

## **Marketing in New Normal: Embracing Changes and Transformation in Industry 4.0**

**K S Khatri**

*Smt. Radhadevi Goenka College for Women, Akola, India  
neetakhatri154@gmail.com*

**A B Pande**

*Smt. Radhadevi Goenka College for Women, Akola, India  
pande\_ambadas@rdgakola.ac.in, abpande12@gmail.com*

The COVID – 19 PANDEMICS has transformed the market around the world. There has been a great shift from usual marketing to digital marketing where the business has to have a purpose with it. These changes in the market dynamics are resulting into shift in marketing function. The customer's journey from need to buy a product to its service and delivery has completely been replaced to remote shopping this remote shopping has converted the market to faster demands and creative innovations which in order has led to high competition level in every aspect of marketing. Unique circumstances have accelerated personalization and localization of marketing. Brands such as amazon and flipkart are reaching at the door steps of the customers in this new normal. There is a great need of data and its analysis to sustain in the volatile market. Marketing is a toll to make a connection with the consumer by a particular brand. The adaptability with the changes will decide the sustainability of the brand. 'The only way you can sustain a permanent change is to create a new way to thinking acting and being' - Jenifer Hudson

***Keywords:*** *Adaptability, Marketing Function, Purpose, Volatile Market*