Effectiveness of Marketing 4.0 in the World of Online Advertising

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Abstract. *The development of technology has significantly changed the way society lives. In this digitalized world, every activity has been done with the help of technology, including marketing activity. Marketing has evolved in 4 eras; each era has its own distinctive and focus. Throughout this marketing revolution, online advertising has effectively been one of the best tools that significantly affect the relationship between consumers and the company. Very few studies have analyzed the effectiveness of Marketing 4.0 that combines online and offline strategy in the advertisement world and developing countries like Indonesia. Therefore, using the method of meta-synthesis aggregative as a systematic review, this study aims to dig deeper into the effectiveness of Marketing 4.0 in advertising, especially online advertising in developing countries, such as Indonesia, and how it may affect the future society or Society 5.0. This study believed that using online advertising in Marketing 4.0 is an effective way to communicate with the consumers; however, some variables should be analyzed in knowing the effectiveness of online advertising. In the future, more studies should also be done in the developing countries context so that marketers can better know how to make an advertisement.*

Keywords: *Marketing 4.0, online advertising, internet, Society 5.0*

INTRODUCTION

The fast-growing of technology has changed society in relying upon it even more. Technology alone refers to tools and machines that can solve real-life problems, such as practical tools or complicated tools. These tools and machines do not always have to be material things. Virtual technologies such as software and business methods are also included in technology's definition (Daruri, 2018). The existence of technology changes the way humans live and impacts the way communication happens among society. Marshall McLuhan says that "technology has changed the way we communicate" (Saefudin, 2008), in which he clearly stated that as time

changes, technology and communication between humans also develop and experience changes. The development of communication technologies affects increases and makes the communication work process faster. Due to changes, the way the communicator works, how messages are sent, how the media work, how the recipient receives the message itself, and how to return feedback were all affected progressively. Nathalia & Irwansyah (2018) also added that humans tend to ask for something instant and practical that can help all activities with the development of technology. Through this, humans also demand technology to continue to be more innovative and meet its users' needs.

The world of marketing has changed and adapted with the development of technology. Followed by the development of the internet, marketing activity also has changed and adapted even more. Marketing originally came from the verb "to market," which means the activity of buying and selling a product (Fuciu & Dumitrescu, 2018). It started from Marketing 1.0, which refers to activities that are still conventional, to Marketing 4.0, which has combined online and offline interactions between companies and their consumers. In Marketing 1.0, a company's main focus was more on creating the best product, which is called a product-driven era (Bella, 2020). Kotler designed the Marketing 1.0 concept based on the evolution of marketing theory and practice in the early 20th century, which centered around product and production when a company would offer a small number of products designed for multiple clients (Fuciu & Dumitrescu, 2018). After the first marketing era, Marketing 2.0 started along with the contemporary information age (Fuciu & Dumitrescu, 2018). The second marketing era focuses on customer-oriented where every company must meet the wishes and demands of consumers. The basic principle of Marketing 2.0 is to integrate customers at all levels of the marketing approach and consider them as active players in the marketing process and not as sole recipients. The customer becomes active, and the interactivity is no longer between the customer and the brand but between the customers themselves (Erragcha & Romdhane, 2014).

In the next era, Marketing 3.0 is called a value-driven era. Every company is expected to regard consumers as only buyers and human beings who have minds, hearts, and feelings (Fuciu & Dumitrescu, 2018). Due to the focus on the third era, manufacturers then increase production in their primary business with distinctive features to remain competitive in a more diverse market and keep producing products desired by the community (Andhyka et al., 2020). Later in 2019, Marketing 4.0 started and made marketing activity begins to incorporate both online and offline interaction between the consumers and the company that will make life easier to obtain information and various other things (Datubara & Irwansyah, 2019; Kotler & Keller, 2016). Marketing 4.0 has become more adaptable to the use of more advanced machines and technology such as artificial intelligence (AI) and other technologies to increase productivity (Fuciu & Dumitrescu, 2018). The era of Marketing 4.0 is also called New Customer Experience (CX). This era has a purpose not only to focus on the internet and social media but also to design marketing strategies that improve brand and customer relations.

Many companies use advertising tools to maintain a relationship with the consumers and let them keep in touch. One of the most popular advertising tools being used is online advertising. Online advertising was believed to capture opportunities to reach consumers through various online platforms to raise awareness of their products to direct their sales in the future (Nizam et al., 2018). This form of advertisement was believed to be flexible and made it easier for companies to update their product information. According to Rachmadi (2020), since 2014, the number of advertisements found online has been overpowered, usually found on television. Rachmadi (2020) further explained that the traditional advertisements now do not have that much 'power' as what they have before, knowing how various digital marketing channels continue to increase up to 137% as well as 500% of brands that now have also used digital marketing. This number is expected to grow as more people connect and spend

more time online.

An online advertisement was introduced online metrics, such as click-through rate (CTR) and cost per acquisition (CPA). It was easier for marketing managers to justify their online endorser against television and other media budgets; on the other hand, additional devices (cell phones and TVs) may provide Internet connectivity.

According to research done in South East Asia, incorporating online advertising is one of the trustable tools (Rachmadi, 2020). In the Marketing 4.0 era, online advertising was carried out using online or electronic media and social media in which the ad server served them by using the internet. Online advertising may appear when customers browse the web, including banners, interstitials, skyscrapers, and other advertising formats (Kotler & Keller 2016). According to a previous study done by Nizam et al. (2018), there is a view that the rapid growth in online advertising revenue demonstrates the viability of web advertising worldwide as an alternative to traditional media given the rapid growth of online advertising. Another study explaining the use of online advertising as a marketing strategy through the perspective of internet users is still positively believed. Online advertising is significant, especially to know the latest information about product availability in the marketplace, and advertising is a convenient source of essential and valuable information (Aziz et al., 2008).

On another agenda, the development of marketing 4.0 in online advertising has been commonly used to know the consumers' purchase intention (Busen et al., 2016; Aktan et al., 2016). According to the previous research done by Busen et al. (2015), the effectiveness of online advertising is when it can get an immediate response from consumers. In this way, the offer greatly complements typical advertising inquiries and literature, demonstrating that online banner ads and other features influence a customer's purchase intention. Aktan et al. (2016) through their study of analysis online advertising explained that based on its value of entertainment, informativeness, irritation, and credibility shows that all of them have a huge impact in a descending order on the creation of online advertising value and how the consumers' attitude towards it. They further explained that the dimensions of online banner advertisement have more potential impact on consumer purchase intention than just the content itself.

Implementing online advertising in Marketing 4.0 does not necessarily replace traditional advertising; however, it still brings more effect to building the relationship between a company and the consumers. Based on previous research, it can be concluded that lots of researches or studies have been done about online advertising. Nevertheless, there are still minimum studies about online advertising in Indonesia or any developing country and its effectiveness in this Marketing 4.0 era. Through this paper, the researcher wants to dig deeper into the effectiveness of Marketing 4.0 in the world of advertising, especially online advertising in developing countries, such as Indonesia, and how it may affect future society (Society 5.0). Researchers believe that the development of communication technology in online advertising and how it affects future society is essential to be studied further. In addition to that, the researcher also hopes to provide academic significance and recommendations in explaining the use of online advertising that continues to develop and adapt in providing satisfaction and building relationships with consumers.

METHOD

This paper uses a qualitative approach with meta-synthesis aggregative as a systematic review method. Sugiyono (2009) said that the qualitative approach is naturalistic research because the condition of the study was being done in the natural condition. The scientific situation described by Sugiyono (2011) is when the researcher or writer is the key instrument of research, data collection techniques are carried out using triangulation techniques, data analysis has an inductive nature, and research results are more focused on meaning than generalization.

In collecting the data, the researcher uses a systematic review, a more comprehensive and in-depth literature review than a more detailed literature review (Hanley & Cutts, 2013). Conducting a systematic review aims to reduce bias in a study and make the study more flexible. Besides that, the studies carried out have also become more systematic and more focused on one area only. Briefly, according to Petticrew & Roberts (in Hanley & Cutts, 2013), a systematic review is a method that provides critical assessment, summarizes, and tries to combine some of the evidence found by researchers. The aggregation meta-synthesis used in this study aims to answer research questions by summarizing some of the results of previous studies.

In collecting the data, the researcher first determines the research questions that are aligned to the topic. In the next step, the researcher searches and determines previous studies related to the chosen topic and may support the topic as well. In this second step, researchers trying look for previous journals published in the last three to five years so that the data obtained are still relevant to the current research. In the next step, the researcher started to synthesize the previous studies, which later found out how Marketing 4.0

in advertising, especially in Indonesia or other developing countries, has not been studied as much as in other big countries.

RESULT AND DISCUSSION

Marketing 4.0 has been used in various companies in Indonesia. On the contrary, only a few studies specifically analyze its effectiveness in online advertising, even though Marketing 4.0 has significantly changed the advertising world. Guha et al. (2011) said that online advertising claims to be a major economic force today, funding and supporting a wide range of websites and services on the internet. It is significantly believed also happened due to the fast growth of the World Wide Web (WWW) or the internet worldwide. Many online advertisers are increasingly designing and packaging online advertising to provide more personalized promotions. Not only that, with the help of the internet or online connection has been developed even more in Marketing 4.0. Internet cookies, applications of the ads are associated with display whether the consumer has seen the display ad at least one month before converting via a display ad network page using the organic search or direct links (Kireyev et al., 2016).

Online advertising is also a form of Marketing 4.0, in which this concept integrated machines and artificial intelligence with other technologies to increase productivity while at the same time also leveraging human-to-human connectivity to improve customer interaction processes (Fuciu & Dumitrescu, 2018). The concept of Marketing 4.0 in the use of online advertising positions consumers to only click when the company presents an ad and uses cookies to track whether converting consumers are shown certain advertisements (Kireyev et al., 2016). Previous studies that have been done in Indonesia and other developing countries

relating to Marketing 4.0 in the world of advertising have been done before, but still, little to compare to the others. In these countries, the implementation of Marketing 4.0 in advertising has been a helpful tool in building and maintaining relationships between consumers and companies. A few previous studies stated that the combination of online and offline interaction in Marketing 4.0 in Indonesia helps some industries, such as the health and pharmaceutical industry and the coffee industry (Andhyka, 2020). In the health and pharmaceutical industry, the role of Marketing 4.0 can be seen by the online application of 'Halodoc,' which fulfilled the consumers' information for health by meeting the doctors and purchasing medicines. Before, all that information could only be done in traditional ways by coming to the hospital directly or through printed media and television advertisements. In the advertisement back in the days, it included information about the availability of hospitals, doctors and pharmacies so that customers can use this information to purchase hospitals and medical services and medicines.

Another industry that gets helped by Marketing 4.0 and the easiness of using online advertising is the coffee industry. It was initially produced and marketed using packaging and was only promoted through printed media and television. Due to the new marketing era in Indonesia, more marketers have provided more innovative ways of advertising coffee with varieties of exciting concepts and features (Andhyka, 2020). With the help of digital marketing, consumers can now purchase products and pay for them by using various online payments. Through this combination of online and offline strategy, Marketing 4.0 is believed to strengthen brands and customers. Other studies that have been done in Indonesia found that Marketing 4.0 in the world of advertising is also able to help small

and medium enterprises (SME). Online advertisement is considered one of the best tools in helping SME due to the small amount of money they need to spend. Lisawati (2016) stated that online advertising, especially in social media significantly effective as a marketing strategy in SMEs. Furthermore, the researcher also said that in the future, there is a need for improvement and more varieties in marketed the products through social media to attract and maintain consumers.

In other previous studies on online advertising, Busen et al. (2016) want to understand "what matters more for consumers in the context of the developing country." According to their study, online advertising effectively reaches more significant consumers or audiences even in other developing countries such as Libya. Therefore, in the future, there still need more studies regarding other variables to make online advertising more effective in developing society. From the communication perspective, online advertisement is one form of companies' persuasive power of communication to consumers. Therefore, with the increasing importance of the internet in e-commerce, advertisers should take full advantage of this online platform for their advertising activities that fulfill their communication goals with consumers (Nizam et al., 2018). In addition, online advertisement is also one form of technological development in advertising because of companies. Increasingly rely on online media to get consumers, marketing managers rely on online metrics such as click-through rate (CTR) and cost per acquisition (CPA) (Kireyev et al., 2016).

Through Society 5.0 perspective, it is known that economic growth and technological development exist to fulfill the balance of people's lives in enjoying life (Fukuyama, 2018). The technology development in the advertising activity

was carried out by how the company observes the behavior of consumers and then adjusts the marketing stimuli that are carried out, or we usually call it by advertising algorithm. It was used so that marketing activities incorporate search clicks and view impressions as attractive marketing variables and interpret the resulting forecasts as the effect of increased marketing investment (Kireyev et al., 2016).

Based on the previous studies that have been elaborated above, due to the increase of consumers that choose the internet as the leading platform to shops, local businesses, and every industry needs to try to see and utilize online advertising. SMEs and companies that can offer online shopping might get more profit than their competitors. Due to that reason, it is also crucial for organizations to understand the characteristics of online customers towards online advertising before adopting the new marketing practice. On the other hand, the government sector will understand the value of online advertising and its influence on consumer behavior from this study. The government can also effectively regulate how online advertising is delivered to consumers by acting rationally against laws that can limit the use of data and at the same time protect the interests and rights of consumers (Nizam et al., 2018).

Despite the existence of studies related to this field, researchers still found very few studies that have analyzed the effectiveness of Marketing 4.0 in advertising. In the scope of a developing country, especially in Indonesia, where internet access and the time consumers spent online were placed third in Asia (Katadata, 2021). It should be known that once a consumer is exposed to online advertising, the possible attitudes towards it is either positive or negative (Busen et al., 2016). Therefore, to maintain the consumers' attitude to keep on the

positive side, companies should decide relevant factors that may make a good advertising response.

From Society 5.0, technology can be utilized even more in Marketing 4.0 and for different marketing strategies. The era of marketing that runs from time to time is also influenced by technological developments, so that Marketing 4.0 is actually still possible to reach consumers through traditional marketing tools, where communication is done one-way through traditional channels (mail advertisements, TV and radio), however it will be much better for advertisers to incorporate online advertising to gather larger number of consumers as well. In addition to that, the application of Marketing 4.0 in advertising should also fulfill the balance of people's lives in enjoying life because later the marketing era might make consumers focus on producing products and advertising them.

CONCLUSION

Marketing 4.0 has been dramatically implemented in Indonesia or any developing country, yet only a few studies have researched online advertising. Though few of the previous studies, it can be concluded that using online advertising in Marketing 4.0 is an effective way to communicate with the consumers. However, there are still some variables that should be analyzed in knowing the effectiveness of online advertising. The benefits of using online advertising as a marketing strategy help develop several sectors of the industry such as retail (e-commerce), transportation, education (online courses), healthcare (electronic records, personal healthcare, and online application to know information about health in particular), and social media. The traditional marketing (offline) and digital marketing (online) in Marketing 4.0 must complement each other roles to attract consumers. Both marketings are

essential since digital marketing is more accountable and results-oriented than traditional marketing, which focuses on initiating customer interactions.

For future research, the future of the application of marketing and advertising could also be done more in the marketing communication field because few studies correlate the phenomenon through its lens. More research about Marketing 4.0 or Marketing 5.0 should also be done in Indonesia or any other developing countries so that marketers might know better how to advertise in certain countries and analyze any other indicators that may affect the effectiveness of Marketing 4.0 in online advertising. Another study about the application of Marketing 4.0 in advertising later could also be done using quantitative and qualitative approaches or a mix of both methods. In addition to that, through this paper, it is also recommended that business owners or marketers take advantage of the implementation of Marketing 4.0 or digital marketing by prioritizing the value of humanity so that the technology used in marketing activities could be carried out in balance.

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