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The Disruption of Marketing Communication Concepts in the Marketing 3.0 Era: A Narrative Literature Review

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A B S T R A C T

The disruption in the concept of marketing communications in the marketing 3.0 era presented several significant changes in the method they interact and communicate with consumers. Marketing 3.0 places greater emphasis on the importance of social, environmental, and sustainability values in marketing communications. Brands must communicate their commitment to these issues and demonstrate concrete actions that support those values. This is important for building consumer trust and meeting their increasingly high expectations in terms of social and environmental responsibility. Marketing 3.0 involves consumers more actively in the process of communication and brand development. Consumers have a more significant role in designing products or services, providing input, and participating in brand initiatives. Brands must open and responsive communication channels to listen to consumers and involve them in the decision-making process. Story-based communication remains an effective approach in marketing 3.0. However, the stories a brand tells must be authentic, relevant and reflect the broader brand values. The story must be able to inspire and move consumers to take positive action and connect emotionally with the brand. Digital technology and social media have a central role in marketing communications in the marketing 3.0 era. Brands should leverage these platforms to reach consumers more effectively, spread their message, and interact with consumers directly. Technology also enables brands to collect and analyze consumer data to personalize communication messages and improve user experience.

1. Introduction

In the Marketing 3.0 era, communication plays a very important role in achieving the company's marketing goals (Achrol, 2012). The concept of marketing communications has undergone significant changes in line with technological developments and disruption in consumer behavior. In this era, consumers are considered individuals who have more complex values, aspirations, and social roles. They are not only looking for quality products or services but also expect companies to contribute to social and environmental good. Consumers are increasingly savvy and aware of their choices, and they prefer brands that align with their values and aspirations.

Marketing communication in the marketing 3.0 era is more than just product promotion. Marketing communications serve as a tool to build emotional connections and connect companies with consumers. Companies must understand consumer values and preferences and communicate relevant messages in an engaging and authentic way (Adcock, 2001). In addition, advances in information and communication technology, especially the internet and social media, have changed the landscape of marketing communications. Companies can now communicate with consumers directly through online platforms,

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facilitating two-way interactions and getting immediate feedback. Social media also enables companies to build online communities that engage consumers in dialogue and marketing activities (Ansar, 2013; Armstrong, 2014).

In this era, personalizing messages is key. Companies can use data and technology to gather information about consumers and provide messages tailored to their needs and preferences. By personalizing messages, companies can create more immersive and relevant experiences for consumers, increasing consumer engagement and satisfaction (Bell, 2011). Marketing communications in the Marketing 3.0 era also consider aspects of sustainability and social responsibility. Companies must communicate their commitment to sustainability and the positive impact they generate, build trust and create a positive brand image in the eyes of consumers who are increasingly concerned about social and environmental issues (Berliner, 2015). This review aimed to describe the disruption in the concept of marketing communications in the marketing 3.0 era.

Milestone marketing 3.0

Marketing 1.0, marketing 2.0, and marketing 3.0 are three distinct marketing paradigms, representing developments and changes in the marketing approach over time. Marketing 1.0 has a product orientation where marketing 1.0 focuses on products and product advantages in an effort to sell to consumers. Marketing 1.0 has an emphasis on transactions where companies try to sell products efficiently by attracting the attention of consumers through promotions and advertisements. Marketing 1.0 presents a limited relationship with consumers where the interaction with consumers is limited to the transaction process, and there is no significant effort to build long-term relationships with them.

Marketing 2.0 has several characteristics that are quite different from Marketing 1.0, where marketing 2.0 recognizes the importance of understanding consumer needs, wants, and preferences in developing products and marketing strategies (Berthon, 2012) Marketing 2.0 presents marketing through two-way communication, where the company began to adopt two-way interaction with consumers through social media, blogs, and other online platforms. Marketing 2.0 focuses on customer value, where companies seek to build customer value by providing positive experiences and relevant solutions for consumers (Bitner, 1981).

Marketing 3.0 has several characteristics that are quite different from marketing 1.0 and marketing 2.0. Marketing 3.0 is oriented towards human values and recognizes the values, aspirations, and social roles of consumers in the marketing process. The company seeks to understand and meet the more complex needs of consumers and seeks positive contributions to society and the environment. Marketing 3.0 presents marketing through community and engagement, where companies utilize technology and social media to form online communities that involve consumers in the marketing process. Customer interaction and involvement are important in building long-term relationships with them. Companies in the Marketing 3.0 era are integrating sustainability and social responsibility into their marketing strategy. They pay attention to the social and environmental impact of their business activities and strive to create positive change.

Information technology developments related to marketing communications

The development of information and communication technology has had a significant impact on almost all aspects of our lives, including in the field of marketing. The internet has changed the way we communicate, find information, and interact with the world. It provides seamless access to various information sources, social platforms, and online services. For marketing, the internet provides opportunities to communicate directly with consumers

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through company websites, online advertising, email marketing, and social media (Boyd, 2007).

Social media such as Facebook, Twitter, Instagram, and LinkedIn have changed the way consumers interact with each other and with brands. Social media allows companies to build relationships with consumers, gather feedback, and expand the reach of their marketing communications. They have also become an effective platform for promotional, branding, and advocacy campaigns.

Advances in mobile technology, including smartphones and tablets, have changed the way consumers access information and interact with brands. Marketers can now reach consumers anywhere they reside through mobile apps, text-message marketing, and mobile-responsive websites (Bridges, 2008).

Advances in data collection, storage, and analysis technologies have opened up new opportunities for understanding consumer behavior and making more effective marketing decisions. Big data enables companies to collect and analyze large amounts of data, such as transaction data, consumer preferences, online behavior, and social feedback. This information can be used for market segmentation, personalizing messages, and developing smarter marketing strategies.

Artificial intelligence (AI) has become a major trend in information technology with its ability to automate processes, analyze complex data and provide customized experiences. In marketing, AI can be used for chatbots, personalization of messages, prediction of consumer behavior, sentiment analysis, and much more. The internet of things (IoT) connects physical devices such as vehicles, household devices, and sensors to the internet. This opens up new opportunities in marketing related to smart products, data collection from sensors, and personalization based on device usage.

The role of social media in marketing communications

Social media has a significant role in marketing communications in the current era. Social media allows companies to build a strong online presence. By creating and managing business pages or brand profiles on social media platforms such as Facebook, Twitter, Instagram, and LinkedIn, companies can expand their reach and connect with a wider audience. Social media is an effective tool for increasing brand awareness. Companies can use social media to share relevant, interesting, and valuable content with their audience. By creating engaging content, sharing brand stories, and keeping up with the latest trends, companies can build strong brand awareness among potential consumers.

Social media allows companies to interact directly with their consumers. Through comments, direct messages, and active responses to consumer feedback, companies can build closer and deeper relationships with consumers. This allows companies to better understand consumer needs and wants, as well as provide a more personalized and relevant experience. Social media is also an effective platform for the promotion of company products and services. Companies can use paid advertising or organic content to promote their offerings to relevant audiences. In addition, social media can also be used to launch sales campaigns, provide exclusive discount codes, and direct consumers to online stores or physical stores.

Social media provides a great space for companies to develop and test new ideas. Companies can use social media to gather direct feedback from their audience regarding new products, desired improvements, or proposed new features. This helps companies make better decisions and ensures that the products or services offered meet consumer needs. Social media allows companies to build strong online communities around their brands. By providing relevant content, actively interacting with followers, and engaging them in discussions and events,

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companies can form a positive influence and strengthen brand-consumer relationships (Brindley, 2014; Carroll, 2015).

The use of big data in personalizing marketing communication messages

The use of big data in personalizing marketing communications messages has become an increasingly important and effective practice. Big data refers to large and complex data sets collected from various sources, such as consumer transactions, online behavior, preferences, and demographic data. By using big data, companies can better analyze and understand consumer data, which allows them to carry out more precise and detailed market segmentation. The data collected can be used to identify groups of consumers who have similar preferences, needs, and behaviors. This allows companies to convey messages that are more relevant and tailored to each market segment (CIM, 2009; Chatterjee, 2011).

Big data enables companies to collect unique information about individual consumers, such as their purchase history, online activity, preferences, and interests. This data can be used to create messages that are more personal and tailored to each consumer. For example, companies can send special offers, product recommendations, or relevant content based on consumer preferences and behavior. With big data analysis, companies can use algorithms and prediction techniques to understand consumer behavior in the future. Historical data is combined with machine learning algorithms and predictive analytics to identify patterns and trends that can be used to predict consumer behavior. This allows companies to send relevant and tailored messages to consumers before they even realize it themselves.

Big data can also help companies optimize the time and communication channels used to convey marketing messages. By analyzing consumer behavior data, companies can identify the most effective times to contact consumers, as well as the most relevant and efficient communication channels. For example, if data shows that consumers are more likely to open emails in the morning, companies can send their marketing messages at that time. Big data also allows companies to better measure and evaluate the effectiveness of their marketing communication messages. By tracking and analyzing data, companies can see metrics such as response rates, conversions, and consumer retention. This data provides insight into the performance of marketing messages and allows companies to optimize their communication strategy.

Utilization of artificial intelligence in consumer interactions

The use of artificial intelligence (AI) in consumer interactions has had a significant impact on the field of marketing. Chatbots are one of the most common forms of using AI in consumer interactions. Chatbots can be used to provide 24/7 customer service, answer frequently asked questions, provide product information, and assist with the buying process. They can use natural language processing to understand and respond quickly and efficiently to consumer requests. AI enables further personalization of marketing communications messages. By using consumer data and data processing techniques, AI can generate messages that are tailored to consumer preferences, needs, and behavior automatically. This includes personalizing email content, relevant product recommendations, and special offers based on consumer behavior.

AI can be used for voice and image recognition, enabling consumers to interact with devices via voice commands or through images. For example, consumers can use voice assistants such as Siri or Google Assistant to look up product information, make purchases, or set up appointments with companies. AI can be used to analyze consumer sentiment through natural language processing and data processing. This

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allows companies to monitor and understand consumer feedback received through social media, product reviews, or customer service. Sentiment analysis helps companies quickly identify and respond to consumer issues and provide relevant solutions (Chen, 2009).

AI can be used to provide personalized product recommendations to consumers based on their preferences and behavior. By studying consumer buying patterns and preferences, AI can predict which products consumers are likely to be interested in and generate relevant recommendations. This helps companies increase cross-product sales and provide a more personalized shopping experience. By using AI techniques such as machine learning, companies can adjust prices automatically based on consumer data, market competition, and other factors. This allows companies to provide price quotes tailored to consumer preferences, increasing engagement and conversion opportunities.

Changes in consumer behavior in the marketing 3.0 era

Consumer behavior underwent significant changes in the Marketing 3.0 era. Consumers in the Marketing 3.0 era are more connected to technology, especially through the use of smartphones and easy internet access. They use technology as a tool to find product information, compare prices, read reviews, and interact with brands through social media (Chen, 2011). This affects the way consumers search for and access information, as well as influences their buying process. Today's consumers tend to actively search for information before making a purchase decision. They use the internet as their primary source of information to gain knowledge about the products or services they are interested in. Consumers also rely on consumer reviews and recommendations from friends or family in making purchasing decisions.

Consumers in the Marketing 3.0 era are more concerned with social values, the environment, and the social impact of the products or services they buy. They tend to choose brands that have high social and environmental responsibility and look for products that match their values. Consumers are also more critical of the company's business practices, such as production ethics, sustainability, and social justice. Consumers in the Marketing 3.0 era want an experience that goes beyond just buying a product or service. They are looking for unique, personal, and memorable experiences when interacting with brands. Consumers also want to be involved in the decision-making process, participate in product formation, and share their experiences with brands through social media (Chen, 2010; Connelly, 2011).

Social media has a strong influence on consumer behavior. Consumers tend to seek information and recommendations through social media, as well as share their experiences with brands. They are also affected by advertisements and content served on social media platforms. Interaction with brands through social media also plays an important role in shaping consumer perceptions of brands. Consumers in the Marketing 3.0 era tend to switch from traditional purchases to online purchases. E-commerce is becoming more popular, and consumers are more inclined to buy products or services online for convenience, wider choice, and competitive price offers. Purchasing patterns also have disruption towards subscription-based and sharing economy models.

The importance of authenticity, diversity and inclusivity in marketing 3.0

Authenticity, diversity, and inclusivity play an important role in the marketing 3.0 context. Authenticity refers to the integrity and consistency of a brand in communicating authentic values, identities, and stories to consumers (Covey, 2005). In marketing 3.0, consumers increasingly value honest and authentic brands. They want to connect with brands that have clear goals, are transparent, and

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aren't just focused on sales. Authenticity helps build consumer trust and increase brand loyalty.

Diversity refers to the recognition and appreciation of individual differences in marketing strategies. Marketing 3.0 recognizes the importance of covering a diverse group of consumers, including different cultural backgrounds, ethnicities, genders, ages, and sexual orientations. Recognizing and valuing diversity helps brands to contact and serve consumers more effectively, create stronger bonds with a wider audience, and avoid stereotypes or discrimination in marketing communications.

Inclusivity involves creating a marketing environment that is inclusive and provides an equal experience for all consumers. Marketing 3.0 seeks to make all consumers feel valued, acknowledged, and included in interactions with brands. This involves providing good accessibility for all consumers, including those with physical or mental disabilities. Inclusivity expands brand market share and creates positive experiences for all consumers (Crane, 2010; Cronin, 2011).

Story-based communication and user experience in marketing 3.0

Story-based communication and user experiences remain relevant and important in Marketing 3.0. Story-based communication remains an important part of marketing 3.0. However, in marketing 3.0, the stories told by brands must reflect the social, environmental, and sustainability values that are valued by consumers. Consumers in this era expect brands to have broader missions and goals than simply seeking financial gain. Brands must communicate stories that evoke emotion and inspire positive actions, such as helping people or protecting the environment. Positive and satisfying user experiences are still an important focus in Marketing 3.0. However, in the context of marketing 3.0, brands must also consider aspects of diversity, inclusivity, and consumer participation in designing user experiences. Brands need to understand the needs, preferences, and expectations of diverse consumers and provide an inclusive experience for all groups of consumers. In addition, brands can involve consumers actively in designing or modifying products or services, thereby providing a sense of ownership and increasing consumer engagement (Dann, 2009).

Sustainable marketing communication in the marketing 3.0 era

Continuous marketing communication is very important in the marketing 3.0 era. This era emphasizes the importance of social, environmental, and sustainability values in marketing communications. Continuous marketing communication requires high transparency and honesty. Consumers in this era expect clear and accurate information about products, services, and brand business practices. Brands must communicate openly about raw materials, production processes, and the social or environmental impacts of their products or services. Transparency and honesty build consumer trust and help brands maintain their credibility (Dishman, 2014; De Vries, 2015).

Ongoing marketing communications must reflect the brand's commitment to social and environmental values. Brands should communicate about their efforts to protect the environment, support communities, or address social issues (Drucker, 2006; Delmas, 2011). This communication must be authentic and verifiable to avoid appearing greenwashing or causing washing, where brands are just trying to improve their image without taking any real action. Sustainable marketing communications also involve an educative approach to increase consumer awareness of relevant social and environmental issues. Brands can use their communications to provide information, help change consumer behavior to be more sustainable, or increase understanding of important issues. Education can be done through social campaigns, educational content,

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or collaboration with competent institutions or organizations in that field (Florida, 2005; Erragcha, 2014).

Ongoing marketing communications also involve collaboration with consumers and related parties. Brands can involve consumers in designing sustainable products or services, listen to their input and feedback, or invite them to participate in social or environmental initiatives (Fournier, 2009). This collaboration strengthens consumer engagement and expands the positive impact that can be achieved. Digital and social media play an important role in sustainable marketing communications in the marketing 3.0 era. Brands can utilize social media platforms and other digital channels to spread messages, educate, and engage consumers on social or environmental issues. Digital media also allows brands to measure the impact and response of their communications more accurately (French, 2006; Fuchs, 2010).

2. Conclusion

The disruption in the concept of marketing communications in the marketing 3.0 era leads to a more holistic approach, connected to social and environmental values, and actively involves consumers. Brands must understand changing consumer behavior and expectations and adopt relevant and sustainable communication strategies to build long-term relationships with consumers and achieve broader business goals.

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