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UPDATE MARKETING 6.0

FLASH

INSIGHTS



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Source: Marketing 6.0, Philip Kotler, Hermawan
Kartajaya, Iwan Setiawan (2024), Wiley

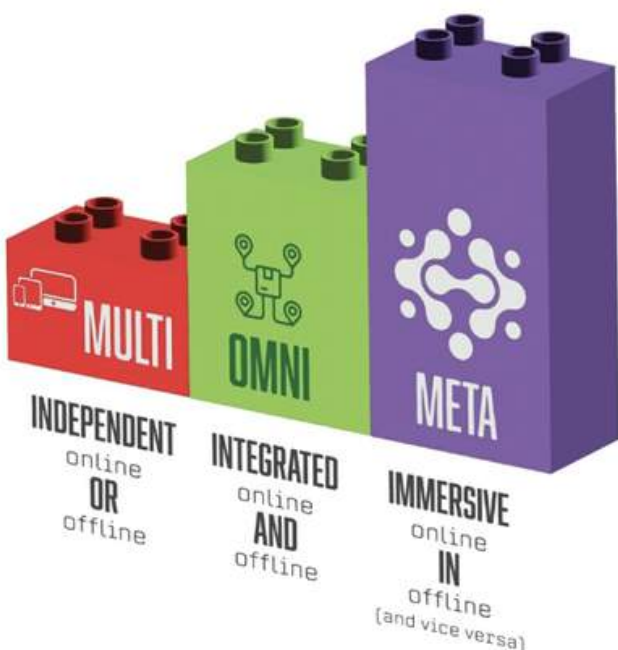




UPDATE MARKETING 6.0

In the world of Meta marketing, it's essential to understand the linkage of consumer behavior across both physical and digital realms. Communication to the selected targets is not just multi-channels such as online or offline, or omni channels that integrate online and offline activities. Still, in the era of Marketing 6.0, it's about Immersive marketing. This requires creating experiences that are memorable and evoke feelings about various media and sales channels, both online and offline, through the use of various technologies such as IoT (Internet of Things), AI (Artificial Intelligence), interactive tools, AR (Augmented Reality), VR (Virtual Reality), and Blockchain.

META IS THE NEXT STAGE OF OMNI



GEN Z AND GEN ALPHA ARE PHYGITAL NATIVES

Connect continuously through multiple screens, even in social situations



GEN Z AND GEN ALPHA

see no border between the physical and digital worlds in their daily lives



Understand the value of AI for contextual and personalized experiences



Comfortable with immersive environments and virtual communities

PHYGITAL NATIVES

In Marketing 6.0, it focuses on marketing to the Generation Z and Generation Alpha groups, which were born between 1990 and 2010. This era is characterized by the widespread use of the internet, fast wifi speeds, and Web 3.0, enabling the integration of various technologies. The Gen Z and Gen Alpha groups are known as "Phygital Natives" as they require experiences both in digital and physical realms. Research by McKinsey shows that these groups are significant in online purchasing but also favor offline shopping experiences. Moreover, they are more mature than their age due to their exposure to various media and content since childhood. They are called KGOY (Kids Getting Older Younger),



KGOY

Kids getting older younger

KGOY value quality, and price over image, and prefer natural, real products and not heavily processed ones. They enjoy travel, gaming, physical activities, events, community involvement, and personal growth, remaining less brand loyal than Gen Y. Nevertheless, they remain a key customer group for fashion, electronics, and various restaurants, requiring brands to offer authenticity and innovative dimensions to enhance their experiences. Additionally, understanding their seamless integration of technology usage, both online and offline behaviors, is crucial for creating memorable experiences. Furthermore, these groups are interested in environmental issues, social responsibility, promoting diversity, equity, and inclusion.

Brands need to offer authenticity and innovative dimensions to enhance KGOY's experiences. Additionally, understanding their seamless integration of technology usage, both online and offline behaviors, is crucial for creating memorable experiences.

THE THREE LAYERS OF METAMARKETING



STRATEGIES DECISION-MAKING OPPORTUNITIES: MICRO-MOMENTS

Strategies for Immersive Marketing aim to embed the brand into the hearts of the target audience.

This involves understanding technology usage, creating seamless experiences, and generating impactful and positive experiences in multiple sensory dimensions.

Strategies may include: Multi-sensory Experiences: Creating experiences that appeal to multiple senses, such as sight, sound, touch, taste, and smell.

Spatial Involvement: Crafting marketing campaigns that invite active participation and engagement in physical and digital spaces. Metaverse Marketing: Utilizing platforms like the metaverse to create immersive experiences, possibly through Short-form videos, infographics, and easily understandable content to capture attention and drive immediate purchases.

E-commerce Integration: Seamlessly integrating e-commerce platforms and social commerce, offering catalogs and streamlined payment systems, and incorporating conversational or live stream commerce for real-time interaction and connection.

Multisensory Marketing: Engaging all five senses—sight, taste, smell, touch, and sound—interactive experiences, participative involvement, frictionless interactions, and storytelling to create memorable brand and product narratives.

By employing these strategies, brands can leave a lasting impression, enhance recall, and provide exceptional experiences for their target audience.



Using various technologies to connect or build relationships and experiences with customers is essential. Examples include: QR Code Applications: Utilizing QR codes for appointments or accessing information. AR and VR: Employing augmented reality and virtual reality for visual experiences. IoT Devices: Using IoT devices for remote connectivity and interaction with various objects. Virtual Sales Representatives: Utilizing virtual sales reps to reach target groups and present products without the need for in-person interactions.

Brand Activities with App Integration: For instance, Nevia's wristband activity for kids linked with an app to track their location, emphasizing brand positioning regarding protection by sending messages to parents when their children are near, proximity marketing, using screens to understand customer characteristics and offer appropriate products, checking weather temperatures to adjust product recommendations in real-time, contextual marketing, employing spatial computing for product testing via screens, such as smart fitting rooms or virtual makeup, creating AR for product presentations, and implementing new advertising methods at real locations to create memorable



experiences, making stores attractive for repeated visits, blending marketing approaches with employees, store decorations, and operational processes, using technology to connect and enhance customer experiences, employing BOPIS models (Buy Online and Pickup In Store), and integrating real and virtual worlds with metaverse, providing a unique shopping experience for new generations and fostering relationships with target groups.