



## **Marketing 5.0: Technology for Humanity-Book Review**

**Dr. Jyoti Mishra**

*Associate Professor, Dayananda Sagar Business School*

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### **Introduction**

In the rapidly evolving landscape of digital transformation, *Marketing 5.0: Technology for Humanity* by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan offers a forward-looking perspective on the integration of advanced technologies into marketing practices. As a continuation of the authors' earlier frameworks, the book attempts to redefine marketing in the context of artificial intelligence (AI), big data analytics, and automation. The central premise of the book is that while technology is transforming marketing functions, a human-centric approach remains essential for creating meaningful customer experiences.

The book is particularly relevant in the post-pandemic era, where digital adoption has accelerated, and organizations are increasingly relying on technology to understand and engage customers. It provides a conceptual foundation for understanding how marketers can navigate the complexities of digital ecosystems while maintaining ethical and customer-oriented practices.

### **Summary of the Book**

The authors conceptualize Marketing 5.0 as the application of technologies that emulate human capabilities in order to enhance value creation across the customer journey. Building

on Marketing 3.0 and 4.0, the book positions Marketing 5.0 as a technology-enabled paradigm that integrates data, analytics, and automation into strategic decision-making.

The book outlines five key components of Marketing 5.0: data-driven marketing, predictive marketing, contextual marketing, augmented marketing, and agile marketing. Each component reflects a specific dimension of how technology can be leveraged to improve marketing effectiveness.

Data-driven marketing focuses on the use of big data and analytics to generate customer insights. Predictive marketing employs machine learning algorithms to forecast customer behavior and preferences. Contextual marketing emphasizes delivering personalized messages based on real-time customer interactions. Augmented marketing involves the use of technologies such as chatbots and virtual assistants to enhance customer engagement. Agile marketing highlights the importance of organizational flexibility in responding to dynamic market conditions. The authors further discuss the role of digital technologies in addressing generational shifts, particularly the expectations of Generation Z and millennials. They argue that these digital-native consumers demand seamless, personalized, and socially



responsible experiences, which can be effectively delivered through technology-enabled marketing strategies.

### **Critical Evaluation**

One of the most significant strengths of *Marketing 5.0* lies in its ability to synthesize complex technological developments into a coherent marketing framework. The authors successfully demonstrate how traditional marketing principles can be adapted to the digital age. The integration of real-world examples enhances the practical relevance of the book, making it accessible to both academic and practitioner audiences.

From a scholarly perspective, the book contributes to the growing body of literature on digital marketing and consumer analytics. It aligns with contemporary research in areas such as AI-driven decision-making, customer experience management, and personalization strategies. The conceptual clarity of the five-component framework is particularly useful for teaching and academic discussions.

However, the book is not without limitations. A notable concern is the lack of empirical rigor in supporting some of the claims. While the authors provide illustrative examples, there is limited reference to systematic research studies or data-driven validation. This may reduce the book's utility for advanced academic research that requires strong empirical evidence.

Another limitation is the relatively superficial treatment of ethical issues associated with

technology in marketing. Topics such as data privacy, algorithmic bias, and digital surveillance are acknowledged but not explored in sufficient depth. Given the increasing scrutiny of data practices, a more comprehensive discussion of these issues would have strengthened the book's contribution.

Furthermore, the book tends to adopt an optimistic view of technology, potentially underestimating the challenges faced by organizations in implementing advanced marketing technologies. Issues such as high implementation costs, skill gaps, and organizational resistance are not adequately addressed.

### **Relevance to Marketing, HRM, and Strategic Management**

The implications of *Marketing 5.0* extend beyond marketing and are highly relevant to interdisciplinary fields such as human resource management (HRM) and strategic management. From an HRM perspective, the adoption of AI and automation in marketing necessitates the development of new skills and competencies among employees. Organizations must invest in training and development to ensure that their workforce can effectively utilize advanced technologies. From a strategic management standpoint, the book underscores the importance of aligning technological capabilities with organizational goals. The integration of AI and big data into marketing strategies requires a holistic



approach that considers organizational culture, leadership, and resource allocation.

For marketing practitioners, the concepts of predictive and contextual marketing offer valuable insights into designing customer-centric strategies. The emphasis on personalization and real-time engagement is particularly relevant in the context of digital platforms and e-commerce.

The book is also highly relevant to emerging research areas such as neuromarketing and AI-driven consumer behavior analysis. By highlighting the role of technology in understanding customer psychology, it provides a foundation for future research at the intersection of marketing, technology, and behavioral sciences.

### **Conclusion**

*Marketing 5.0: Technology for Humanity* is a timely and insightful contribution to contemporary marketing literature. It effectively captures the transformative impact of technology on marketing practices while emphasizing the importance of maintaining a human-centric approach.

Despite certain limitations, particularly in terms of empirical depth and ethical analysis,

the book provides a valuable framework for understanding the future of marketing. It is highly recommended for academicians, researchers, and practitioners seeking to explore the integration of technology and marketing.

Overall, the book succeeds in advancing the discourse on digital transformation and offers practical and theoretical insights that are relevant in today's dynamic business environment.

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