BOOK REVIEW

Marketing 6.0: The Future Is Immersive
Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan John Wiley & Sons, 2023. 256 pp. ISBN 978-1-119-83521-9 (hardcover)

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Marketing 6.0: The Future Is Immersive is the latest installment in the influential series on modern marketing by Philip Kotler, the S.C. Johnson & Son Distinguished Professor (Emeritus) of Kellogg School of Management, co-authored with Hermawan Kartajaya and Iwan Setiawan. The book offers a forward-looking investigation of the evolving marketing landscape in the era of artificial intelligence and the metaverse. Building on the foundations laid in their preceding works, namely, *Marketing 3.0: From Products to Customers to the Human Spirit* (Kotler *et al.*, 2010), *Marketing 4.0: Moving from Traditional to Digital* (Kotler *et al.*, 2016), and *Marketing 5.0: Technology for Humanity* (Kotler *et al.*, 2021), this book delves into the integration of immersive technologies and discusses the topical concept of metamarketing, which underlines the need for immersive experiences that blend physical and digital interactions to engage target customers seamlessly.

The authors aim to provide marketers with the tools and insights needed to navigate the rapidly changing, technology-led market environment. *Marketing 6.0* addresses the challenges and opportunities presented by the rapid advancement of technology and the changing expectations of consumers in a hyper-connected world. It builds on the principles of previous marketing paradigms (from Marketing 1.0 to Marketing 5.0) while introducing new strategies and tools to stay relevant in the future. This book embodies expert thoughts on the next evolution in modern marketing, focusing on leveraging advanced technologies to create more personalized, immersive, and engaging customer experiences.

The *Marketing 6.0* book is structured into three main parts: (1) an introduction to Marketing 6.0, (2) the enablers and environment of Marketing 6.0, and (3) the experience offered by Marketing 6.0. Each part paves the way for readers to comprehend the totality of the metamarketing approach, which is the major view of this fourth book of the *Marketing X.0* series.

Part I: Welcoming the Era of Marketing 6.0. This introduction section provides a foundational principle of metamarketing. It starts by describing the ongoing evolution of marketing and the latest changes driven by technologies. Triggered by the rise of immersive technologies providing extended reality (XR), the concept of metamarketing becomes very relevant to capture new demand from the emerging tech-savvy customer segments, i.e., Generation Z and Alpha. The book then suggests the metamarketing approach to embrace a genuine physical and digital convergence. Metamarketing highlights the importance of creating a seamless customer journey, especially among these 'phygital natives' or young customers growing up with the mainstream Internet as an integral part of life without seeing a border between the physical and digital worlds. The authors explain the overall concept of

metamarketing in three layers comprising the enabler (IoT, AI, spatial computing, AR and VR, and blockchain), the environment (extended reality and metaverse), and the experience (multisensory marketing, spatial marketing, and metaverse marketing), respectively. There have been a series of technological trends from both hardware and software sides, such as immersive wearable devices, language-based AI, community-based social media, short-form video content, and interactive e-commerce, that drive the growth of immersive consumer experiences and the inevitability of metamarketing. Organizations need to effectively orchestrate hybrid touchpoints combining physical experiences (such as instant product fulfillment, multisensory product experience, and human-to-human interaction) with digital experiences (such as shopping flexibility, broader assortment, personalized recommendations). The section describes different scenarios to represent a spectrum of practices to effectively integrate digital and human experiences in various industries, e.g., the implementation of user-friendly self-service interfaces of fast-food ordering kiosks, the VR test drives in the case of electric vehicles, or the use of AI-assisted diagnoses and health tracking wearables in healthcare services. Nonetheless, it is important to address that these are not one-size-fits-all across all industries. Each company should ensure to incorporate its own customer understandings in providing hybrid customer experiences.

Part II: The Marketing 6.0 Enabler and Environment. In this section, the authors discuss five technological enablers and how these technologies converge to create immersive environments. There are five essential tech enablers that help businesses overcome challenges in hybrid experience integrations, i.e., IoT for data capture, AI for data processing, spatial computing for experience modeling, AR and VR for the interface, and blockchain for the infrastructure. Phygital native consumers seem to prefer extended realities with IRL ("in real life") hybrid experience as opposed to merely URL—or online-only—experience. Many successful companies apply extended reality technologies to deliver immersive In-Real-Life experiences in terms of seamless transactions (e.g., Amazon Go's smart checkout system), contextual recommendations (e.g., personalized T-shirt recommendation device based on customer's mood by Uniqlo), interactive engagements (Bloomingdale's interactive window displays for Ralph Lauren's promotion), augmented discoveries (e.g., Best Buy and Home Depot's utilization of mobile apps with in-store modes), pre- and post-experiences (e.g., Nike Live, a member-only concept store with mobile app integration).

The immersive IRL experience can be achieved through revisiting the three service marketing components: Physical Evidence (by complementing tangible cues with multisensory elements), Process (by supporting in-store experience with point-of-sale and backend systems), and People (by recruiting and training staff to harmonize both physical and digital experiences). *Marketing 6.0* discusses the development of the metaverse, its five key components—virtual assets, avatars, user experience, creator economy, and governance—and how it becomes the future form of social media platforms. Well-known brands now actively engage in the metaverse of their customers, for instance, Puma's and Crocs' virtual shoes on Meta and Minecraft, respectively, or Fidelity's financial educational game on Roblox and Decentraland. This virtual brand presence begins to flourish in capitalizing on the growth of the decentralized metaverse among phygital natives as these individual users are empowered in their virtual worlds. However, marketers need to monitor the ongoing development towards mainstream adoptions and ensure an ethical way to create active brand engagements with these young customers in their either centralized or decentralized metaverse.

Part III: The Marketing 6.0 Experience. The final section focuses on crafting multisensory and spatial experiences and emphasizing the role of metaverse marketing in future strategies. The multisensory marketing approach utilizes the five senses—sight, sound, smell, touch, and taste—to deliver unique immersive experiences for customers. The authors provide three useful steps on how businesses can create engaging multisensory experiences by determining the key objectives, identifying multisensory touchpoints, and delivering multisensory experiences. Although this approach may help counterbalance the customer's excess use of digital devices, marketers should also be mindful of sensory overload if customers are overwhelmed with too intense IRL multisensory stimuli. The immersive experience can also be delivered by spatial computing for marketing, which allows companies to do proximity marketing (delivering tailored, location-based content), augmented marketing (delivering digital experiences in physical environments), and contextual marketing (communicating the right offering at the right moment in the right place). These emerging marketing techniques are made possible for many brick-and-mortar businesses or out-of-home advertisers with some help from digital tools, e.g., QR codes, AR devices, and proximity sensors. Some companies may also consider other advanced digital solutions such as interactive displays to elevate their in-store experience. However, marketers need to justify significant investment for technology development and implementation as well as the required infrastructure.

The last topic discusses practical aspects of doing metaverse marketing. Companies need to understand customer motivations in the metaverse. Many users see the metaverse as a fun escape, a space to connect, a convenient shopping space, or a platform for financial gain. Brands can participate in the metaverse in different ways depending on various customer motivations by launching branded collectibles, developing experiential advertising, building online-to-offline commerce, or creating a gamified loyalty program. It is important for brands to choose the right metaverse that matches their target audience, brand positioning, and objectives. Also, brands should establish key metrics to track the success of their metaverse marketing campaigns. This book provides a thorough overview of the evolution of marketing. The historical context helps readers understand the significance of the changes discussed. The authors offer practical advice on how to implement immersive technologies in marketing strategies. This includes real-world examples that illustrate the potential benefits and challenges of these technologies. The book's focus on future trends and technologies ensures that readers are well-prepared for the rapidly evolving marketing landscape. Despite the strengths of this book, some of the concepts and terminology might be challenging for readers without a background in marketing or technology. Some readers may need to spend more time searching for the meanings of technical or advanced marketing terms. As another limitation, it is difficult to demonstrate some practical cases of the immersive or multisensory marketing campaigns mentioned in the book. The suggested sources for further studies, such as video links or related websites, may come in handy. Moreover, while the book successfully emphasizes various technological advancements for future marketing strategies, it would also be worthwhile to further discuss the ethical implications surrounding data privacy and consumer manipulation.

Marketing 6.0: The Future Is Immersive is a valuable resource for marketers and business leaders looking to stay ahead of the curve. It offers a comprehensive overview of the evolution of marketing and practical insights into the integration of immersive technologies. The book's forward-thinking perspective makes it a worthwhile read for anyone interested in the future of

marketing. It is recommended for marketing professionals seeking to understand how their brands could stay competitive in technology-driven markets as well as for academics and students who are interested in exploring advanced marketing concepts and implications.

References

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