

The Evolution of Branding From Traditional to 4.0

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Abstract

The study explores the history of branding concepts from the beginning of the 20th century, highlighting shifts from exclusive to inclusive strategies and individual to societal activities in an interconnected world. It highlights the need of customizing branding tactics to offer value to consumers, employees, business partners, and shareholders. According to the research, additional investigation into these elements will result in additional knowledge and assist businesses and academics in understanding future developments. It looks into the changing landscape of branding practices, focusing on the emergence of the internet and the transition from traditional Branding 1.0 to digitally-driven Branding 4.0, emphasizing the motivations behind each stage as well as the critical role of technological innovation in shaping contemporary branding methodologies. This paper delves into the 'new' era of knowledge and content branding, highlighting the significance of marketers becoming innovators. Over the last three decades, branding methods have emerged to better understand consumer behavior, optimize the quality of services, and promote customer satisfaction and loyalty. The paper's branding vocabulary includes concepts like knowledge, content, data-driven, customer experience, service design, digital technology, and process agility. It explores Branding 4.0's fundamental concepts and challenges, with an emphasis on customer-centricity, emerging technologies, customer co-creation, and practical implementation. It emphasizes the potential benefits of greater customer engagement, loyalty, and advocacy, as well as enhanced corporate performance and sustainability. However, it addresses concerns including the need for new talents, the integration of branding and sales activities, and ethical and privacy problems associated with data-driven branding.

Keywords

Branding 4.0, Brand Management, Digital Branding, Customer-Centric

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I. Introduction

The expansion of society and information and communication technology has had a profound influence on the business sector and how organizations engage with their customers. Branding has evolved in the 21st century, and these adaptations must be implemented in today's society. Companies, organizations, managers, and employees must adapt to the changing societal landscape, since the growth and widespread adoption of the Internet have resulted in significant developments [1]. In the fourth industrial revolution, small and medium-sized firms are investing in big data for analyzing trends, cycles, and market demand. However, this tendency creates concerns about security owing to the increasing risk of cyber-attacks. For optimal data security, and data collection, businesses must clearly articulate the objective of obtaining data and comply to all data management requirements with standard safety precautions. This is critical for businesses to survive in a competitive environment [2]. The fourth industrial revolution is transforming the way businesses operate with emerging technologies and paradigms creating innovative entrepreneurial initiatives and business models. Consumers are becoming more conscious of their growing authority and market power as an outcome of regulations and communication technology, contributing to the creation of a globalized branding business concept [3]. The networked economy has influenced people's perceptions of adversaries and customers, modifying collaborations. Customers are no longer viewed as passive beneficiaries of a company's targeting, positioning, and segmentation moves, and competitiveness is no longer seen as a competitor's fundamental [4]. The production approach intends to increase production efficiency and lower costs with the objective to create affordable products in large quantities, leading to economies of scale. However, this approach is no longer prevalent in branding. Companies nowadays concentrate on comprehending their customers' expectations and preferences, and then creating products and services to fulfill those demands. As competition intensifies and consumer behavior shifts, marketers realize the value of concentrating on customer demands and preferences [5]. The expansion of digital technology has revolutionized branding strategies, compelling businesses to adapt to the digital environment. Businesses may engage their target consumers in more personalized approaches by leveraging online platforms and technology. The disruptive nature of digital branding emphasizes the significance of organized, customized initiatives. Effective branding efforts must have established objectives and strategies, and an awareness of customer behavior in the digital era is imperative [6]. Brand management involves determining market segments and enticing customers with superior consumer services. It includes satisfying demands and aspirations. With evolving customer behavior, branding paradigms have transformed from commodity to institutionalized, functional, managerial, and socially driven. These changes look for enhanced the product's effectiveness and accessibility [7]. Social media platforms have transformed the way customers communicate and share brand experiences, raising them above merely satisfied customers. They have evolved into content producers and prosumers, affecting the mass market and purchase decisions. As communication technology advance, novel strategies are created to satisfy the demands of customers, ensuring that they remain informed and involved in the ever-changing digital world [8].

2. The Evolution of Branding From Traditional to 4.0

Branding methods have expanded over the past three decades to incorporate innovative ways of comprehending consumer behavior, optimizing service quality, and promoting customer satisfaction. Marketers nowadays execute four new roles: scientists, strategist, storyteller, and socializer, all of which demand them to operate in cross-organizational teams and multichannel platforms. They attempt to

create and coordinate outstanding experiences which engage customers and spread enthusiasm for products, services, and brands [9]. Technological advancements have been having an enormous impact on the expansion of branding, particularly Branding 4.0, which is characterized by digitalization and Industry 4.0. This approach empowers businesses to access customer information utilizing a variety of tools and approaches. Customers are encouraged to engage in product development and share their ideas and experiences through Branding 4.0, which utilizes the internet to access information from other customers [10]. Production procedures, technology, framework, and monetization all have an influence on the evolution of corporate branding. Globalization and consumer behavior also have an impact on branding development. There are four phases of branding: 1.0, 2.0, 3.0, and 4.0. Digitization and artificial intelligence (AI) integration approaches influence the process of transition, with the primary elements being identified and analyzed for their effect on transforming concepts, tools, and forms [11]. Digital Branding, also known as Digital Branding 4.0, is a fast expanding discipline that emerged from the Branding 1.0 approach as a result of the industrial revolution, information technology, and internet-based advancements. This progress has resulted in the creation of revolutionary technologies, making digital branding an important component of the branding environment. Its fundamental concepts, structures, and nature evolve with experience [12]. Branding has evolved from product-focused to customer-centric, and now to human-oriented. Branding 4.0, an extension of Branding 3.0, is designed to accommodate the customer experience of the digital economy. In this smart era, it engages customers and drives sales utilizing technological methods, targeted assignments, click-through keywords, and social media [13]. The transition from Branding 1.0 to Branding 4.0 has transformed the perspective of current technology's role in branding, resulting in an evolution in branding budget framework. Online branding has progressed from classic display formats to more complex ones on social media, complementing the typical progression of branding [14]. Machine learning, cloud computing, the Internet of Things (IoT), blockchain, and artificial intelligence (AI) are all technologies that support Branding 4.0. The marketing mix is critical in technical progress as it promotes customer engagement, produces market value, and increases relevance. Companies can leverage AI and augmented reality (AR) technology in creating customer-friendly, realistic, and long-term offerings, making the marketing mix an essential component of technological expansion [15]. Branding has transformed from a product-based concept to a digital branding strategy that incorporates emerging technologies and digital branding standards. The pandemic has driven up internet usage which has assisted businesses overcome social distancing measures, but this effect is merely transitory. However, additional efforts must have to be done in terms of analyzing large data for market research and creating technologies that incorporate AI and internet of things (IoT) [16]. AI and branding intelligence are transforming digital service branding by accelerating service generation and enhancing customer experiences through customized and mobile branding products. Digital self-services, including real-time branding communication, autonomous price adjustments, and AI-powered branding, could put into doubt the notion of completely standardized branding management. Furthermore, there are reasons for infecting digital product with the objective to produce perspectives, which presents barriers to completely standardized branding automation [17]. Industry 4.0, also referred to as the fourth industrial revolution, is a digital transformation that influences manufacturing, distribution networks, and business models. It integrates automation, big data, AI, and IoT technologies to establish Smart Factories, which allow businesses to control production from a single platform [18]. Online branding, also known as intuitive web, is a Semantic Web technique that enables web services to connect seamlessly. This smart Web, also known as Web 3.0, has revolutionized web-based instruction and learning through its capacity greater personalized and behavioral experiences. Smart web with intelligence analysis, customization, interoperable web, virtualization, and multimedia are key qualities that make it a valuable

tool for online branding [19]. Figure 1 below illustrates the evolution of branding from traditional to Branding 4.0.

3. Recommendations

After thorough literature review, we propose following recommendations for future.

- The digital revolution has had an enormous influence on contemporary branding strategies, forcing adaptation to the rapidly evolving digital environment to be successful for enterprises to remain relevant in today's competitive market.
- Marketers today play a new role in stimulating, directing, and conducting activities, with an emphasis on developing unique, innovative experiences and increasing credibility for products, services, and brands in order to elicit consumer excitement and passion.
- Branding is fascinating owing to its adaptability to utilize digital resources for high-tech business potential, as well as its capacity to adapt across various instances of human existence.

	TRADITIONAL MARKETING	DIGITAL MARKETING
ADVERTISING CHANNELS	newspaper ads, television and radio advertising	in addition to T.V., radio advertising and SMS, it also consists of internet marketing via websites, social networks, banners, email marketing, mobile marketing, search engine optimization (SEO), PPC (pay per click) campaigns
INFORMATION	one-way, message-oriented to the consumer	two-way, emphasis on communication and feedback from consumers
MARKET STRATEGIES	segmentation and targeting	protection and promotion by satisfied consumers
CONNECTION WITH THE CONSUMER	linear	horizontally
MARKET POSITIONING	brand positioning and diversification	adjustment of brand recognition and brand marks (message)
MARKETING MIX	4P (product, price, place, and promotion)	4C (cocreation, currency, communal activation, conversation)
CONSUMER-SELLER RELATIONSHIP	the seller controls the market / the consumer has no bargaining power	cooperation of sellers and consumers, the consumer participates in the process of product modification and controls the performance of the company
MEASURING RESULTS	immeasurable, a limited range of the message	fully measurable, messages unlimited, target market capability and targeted messages

Figure 1. Evolution of Branding from Traditional to Branding 4.0

- Shareholders should understand that an established company with an established mission, principles, identity, and long-term plans will find it more facile to enter new markets, engage with customers, and build excellent relationships.
- In today's connected world, businesses must consider the needs of customers, workers, vendors, and shareholders when developing their branding strategies, as customers can purchase products and services from anywhere, access information instantly.
- The outcomes of the ICT and e-commerce survey will ultimately be utilized for assessing emerging technologies and their integration into branding initiatives.
- Businesses can incorporate 4.0 technologies including AI and AR within their marketing mix for creating customer-friendly, genuine, and sustainable services, establishing new customers while retaining current ones through convenience, flexibility, and personalized experiences.
- The integration of IoT within everyday activities will transform branding, opening up new business options and allowing active creators to flourish in a constantly evolving branding landscape.
- The pandemic has contributed to teleworking and digital communication between customers and business partners, consequently eliminating physical contact. However, respondents recommend improvements in important components of a Branding 4.0 scenario, including as AI adoption, IoT, and big data for gathering and analyzing customer behavior.

Conclusion

Branding has been a major business challenge for the past seven decades, with an emphasis on product management, customer management, brand management, and bringing reality closer to the virtual. It seeks to comprehend and respond to human cultural and behavioral trends. Branding researchers continue to investigate and consider life around humans, particularly in the digital age, when connectedness has permeated every aspect of the world, from individuals to products. Over the last three decades, strategies for branding have evolved, from rapidly evolving consumer brands to service branding, and finally toward creating engaging brand and customer experiences.

The Era of Experience and Branding 4.0 are new branding strategies that focus on current major drivers of customer satisfaction and loyalty. The 4.0 branding process is impacted by both physical and virtual worlds, as current customer behavior evolves quickly. Entrepreneurs must comprehend and adapt to this shifting landscape, otherwise they could fail in the market. Since there are so many products, services, and brands, modern branding integrates traditional and digital strategies. Effective communication, business process organization, and knowledge management are all required. The government's participation should not be underestimated.

In recent decades, society has undergone considerable modifications, including lower production costs owing to globalization, resulting in more affordable marketplaces. Companies have also improved their communication channels with consumers and partners, resulting in increasing competitiveness. As a result, businesses must prioritize offering excellent service, enhancing client experiences, and developing long-term partnerships. Some academics note the shift in branding from a product-based to a service-based strategy. The increasing prominence of social media branding presents substantial challenges in today's environment. Monitoring platform development and branding activities is critical, as it monitors modifications to internet users' views about social media and content. Regulatory measures are also required to safeguard audiences, particularly youngsters, from widespread branding manipulation, particularly in the social sphere.

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