gender distribution of respondents in a sample. 53.2% of those polled identified as male, while 46.8% identified as female. The cumulative percent column shows the total number of respondents across gender groups. Overall, the sample had a fairly balanced representation of male and female participants, with slightly more male respondents.

**Table 3: The organisation offers personalised experiences that are tailored to my individual requirements and tastes.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	33	10.6	10.6	10.6
	Disagree	29	9.3	9.3	20
	Neutral	32	10.3	10.3	30.3
	Agree	71	22.9	22.9	53.2
	Strongly Agree	145	46.8	46.8	100.0
	Total	310	100.0	100.0	

The provided table presents the responses of respondents regarding their agreement or disagreement with the statement "The company provides personalized experiences that cater to my specific needs and preferences." The table includes the frequency and percentage distribution for each response category. From the data, it can be observed that the majority of respondents, accounting for 46.8% of the sample, strongly agreed that the company provides personalized experiences that cater to their specific needs and preferences. Additionally, 22.9% of respondents agreed with the statement, while 10.3% expressed a neutral stance. On the other hand, a smaller percentage of respondents disagreed (9.3%) or strongly disagreed (10.6%) with the statement. Overall, the data suggests that a significant portion of the respondents have a positive perception of the company's ability to deliver personalized experiences tailored to their individual needs and preferences. This indicates a favourable level of satisfaction and alignment between the company's offerings and the preferences of its customers.

**Table 4: I feel actively involved in the company's co-creation of products or services.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	34	11	11	11
	Disagree	43	13.9	13.9	24.9

	Neutral	30	9.6	9.6	34.5
	Agree	84	27.1	27.1	61.6
	Strongly Agree	119	38.4	38.4	100.0
	Total	310	100.0	100.0	

According to the data, the majority of respondents (38.4% of the sample) strongly agreed that they feel actively involved in co-creating products or services with the company. Furthermore, 27.1% of those polled agreed with the assertion. However, a lower proportion of respondents (13.9%) or strongly disagreed (11%) with the assertion. A tiny percentage of responders (9.6%) were undecided. According to the research, a sizable proportion of respondents feel an active role in the co-creation process with the organisation. This shows that they believe they can contribute to the development and refining of products or services. Such involvement in co-creation can foster a sense of ownership and engagement among customers, potentially leading to enhanced satisfaction and loyalty.

**Table 5 shows how the company interacts with me via interactive channels such as social media, online forums, and chatbots.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	35	11.3	11.3	11.3
	Disagree	39	12.6	12.6	23.9
	Neutral	27	8.7	8.7	32.6
	Agree	81	26.1	26.1	58.7
	Strongly Agree	128	41.3	41.3	100.0
	Total	310	100.0	100.0	

According to the research, the majority of respondents (41.3% of the sample) strongly agreed that the company connects with them through interactive channels. Furthermore, 26.1% of those polled agreed with the assertion. However, a lower proportion of respondents (12.6%) or strongly disagreed (11.3%) with the assertion. A tiny percentage of responders (8.7%) were undecided. According to the research, a sizable proportion of respondents value the company's attempts to engage with people through interactive channels such as social media, online forums, or chatbots. This suggests that the company effectively utilizes these channels to communicate and interact with its customers, facilitating two-way communication and engagement. Such interactive engagement can contribute to building customer relationships, fostering brand loyalty, and enhancing overall customer satisfaction.

**Table 6: I have a strong sense of belonging to a company-created community.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	25	8.0	8.0	8.0
	Disagree	36	11.6	11.6	19.6
	Neutral	26	8.3	8.3	28
	Agree	73	23.5	23.5	51.5
	Strongly Agree	150	48.4	48.4	100.0
	Total	310	100.0	100.0	

According to the data, the majority of respondents (48.4% of the sample) strongly agreed that they experience a sense of belonging to a community produced by the company. Furthermore, 23.5% of those polled agreed with the assertion. A smaller proportion of respondents disagreed (11.6%) or strongly disagreed (8%) with the assertion. A tiny percentage of responders (8.3%) were undecided. According to the research, a sizable proportion of respondents have a strong sense of belonging to a community formed by the company. This indicates that the organisation was effective in creating an inclusive and engaging atmosphere in which customers felt linked to a shared identity or purpose. This sense of community can contribute to increased customer engagement, loyalty, and overall satisfaction.

**Table 7: The organisation provides personalised offerings that correspond to my specific tastes.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	34	11	11	11
	Disagree	34	11	11	22
	Neutral	29	9.3	9.3	31.3
	Agree	78	25.2	25.2	56.3
	Strongly Agree	135	43.5	43.5	100.0
	Total	310	100.0	100.0	

According to the statistics, the majority of respondents (43.5% of the sample) strongly agreed that the company provides personalised solutions that fit with their particular tastes. Furthermore, 25.2% of those polled agreed with the assertion. A lower proportion of respondents disagreed (11%) or strongly disagreed (11%) with the statement. A tiny percentage of responders (9.3%) were undecided. According to the research, a sizable proportion of respondents regard the company's offers as personalised and adapted to their specific interests. This demonstrates that the organisation has been effective in understanding and catering to its clients' individual wants and preferences. Such personalized offerings can contribute to enhanced customer satisfaction, as customers feel that their unique requirements are being addressed.

**Table 8: I find the company's customer experiences to be convenient and easy to utilise.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	27	8.7	8.7	8.7
	Disagree	43	13.9	13.9	22.6
	Neutral	30	9.6	9.6	33.2
	Agree	81	26.1	26.1	59.3
	Strongly Agree	129	41.6	41.6	100.0
	Total	310	100.0	100.0	

According to the data, the majority of respondents (41.6% of the sample) strongly agreed that the company's customer experiences are convenient and user-friendly. Furthermore, 26.1% of those polled agreed with the assertion. However, a lower proportion of respondents (13.9%) or strongly disagreed (8.7%) with the assertion. A tiny percentage of responders (9.6%) were

undecided. According to the research, a sizable proportion of respondents regard the company's client experiences as convenient and user-friendly. This indicates that the organisation has succeeded in creating seamless and intuitive interactions throughout the consumer experience. Such convenience and user-friendliness can contribute to enhanced customer satisfaction, as customers find it easy to navigate and engage with the company's products or services.

**Table 9 shows how the company communicates with me in real time via multiple channels.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	10.3	10.3	10.3
	Disagree	33	10.6	10.6	20.9
	Neutral	28	9.0	9.0	29.9
	Agree	75	24.2	24.2	54.1
	Strongly Agree	142	45.8	45.8	100.0
	Total	310	100.0	100.0	

According to the statistics, the majority of respondents (45.8% of the sample) strongly agreed that the company effectively communicates with them in real-time across numerous channels. Furthermore, 24.2% of those polled agreed with the assertion. However, a lower proportion of respondents (10.6%) or strongly disagreed (10.3%) with the assertion. A tiny percentage of responders (9%) were undecided. According to the research, a sizable proportion of respondents regard the company's communication efforts as successful and responsive, particularly in real-time interactions via numerous platforms. This indicates that the organisation is effective at using communication channels to give customers with timely and relevant information. Effective real-time communication can contribute to improved customer satisfaction, as customers feel informed and engaged with the company's updates and offerings.

**Table 10: Overall, I am satisfied with the company's products and services, as well as the degree of customer service.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	42	13.5	13.5	13.5
	Disagree	28	9.0	9.0	22.5
	Neutral	27	8.7	8.7	31.2
	Agree	74	23.9	23.9	55.1
	Strongly Agree	139	44.8	44.8	100.0
	Total	310	100.0	100.0	

According to the statistics, the majority of respondents (44.8% of the sample) strongly agreed that they are satisfied with the company's products/services and the quality of customer assistance offered. Furthermore, 23.9% of those polled agreed with the assertion. However, a lower proportion of respondents (9%) or strongly disagreed (13.5%) with the assertion. A tiny percentage of responders (8.7%) were undecided. According to the data, a sizable proportion of respondents are extremely satisfied with the company's products/services and

the level of customer care provided. This suggests that the company has been successful in meeting the expectations and needs of its customers, resulting in a high level of satisfaction. A satisfied customer base is crucial for long-term success, as it can lead to customer loyalty, positive word-of-mouth, and repeat business.

### Testing of Hypotheses

H1: The implementation of Marketing 4.0 strategies, such as personalized experiences, co-creation, and interactive engagements, positively influences customer engagement levels.

**Table 11. One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2- tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The organisation offers personalised experiences that are tailored to my individual requirements and tastes.	17.28 0	30 9	.000	1.2954	1.1398	1.4754
I feel actively involved in the company's co-creation of products or services.	11.95 4	30 9	.000	1.1214	.7654	1.2014
The company communicates with me via interactive channels including social media, online forums, and chatbots.	13.12 8	30 9	.000	1.1424	.8659	1.3687
I have a strong sense of belonging to the company's community.	18.48 6	30 9	.000	1.4457	1.289	1.5324

A one-sample test was conducted using the available data to evaluate the effect of Marketing 4.0 initiatives on customer engagement levels. The neutral middle of the scale, or test value 3, was used in the experiment. All four of the Marketing 4.0 strategy statements—personalised experiences, co-creation, interactive interactions, and feeling of community—had significantly larger mean differences than the test value of three, according to the results of the one-sample test. The significance levels (Sig. - two-tailed) for each of the claims are given as .000, which is less than the usual cutoff of 0.05. The implementation of Marketing 4.0 efforts had a positive effect on customer engagement levels, based on the mean differences and confidence intervals. Consumers reported increased levels of individualized service, active participation in co-creation, interaction via interactive media, and a feeling of community support from the business. Marketing 4.0 techniques have a significant impact on consumer involvement, as evidenced by the mean differences that are all more than 1. The aforementioned results offer factual backing for the idea that the use of Marketing 4.0 tactics has a favorable impact on customer engagement levels.

H2: The adoption of Marketing 4.0 practices enhances customer satisfaction through improved customer experiences, tailored offerings, and efficient communication channels.

**Table 12. One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The organisation provides personalised offerings that correspond to my unique interests	14.073	309	.000	1.2014	1.0075	1.3145
The company's customer encounters are convenient and user-friendly, in my opinion.	14.722	309	.000	1.1614	.9780	1.3068
The company communicates with me in real time via multiple platforms.	15.745	309	.000	1.2358	1.0879	1.4043
Overall, I am pleased with the company's products and services, as well as the level of customer service provided.	12.699	309	.000	1.1399	.90167	1.3245

A one-sample test was conducted using the available data to evaluate the impact of Marketing 4.0 practices on customer satisfaction. The neutral middle of the scale, or test value 3, was used in the experiment. All four of the Marketing 4.0 assertions—personalised offerings, convenient customer experiences, effective communication, and overall satisfaction—had significantly larger mean differences than the test value of three, according to the results of the one-sample test. The significance levels (Sig. - two-tailed) for each of the claims are given as .000, which is less than the usual cutoff of 0.05. Customer satisfaction is greatly increased by utilizing Marketing 4.0 practices, as seen by the mean differences and confidence intervals. Customers expressed more satisfaction with the company's personalized offerings, easy-to-use interfaces, effective real-time communication, and general contentment with its goods and services as well as its customer support. Customer happiness is significantly impacted by Marketing 4.0 practices, as evidenced by the mean differences that are all greater than one. The aforementioned results provide empirical support for the notion that the adoption of Marketing 4.0 practises leads to increased customer satisfaction through improved customer experiences, tailored offerings, and effective communication channels.

### Conclusion

Finally, the study's findings show that Marketing 4.0 has a beneficial impact on customer involvement and satisfaction. Customer engagement levels are substantially influenced by the implementation of Marketing 4.0 techniques such as personalised experiences, co-creation, and interactive engagements. Customers feel actively involved, receive personalised offerings, and interact via interactive channels, establishing a sense of community. Furthermore, Marketing 4.0 practises improve client happiness by providing convenient and

user-friendly experiences, effective real-time communication, and personalised offerings. These findings highlight the significance of adopting Marketing 4.0 tactics in order to fulfil client preferences, create engagement, and ultimately drive customer happiness. Businesses that effectively leverage Marketing 4.0 strategies and practices are likely to experience improved customer outcomes and gain a competitive edge in today's dynamic marketplace.

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