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A review on new marketing management theory 6.0: A new paradigm in consumer engagement

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ABSTRACT
Technologies are increasingly changing everything. The modern world needs modern concepts for sure. The concept of industry and business has rapidly changed in recent years. Industry 6.0 (I 6.0) includes many subjects like business and marketing. Marketing 6.0 (M 6.0) has its position in modern concepts in the modern world. Of course, the implementation of M 6.0 can be a sophisticated topic, but applying the sixth generation of marketing can widely make a more comfortable life for many people like participants in the supply chain, marketers, and customers. M 6.0 can rightfully be an effective version of marketing. This generation of marketing leads to some magnificent advantages which is demonstrated in this research. The advantages of M 6.0 lead to the evolution in sales and more convenience for people. The current people of the world live much easier than the previous ones, and it is definite that for people who will live in the future world, equipment, facilities, and modern science will position them in a more beautiful life according to the smart technologies. This article explores the Marketing 6.0 concept with examples that are relevant to consumer engagement.

Keywords:
Marketing 6.0, Future consumers, Industry 6.0.

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1. INTRODUCTION

Industry 6.0 (I 6.0) is an ultra-advanced or hyper-advanced context with high security. This structure, by preserving privacy, not endangering the lives of future generations, and minimizing human manipulation, aligns most with the human intellectual foundation. The goal of I 6.0 is to create a synergy between humans and machines (Chourasia et al., 2023). It happens with the help of wealth that comes from business and productive companies. However, the types and applications of robots and machines are vital factors that need attention (Murugan & Prabadevi, 2023). From a practical view, the bases of I 6.0 can make smart, long-lasting, and ecologically sound structures (Almusaed et al., 2023). I 6.0 can based on a future insight (Kumar et al., 2023), and Learning I 6.0 needs a futuristic insight into the field of research (Singh, 2023). In such an atmosphere, artificial intelligence (AI) strongly approaches natural intelligence, and calculations are performed with Quantum Computing; for this reason, the speed of data analysis will be several times the current situation, and with the possibility of timely analysis, the accuracy and transparency of data will increase along with the control of cyber-attacks. Of course, AI can improve itself by the companionship of human roles (Bryndin, 2023). As a practical insight, Quantum Computing is an art and can be applied to financial problems (Herman et al., 2023). In the economic progression of a company or even a country, the speed of data analysis plays an important role (Xu & Kuang, 2023). As a result of such developments, the social, industrial, and commercial environment is expected to change. Nursing practice as a social development with the collaboration of AI can help the health care of humans more and more. Also, traditional occupation roles are certainly substituted by AI's progress. Autonomous systems and smart factories can increase productivity and efficiency from an industrial perspective. Also, the marketing field is influenced by many trends, encompassing technological advancements, socioeconomic changes, and geopolitical factors (Rust, 2020). Marketing is one of the most influential fields in this new structure. The most crucial goal of marketing is to create extraordinary value for the customer. In I 6.0, despite the previous periods, there is no myopic view of marketing, and there will be no product-oriented view. Customers' behavior changes daily, considering modern technologies and industry 4.0 and 5.0 technologies. On the other hand, the environment and atmosphere of consumers have changed according to modern technologies.

2. LITERATURE REVIEW INDUSTRY 6.0

Industry is defined as the production of goods and services through the transformation of raw materials and resources into valuable products. It involves the creation of finished products or services through various stages of production that may include manufacturing, processing, assembly, packaging, and distribution. Industries have played a significant role in the economic growth and development of nations throughout history. They have contributed to the creation of employment opportunities, the development of new technologies, and the improvement of living standards. Over the years, the industrial sector has gone through numerous changes, and each of these changes has been termed as an "Industry Revolution."

Industry 1.0: The Birth of the Industrial Revolution

Industry 1.0, also known as the first industrial revolution, began during the late 18th century and lasted until the mid-19th century. It was characterized by the widespread use of mechanized production, the utilization of energy sources such as coal and steam-power, and the emergence of the first factories. This revolution allowed for mass production to become possible and saw the emergence of the first industrial giants such as the cotton mills and ironworks.

Industry 2.0: The Era of Mass Production

Industry 2.0 was marked by the introduction of electricity and the invention of new technologies such as the assembly line. This revolution led to increased productivity, efficiency, and quality in the production of goods, as well as the emergence of new industries such as the automobile industry.

Industry 3.0: The Rise of Automation

Industry 3.0, also known as the digital revolution, saw the use of electronic technologies to create computer-based systems, robotic production lines, and automated factories. This revolution allowed for the emergence of the internet, as well as the development of new technologies such as 3D printing, big data, and cloud computing.

Industry 4.0: Automation and Digitization

Industry 4.0, also known as the fourth industrial revolution, began in the early 21st century and is characterized using automation and data exchange. This revolution has allowed for the development of the internet of things (IoT), artificial intelligence, and machine learning. It has also enabled the use of 3D printing, big data, and cloud computing. The growth of Industry 4.0 is driven by several factors, including the need to increase productivity and efficiency, the emergence of new technologies such as artificial intelligence and machine learning, and the increasing use of the internet of things (IoT). The use of automation and data exchange allows for faster and more accurate data processing, as well as increased efficiency in the production of goods. Additionally, the development of new technologies such as artificial intelligence and machine learning allow for more efficient decision-making and problem-solving capabilities. Finally, the use of the internet of things (IoT) allows for improved communication and data-sharing between connected devices.

The Evolution of Industry 5.0: Humans and Machines Working Together

Industry 5.0, also known as the Human-Tech partnership, aims to bring together the benefits of Industry 4.0 with the human touch. It emphasizes the importance of human creativity, innovation, and problem-solving skills, while also utilizing advanced technologies such as AI, robotics, and IoT. Industry 5.0 aims to create a work environment where machines and humans work in collaboration, with machines performing repetitive and dangerous tasks while humans focus on more complex and creative work. This approach is expected to lead to increased efficiency, productivity, and job satisfaction, while also promoting social responsibility and sustainability.

The need for Industry 5.0 is driven by the need to remain competitive in the global market, as well as the increasing demand for increased efficiency, productivity and quality. Additionally, the use of advanced technologies such as cognitive computing, artificial intelligence and machine learning allow for improved decision-making and problem-solving capabilities, as well as the potential for new business models.

Unique characteristics of Industry 5.0:

Collaboration : Industry 5.0 emphasizes the importance of collaboration between humans and machines. This means that humans and machines will work together to achieve common goals, with each one complementing the other's strengths and weaknesses.

Customization : Industry 5.0 is characterized by the customization of products and services. This means that products will be designed and produced based on the specific needs and requirements of individual customers.

Sustainability : Industry 5.0 places a strong emphasis on sustainability. This means that manufacturing processes will be designed to reduce waste and minimize the impact on the environment.

Decentralization : Industry 5.0 emphasizes decentralization, with a focus on distributed production and manufacturing. This means that production will be closer to the point of consumption, reducing the need for transportation and logistics.

Flexibility : Industry 5.0 emphasizes flexibility, with the ability to quickly adapt to changing market conditions and customer needs. This means that manufacturing processes will be designed to be easily reconfigured and adapted to meet changing demands.

Industry 5.0 is a revolutionary advancement in the industrial sector, with the potential to drastically improve productivity, efficiency, and quality across various industries. This revolution is characterized by using advanced technologies such as artificial intelligence, machine learning, and the internet of things (IoT). The prospects of Industry 5.0 are promising, as the use of advanced technologies and automation will continue to improve productivity and efficiency across various industries. Additionally, the development of new technologies such as blockchain, quantum computing, and advanced robotics will allow for the potential for new business models and the development of new products. Overall, Industry 5.0 is focused on creating a more sustainable, collaborative, and customer-centric manufacturing environment that leverages the strengths of both humans and machines.

Industry 6.0: Advancements and Challenges

Industry 6.0(Future Concept), also known as the sixth industrial revolution, is characterized by using advanced technologies such as quantum computing, and nanotechnology over the pre-built Industry 5.0 architecture. These technologies will enable more efficient and effective solutions to solve complex problems, as well as the potential for new business models. The use of Industry 6.0 technologies will also provide the potential for advanced robotics, and increased safety and security in production and manufacturing processes. Additionally, the use of blockchain technology will enable secure and reliable data-sharing and communication between connected devices, as well as the potential for new economic models. Ultimately, the use of Industry 6.0 will continue to revolutionize the way we produce, manage, and consume goods, services, and information but as with any technological advancement, Industry 6.0 may also have some potential drawbacks or negative impacts.

Addressing the Drawbacks of Industry 6.0: Strategies and Solutions

The advent of Industry 6.0 presents a multitude of challenges that require substantial investment in the development of technological, social, and economic infrastructures to ensure their smooth integration into society. The development of new technologies and automation is likely to have a profound impact on employment, with many jobs being rendered obsolete or transformed. This may exacerbate existing inequalities in society and result in job displacement for many people, particularly those with lower levels of education or training. Additionally, the widespread adoption of Industry 6.0 technologies may also result in increased environmental degradation, resource depletion, and pollution, which could have serious consequences for future generations. To address these challenges, policymakers must take a proactive approach to ensure that Industry 6.0 is implemented in a socially and environmentally responsible manner. This may involve the implementation of new regulations and policies aimed at mitigating the negative impacts of automation and ensuring that the benefits of technological progress are shared equitably across society.

Potential directions for Industry 6.0 could involve advancements in areas such as:

a. *Biotechnology Integration:* Further integration of biotechnology into industrial processes, including bioengineering, biomanufacturing, and bioinformatics.
b. *Sustainable and Circular Economy Practices*: Greater emphasis on sustainable manufacturing practices, resource efficiency, and circular economy models to minimize waste and environmental impact.
c. *Quantum Computing and Quantum Technologies:* Utilization of quantum computing and other quantum technologies to solve complex optimization problems, enhance data security, and revolutionize computation capabilities.
d. *Advanced Robotics and Autonomous Systems:* Development of more sophisticated robotics and autonomous systems capable of handling complex tasks in diverse industrial settings.
e. *Augmented Reality (AR) and Virtual Reality (VR):* Expanded use of AR and VR technologies for training, maintenance, design, and collaboration in industrial settings.
f. *Advanced Materials and Nanotechnology:* Continued development of advanced materials and nanotechnology for applications in manufacturing, energy, healthcare, and other industries.
g. *Decentralized Manufacturing and 3D Printing:* Increased adoption of decentralized manufacturing models enabled by advancements in additive manufacturing (3D printing) and distributed production networks.
h. *Cyber-Physical Systems and Digital Twins:* Integration of cyber-physical systems and the widespread adoption of digital twin technologies for real-time monitoring, optimization, and predictive maintenance.
i. In summary, Industry 6.0 is a futuristic industry that transcends previous revolutions, emphasizing sustainability, intelligence, and holistic integration. Its impact will be profound, shaping the way we work, interact, and live in the coming decades.

3. MARKETING 6.0

M 6.0 signifies the development of marketing strategies with the help of the framework of I 6.0. Cutting-edge technologies and digital platforms create some significant changes in the field of marketing. M 6.0 emphasizes personalized and focused marketing. Data analytics and AI are pivotal in finding the pattern of consumer behavior and trends which is important for companies and firms. The result of this subject will be seen in the customers' satisfaction. Additionally, the journey of marketing through the generations of the industry is very attractive to know because of the insight of history in fields like this. The current study will discuss the evolution of marketing concepts from M 1.0 to M 5.0. Initially, M 1.0 focused on the product itself, but with the introduction of M 2.0, the focus shifted to the customer. M 3.0 emphasized value and brand, while M 4.0 added brand interaction and experience. Also, M 5.0 incorporated relationships, authenticity, and co-creation. Finally, M 6.0 will be the most popular topic in the future of this field of research. In addition, if M 6.0 can be executed in the best way, everyone including founders of companies and customers will be satisfied for sure. It can be a prediction that will come true by a high percentage of sure. Thus, through this journey, M 6.0 will be presented in the far future. This transition is influenced by digitization, as shown in Figure 1.

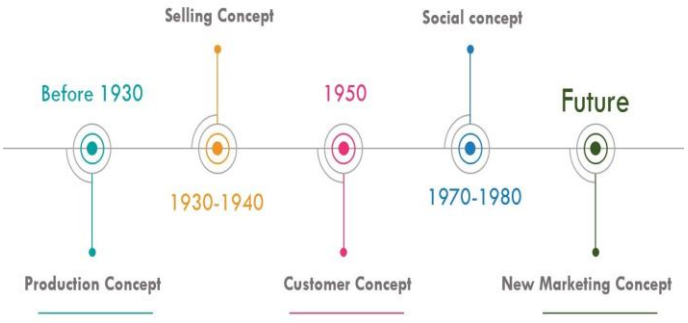

Figure 1. Evolution of marketing and future picture of M 6.0

The researchers should be aware of M 6.0 emergence in the future. Especially, scholars in the marketing field must prepare themselves for some new megatrend. It can help people to be prepared for future trends and adapt themselves to them. Surely, people need to recognize M 6.0 because they will need to the outcomes of that.

3.1 Overlapping Data With Blockchain

Overlapping data with blockchain is defined as Integrating blockchain with existing data systems. This integration offers some advantages in data management, such as security improvement, increasing transparency, and efficiency. Transparency and security are the two factors that differentiate the M 6.0 from the previous generations. However, implementation is the key point and necessary to align with specific use cases and requirements. From a practical perspective, in the field of project management, blockchain and data mining have a close connection (Hammad, 2023). The correlation between them leads to many developments in managing projects and marketing processes.

3.2 Data Depth Extracting Speed

The extraction speed of data depth depends on various factors, such as data complexity, volume, system processing power, and algorithm efficiency. Surely, data complexity is calculated because of different sample ratios in classes, and the high dimensionality of the data (Dalal et al., 2023). Smart technologies, including AI and ML, can increase extraction speed by automating the process and utilizing parallel processing capabilities. Automaticity is one of the unfair advantages of M 6.0 and it can be used. However, it is crucial to understand that the speed of data depth extraction can vary based on the specific context and needs of tasks. So, it shows that M 6.0 considers the circumstances.

3.3 Data Transparency Maximization

Data transparency is very important in the new generation of supply chains to progress trust and collaboration among other partners (Hellani, 2021). Transparency is needed for companies and data transparency maximization assures them that data is comfortably accessible, available, and comprehensible. It encompasses meticulously providing concise and complete details and utilizing data. Considering details in analyzing helps companies to find out the deeper layer. By optimizing data transparency, M 6.0 can create more trust and responsibility. As a result, ethical issues can be more easily solved in M 6.0.

3.4 Value Chain Automation

Some autonomous companies signify the advancement in marketing and sales automation (Malio, 2022). Value chain automation utilizes technology and automation to improve the productivity of the various activities and processes within a value chain. The value chain encompasses all the duties and missions involved in the creation and delivery of a product or even service. This process starts from acquiring raw materials to the ultimate delivery to the customer.

3.5 Automatic Products Presentation

Automatic product presentation needs the application of smart technology, including AI and automation, to produce and distribute product presentations without anybody's involvement. Augmented reality can help businesses to improve product presentation (Aristantia & Liu, 2023). So, achieving a harmonious balance between automation and human participation is of the utmost importance to ensure the optimal presentation of products.

3.6 Offering the Most Appropriate Choices Through Advertising

Marketers can target their customer's precisely through digital advertising channels (Mohamed, 2023) and offer them the best items that customers can purchase. Advertising aims to steer consumers away from traditional paradigms and encourage them to adopt new paradigms for consumption (Yuan, 2023). So, it is a positive shift paradigm for the marketing era. This strategy cannot promote goods but rather shift paradigm, firms and companies can foster long-term progress.

3.7 Customer Equity Formation

Customer equity is the overall value of a company with a customer orientation, including all their interactions and transactions. Cultivating customer equity using strategies to attract, retain, and maximize the value from customers. Attracting people to the companies with the help of M 6.0 is the key element of M 6.0. So for sure, it can increase brand loyalty, revenue, and profitability. These strategies involve providing great user experiences, loyalty programs, and building sustainable relationships. So, M 6.0 can have various marketing strategies to increase the levels of customer satisfaction.

3.8 Highly Humanistic Marketing

Highly humanistic marketing can rank individuals by establishing genuine links, deep understanding of their desires, and crafting personalized experiences. Most of the time, customers are unaware of their needs, but companies must speculate on those. The focus on relationships, customer viewpoints, and ethical practices, with a commitment to social responsibility, can make a new way for companies to build their path.

3.9 The Three Layers of Marketing 6.0: A New Frontier in Consumer Engagement

Marketing 6.0 is a revolutionary approach that integrates advanced technologies and immersive experiences to create a seamless connection between the digital and physical worlds. It is structured into three distinct layers, each playing a crucial role in shaping the future of consumer engagement. Here's a breakdown of these layers with relevant Indian brand examples.

3.9.1 The Enablers: Bridging Digital and Physical Experiences

The first layer of Marketing 6.0 comprises technological enablers that connect and enhance both digital and physical experiences. This layer includes:

IoT for Data Capturing: Internet of Things (IoT) devices are pivotal in gathering real-time data from the physical world. Indian brands like Godrej have implemented IoT in their smart home products, allowing them to capture data on consumer behavior and preferences, which can then be used to tailor personalized experiences. AI for Data Processing: Artificial Intelligence (AI) is used to process the vast amounts of data collected by IoT devices. Reliance Jio utilizes AI to analyze customer usage patterns and optimize their telecom services, offering personalized plans and recommendations that cater to individual needs. AR & VR for the Interface: Augmented Reality (AR) and Virtual Reality (VR) provide immersive interfaces that connect consumers with digital content. Lenskart uses AR technology in its virtual try-on feature, allowing customers to visualize how glasses will look on them without visiting a physical store. Blockchain for the Infrastructure: Blockchain technology provides a secure and transparent infrastructure for transactions and data management. Tech Mahindra has been exploring blockchain solutions to enhance the security and trustworthiness of its digital marketing strategies, ensuring data integrity across its platforms.

3.9.2 The Environment: Metaverses and Extended Realities

The second layer of Marketing 6.0 is characterized by the environments where these technologies operate, namely metaverses and extended realities.

Extended Reality: Extended reality (XR) refers to the combination of AR, VR, and mixed reality (MR) to create digitally enhanced physical spaces. Tata Consultancy Services (TCS) has been working on XR solutions to enhance customer experiences in retail and banking, offering more interactive and engaging environments.

Metaverse: The metaverse is a virtual world that mirrors the physical world, providing a platform for immersive consumer experiences. Zomato has begun experimenting with metaverse marketing, where customers can explore virtual restaurants and interact with brand elements in a 3D space, creating a new dimension of brand engagement.

3.9.3 3. The Experience: Multisensory and Spatial Marketing

The top layer of Marketing 6.0 focuses on creating holistic digital experiences through innovative marketing strategies.

Multisensory Marketing: This involves engaging multiple senses to create a more memorable and impactful consumer experience. Coca-Cola India has incorporated multisensory elements into its marketing campaigns, using sound, visual effects, and even scent to enhance the brand experience.

Metaverse Marketing: Marketing within metaverses allows brands to create unique digital experiences. Mahindra & Mahindra has explored metaverse marketing by hosting virtual events and showrooms, offering customers a chance to interact with their vehicles in a virtual environment.

Spatial Marketing: Spatial marketing involves creating 3D experiences that immerse consumers in a brand's world. Asian Paints has used spatial marketing in their ColorNext initiative, where customers can virtually design and visualize room decor in 3D, enhancing their decision-making process.

Marketing 6.0's three layers—enablers, environment, and experience—are transforming how brands interact with consumers. By leveraging advanced technologies and creating immersive environments, Indian brands are setting new standards in consumer engagement, driving the future of marketing forward.

3.10 Marketing Philosophies with Examples

3.10.1 Production Orientation

This philosophy focuses on producing large quantities of goods at low costs. Companies assume that consumers will favor products that are widely available and affordable.

Example: Tata Motors, a prominent Indian automobile manufacturer, adopted this approach when it introduced the Tata Nano, aiming to provide an affordable car for the mass market. Tata Motors aimed to capture a broad customer base seeking budget-friendly transportation by focusing on cost-effective production.

3.10.2 Product Orientation

This approach emphasizes product innovation and quality. Companies believe customers will buy products with the most quality, performance, or innovative features.

Example: Apple's presence in the Indian market exemplifies this orientation. With products like the iPhone and MacBook, Apple emphasizes superior design, advanced technology, and seamless user experiences, creating a loyal customer base willing to pay a premium for cutting-edge products.

3.10.3 Sales Orientation

This philosophy involves aggressive selling and promotion to push products to customers. The company believes that a strong sales effort will generate sales and profits.

Example: Amway in India adopted a sales-oriented approach. Amway utilizes direct selling methods, empowering distributors to sell aggressively and promote. Amway seeks to increase its market share and revenues through persistent sales efforts by instilling a strong sales culture.

3.10.4 Marketing Orientation

This philosophy focuses on understanding customer needs and creating products that fulfill those needs. Companies gather market research to understand customer preferences and design their products accordingly.

Example: Hindustan Unilever Ltd (HUL) embodies this customer-centric philosophy in India. HUL conducts thorough market research to understand consumer preferences, leading to tailored products like detergents and shampoos catering to specific segments.

3.10.5 Societal Marketing Orientation

This philosophy considers not only customer needs but also the well-being of society. It aims to provide value to customers while also considering ethical and environmental concerns.

Example: Patanjali Ayurved, an Indian consumer goods company, exemplifies societal marketing orientation. Patanjali addresses consumers' health concerns by offering natural and organic products while emphasizing ethical and environmental considerations.

3.10.6 Holistic Marketing Orientation

This approach integrates different marketing strategies to create a comprehensive and effective marketing plan, including relationship marketing, internal marketing, integrated marketing, and social responsibility.

Example: Titan Company, a leading Indian watchmaker, embraces a holistic marketing approach. By integrating various strategies such as relationship marketing, internal marketing, and social responsibility, Titan focuses on product quality and fostering strong customer relationships.

3.10.7 Relationship Marketing Orientation

This philosophy emphasizes building long-term relationships with customers and providing personalized experiences. Companies focus on customer retention and loyalty.

Example: India's Café Coffee Day (CCD) emphasizes building enduring customer relationships. CCD rewards frequent visitors through its loyalty program, encouraging repeat business and enhancing customer retention. By offering personalized experiences and incentives, CCD strengthens its bond with customers.

3.10.8 Digital Marketing Orientation

With the rise of digital platforms, this philosophy focuses on utilizing online channels for marketing, advertising, and customer engagement.

Example: In the digital age, companies like Flipkart leverage digital marketing extensively to reach a broad audience. As one of India's largest e-commerce platforms, Flipkart utilizes online channels for marketing, advertising, and customer engagement. This strategy aligns with changing consumer behaviors and preferences for online shopping experiences.

3.10.9 Experiential Marketing Orientation

This philosophy aims to create memorable and immersive experiences for customers to engage them emotionally with the brand.

Example: Kingfisher's approach to marketing beer showcases experiential marketing. Kingfisher creates memorable and immersive consumer experiences by hosting music festivals and parties. This engagement goes beyond the product, establishing an emotional connection between the brand and its consumers.
Understanding Marketing 6.0 Concept with Example

3.10.10 Reliance Jio:

AI and Data Analytics: Reliance Jio utilizes AI and big data analytics to optimize customer experiences. By analyzing user data, Jio offers personalized plans and recommendations that cater to individual customer needs. This approach ensures that each customer receives tailored offers, enhancing satisfaction and loyalty. The use of AI also enables Jio to predict customer behavior and trends, allowing for proactive engagement.

3.10.11 Lenskart:

AR for Immersive Shopping: Lenskart has implemented Augmented Reality (AR) to revolutionize the eyewear shopping experience. Their virtual try-on feature allows customers to see how different frames look on their faces in real time, all from the comfort of their homes. This use of AR not only enhances the shopping experience but also bridges the gap between online and offline retail, a key aspect of Marketing 6.0.

Marketing 6.0 concept with example shows how Indian brands are leveraging the principles of Marketing 6.0 to create more personalized, immersive, and technology-driven consumer experiences.

3.10.12 Result & Findings

Comparing M 6.0 With Marketing 5.0 and 4.0

For sure, M 6.0 has some unfair advantages rather to the previous versions. Firstly, there is an explanation for M 4.0. Given the attractiveness and effectiveness of marketing in the realms of science and business, incorporating new technologies into marketing practices can enhance its appeal. These technologies, namely AI, IoT, and big data, are integral components of Industry 4.0. Applying these technologies in M 6.0 can make many changes in this world. Numerous companies are leveraging AI to develop their marketing strategies and enhance their sales performance (Cherukuri & Vududala, 2020). The primary objective of this research is to examine the impact of Industry 4.0 technologies on marketing. Marketing encompasses various aspects, including different types of marketing and corresponding strategies. Marketing strategies have a direct influence on the types of marketing employed (Sutaguna et al., 2023). Consequently, marketing strategies play a crucial role in shaping the landscape of marketing practices. Secondly, there is an explanation for M 5.0. Smart enterprises are implementing the M 5.0 methodologies. In theory, the utilization of M 5.0 necessitates a re-evaluation and redefinition of investment strategies in digital products and services (Petersen et al., 2022). Additionally, crucial decisions such as venturing into new markets and adopting innovative customer engagement approaches come into play (Verhoef et al., 2021). M 5.0 can be exemplified by the integration of cutting-edge technologies with marketing strategies, including big data analytics, AI, and IoT (Bakator et al., 2023). It is not surprising that M 5.0 can facilitate a transformation in the role of advanced technologies within advertising (Nowacki, 2023) and M 6.0 can perform better in this field.

3.11 The Difference in Accuracy

M 6.0 is widely regarded as a more sophisticated and refined version of M 5.0 and even M 4.0. It embraces modern technologies, data-centric techniques, and a customer-focused mindset. The excellence of M 6.0 lies in its capacity to harness AI, ML, and automation to scrutinize extensive data sets, enabling more accurate forecasts and informed decisions. As it is clear the automaticity influence on accuracy. Additionally, it is crucial to acknowledge that the productivity of any marketing strategy is ultimately contingent upon several factors, including data transparency, right

execution, and alignment with the significant targets of the marketing campaign.

3.12 The Difference in Automaticity

M 6.0 introduces enhanced automation features in contrast to the previous versions like M 5.0 and M 4.0. By incorporating AI and ML, M 6.0 facilitates automated procedures for activities like data analysis, market segmentation, customized messaging, and campaign optimization. Automaticity streamlines marketing operations, making them more productive by minimizing manual labour and human mistakes, while simultaneously increasing speed and accuracy. So, it can be easily understood that automaticity, accuracy, and speed have a close connection.

3.13 The Difference in Security

M 6.0 demonstrates improved security measures in comparison to M 5.0. M 6.0 is the upgrade level of M 5.0. So, the features of M5.0 should be developed and reach the features of M6.0. With the progress in technology, M 6.0 integrates more powerful security practices to safeguard sensitive user data and prevent unauthorized access. M 6.0 often uses features that comply with data protection regulations, to be sure about privacy and security of the information of customers. Also, it is controversial for companies to perform in this way. However, it is obvious to recognize that no system is completely immune to security risks, and companies must continuously monitor and improve their security measures to proactively mitigate potential threats.

3.14 The Difference in Privacy

Privacy is always an important issue for people. Mentally, they need safety for their routine life. Also, privacy and security have a mutual connection. Data protection regulations and consumer demand for privacy made firms and enterprises to be sensitive to the privacy of customers. Finally, in M 6.0, applying the safe tool for customers takes a positive picture for people.

4. CONCLUSION

As a result of such developments, the social, industrial, and commercial environment is expected to change. Nursing practice as a social development with the collaboration of AI can help the health care of humans more and more. Also, traditional occupation roles are certainly substituted by AI's progress. Autonomous systems and smart factories can increase productivity and efficiency from an industrial perspective. Also, the marketing field is influenced by many trends, encompassing technological advancements, socioeconomic changes, and geopolitical factors. Marketing is one of the most influential fields in this new structure. The most crucial goal of marketing is to create extraordinary value for the customer. In I 6.0, despite the previous periods, there is no myopic view of marketing, and there will be no product-oriented view. Customers' behaviour changes daily, considering modern technologies and industry 4.0 and 5.0 technologies. On the other hand, the environment and atmosphere of consumers have changed according to modern technologies.

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