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Harnessing the Power of Ancient Scriptures in Marketing 4.0

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ABSTRACT

Purpose- The marketing landscape has seen a noticeable shift from conventional methods to digital platforms in recent years. Thus, this research aims to analyze modern marketing papers to make sure that our ancient knowledge systems, represented by an unbroken tradition of knowledge transmission and offering a distinct perspective (Bhāratīya Drishti), are used to address the present and future challenges facing India. The world's primary goal is to learn from our past and integrate Indian knowledge systems. The present study investigates the relevance and practical applications of the Arthashastra of Kautilya, a historic work of Indian literature from the fourth century B.C., in Marketing 4.0 contexts.

Design/Methodology/Approach- Approach employed for examining and interpreting Arthashastra's ideas, methods, and suggestions made in many verses to assess the relevance of Arthashastra in Marketing 4.0, the methodology used is called Hermeneutics. In social science, it is one of the qualitative research approaches.

Findings- The application of Kautilya's "six measures of foreign policy" to contemporary digital marketing not only underscores the timelessness of Kautilya's insights but also provides a unique lens through which modern businesses can craft effective online strategies.

Originality/Value- Kautilya's six policies approach not only offers a unique perspective on business strategy, but also encourages a more thoughtful, ethical, and comprehensive approach to Marketing 4.0.

Keywords: Digital Marketing Strategy, Marketing 4.0 Kautilya's Arthashastra, Hermeneutics, Indian Knowledge System, Ancient Scriptures

1. Introduction

The emergence of the digital age, or Marketing 4.0, in which the Internet is at the centre of everything, has led to a complete redesign of the marketing system, shifting away from outdated practices and embracing advancements in technology (Verma, 2012). Consequently, digital marketing has emerged as a dominant strategy. The term "digital marketing" refers to marketing tactics executed through digital channels, such as the Internet, mobile phones, and interactive platforms. Its distinctive features provide businesses with a competitive edge and facilitate the analysis of costs and benefits. Industries are changing as a result of the recent advancements in technology. Marketing must immediately adjust to digital developments at this stage of its development. Every day, marketing changes, but as more and more things are done online and with digital technology, its emphasis has changed to digitalization. Digital marketing channels, resources, and social media emerge as the most engaging, visually appealing, and indispensable of all contemporary marketing tools and strategies. With businesses and organizations realizing the value of a strong online presence, digital marketing has emerged as one of the most crucial components of the marketing mix in recent years. It has also proven beneficial for their growth in terms of sales and forging an innovative online presence. One way to describe digital marketing is as an online strategy for building a brand, product, or service. According to a proverb attributed to Bill Gates, "If your Business is not on the Internet, then your business will be out of business".

Any business or organization that wants to have a successful online presence must have a solid online marketing plan that matches the needs of the target audience with the right technologies. This is known as the era of Marketing 4.0. Companies can provide ongoing support, service, and insights by utilizing digital marketing techniques. These techniques foster positive interactions with customers, helping to build lasting relationships and encourage repeat business.

Marketers constantly aim to take advantage of the fundamental shift in customer behavior from conventional to digital by developing strategies for product, pricing, place, and promotion that are especially suited to this market. As a result, researchers have looked into several facets of digital marketing strategy. The dynamic nature of the market and the ongoing escalation of competition are compelling senior managers to revisit past initiatives in an attempt to revitalize the current business environment. To win the war in the market, a variety of books on tactics and warfare are gaining popularity. Chanakya also produced an amazing academic work with his Arthashastra. Management gurus are embracing the competitive

methods that Chanakya recommended in his Arthashastra to address marketing issues, including acquisition, merger, and competition. Because of this, managers must recognize the application of Arthashastra in handling contemporary business scenarios.

Ancient Indian literature offers insightful ideas and concepts that apply to modern marketing (Marketing 4.0), even though it may not directly address current marketing tactics. Using text and content analysis on a range of sources to gain insights into Kautilya's Arthashastra, this conceptual paper evaluates how digital marketing strategy lessons can be learned from ancient literature.

The ancient Indian classic Arthashastra was written in Sanskrit and is divided into 15 books, comprising 150 chapters organized by topics and covering three main areas: administration, national security, and other topics of economic development policies and justice. Kautilya, also known as Chanakya, penned the Arthashastra while serving as minister and counselor to Chandragupta Maurya, a contemporary of Alexander the Great, in the 4th century BC. Kautilya played a key role in putting an end to the Nanda dynasty in Magadha (Note 1). In addition, Kautilya taught economics and politics at Taxila University (Note 2). According to Muniapan and Low (2013), Kautilya's key works include the Arthashastra (Principles of Economics and Administration) and the Neetishastra (also referred to as Chanakya Neeti or Principles of Political Ethics). Kautilya places great emphasis on restraint and appropriate strategies for defeating the opposition. In their commentary on the 12 sutras of Kautilya, Muniapan and Shaikh (2007) highlight the significance of mastering the senses through renunciation kama, krodha, lobha, mana, mada, and harsha - translated as lust, fury, greed, arrogance, pride, and foolishness—as outlined in his teachings. Furthermore, Kautilya provides examples of monarchs who succumbed to overindulgence in their senses, ultimately leading to their downfall.

Kautilya's treatise, the "Arthashastra," is known for its detailed coverage of statecraft, including foreign policy. While it is a text from ancient times, some of its principles regarding foreign policy can be intriguingly adapted to the context of digital marketing strategy. In the context of digital marketing, six measures from Kautilya's foreign policy could be interpreted: It's crucial to remember that these interpretations are symbolic and derived from traditional knowledge. The practical implementation in a digital marketing setting would still have to be compliant with standards, morality, and market realities. Kautilya's approach, characterized by strategic thinking, adaptability, and a deep understanding of the environment, can provide valuable insights for modern-day digital marketing strategies.

There are multiple sections to this work. The next section presents a review of the literature, followed by the research methodology. For results and discussions, examine the literature on Arthashastra, analyzing its ideas, methods, and suggestions made in many verses to assess the relevance of Arthashastra in Marketing 4.0 are shown in the next section. The paper's conclusion, theoretical and practical consequences, limitations, and suggestions for further research are all included in the last section.

Kautilya's Arthashastra contains extensive knowledge about organizational administration, although many managers from other countries, as well as some Indians, do not know of it. The purpose of this paper is to make readers aware of the presence of numerous ancient Indian texts, such as the Arthashastra, which offer insightful guidance on successful and efficient digital marketing strategy.

2. Literature

To comprehend the trends and investigate Arthashastra's viewpoints on Digital Marketing Strategy in the Marketing 4.0 era, this study examines the prior research done by different researchers in the sector.

Setting a digital marketing plan into practice opens up new ways to connect with, inform, and engage customers and offer and close sales of products and services. Digital marketing is expected to continue setting the standard for technological innovation because it does this so effectively (Ko, 2019; Lamberton & Stephen, 2016; Martín-Consuegra, Faraoni, Díaz, & Ranfagni, 2018). Digital marketing through social and mobile media is rapidly changing the daily lives of millions of people. It has permeated regular social media activities and often leads to the creation of client relationships (Fujita, Harrigan, & Soutar, 2017; Han, Nguyen, & Nguyen, 2016; Kim, 2018; Woodside & Mir, 2019).

The rapid innovations in digital technology, social media, and mobile marketing, as well as the technological breakthroughs brought about by these changes, have been studied by an increasing number of marketing experts and academicians. From promoting certain goods and services, digital marketing has developed to include employing digital channels for organizations, events, and procedures made possible by digital technology. A flexible, technology-enabled process known as "digital marketing" is used by companies in collaboration with partners and clients to jointly create, convey, deliver, and preserve value for all stakeholders (Guercini, Bernal, & Prentice, 2018; Lamberton & Stephen, 2016).

Faruk et al. (2021) highlight that conventional marketing methods are being replaced by emerging virtual technologies, such as artificial intelligence (AI), virtual reality (VR), and augmented reality (AR), creating new research opportunities for marketing scholars (Brodie and Juric, 2018; Guercini et al., 2018; Kim and Yang, 2018; J. Kim et al., 2018; Taylor and Costello, 2017; Zhang and Dholakia, 2018).

Marketing 4.0 analyzes customer behavior, forecasts trends, and provides tailored content utilizing cutting-edge technology like automation, big data, and artificial intelligence (Plangger, Grewal, de Ruyter, & Tucker, 2022). By using these tools, marketers may target micro-segments based on behavioral data rather than just traditional demographics.

A fundamental element of Marketing 4.0 is the smooth integration of traditional offline and digital marketing strategies. Afandi, Maskur, Fiernaningsih, and Herijanto (2024) research demonstrates how effective organizations engage customers at every stage of the journey by combining digital platforms with in-person interactions.

The ancient Indian text Arthashastra, written by Kautilya, also known as Chanakya, describes an administrative framework that likewise creates equilibrium between politics, economy, and society. It heightens academics' and researchers' interest in historical, theological, and philosophical research in the fields of management (Verma, 2012) and business academia (Kale & Shrivastava, 2003).

The primary objective of corporate governance, which is to maximize benefits for investors and other interested parties, can be accomplished in part by implementing the ideas of Kautilya's Arthashastra into corporate management procedures. Examining Kautilya's Arthashastra to other areas of organizational management, including finance, human resources, and strategic management, represents a potential research direction (Muniapan and Shaikh, 2007; Muniapan, 2008).

In recent years, there has been interesting in combining traditional Indian knowledge with contemporary marketing techniques as companies look for creative and culturally grounded ways to deal with the quickly changing digital landscape. Written by Kautilya in the fourth century B.C., the Arthashastra is a foundational work in economics and statecraft that provides a timeless wisdom that is still applicable in contemporary settings, including marketing tactics. According to scholars, traditional Indian knowledge systems offer a unique viewpoint for tackling modern issues because of their ethical and holistic approach (Prakash & Bajpai, 2021).

With the ever-increasing level of competition, marketing managers are turning to historically recognized tactics. To prevail in the marketplace, a variety of publications on tactics and warfare are growing in popularity. Similarly, Chanakya's Arthashastra was a notable work of scholarship (Sharma, Maheshkar, & Tiwari, 2019; Tisdell, 2003). Marketing specialists are using the tactics that Chanakya suggested in the Arthashastra to deal with marketing concerns like rivalry, mergers, and acquisitions. It is therefore essential to conduct a thorough analysis of "Chanakya's" applicability in Marketing 4.0.

The government's open economy and liberalization policies have made today's market extremely competitive and turbulent, making Chanakya's foreign policy recommendations highly applicable. The different likely scenarios listed by Chanakya in his book Arthashastra are extremely clearly described and spelt out. The tactics/measures were situation-based and focused on guaranteeing success. The business was properly monitored, and the concerns of the government, merchants, and customers were all well cared for and safeguarded under Chanakya's reign (Sharma, Maheshkar & Tiwari, 2019).

With the emergence of digital platforms, marketing has changed dramatically. Traditional methods have given way to Marketing 4.0, which prioritizes omnichannel strategy, co-creation, and client involvement (Kartajaya, Kotler, & Hooi, 2019). In this regard, the Arthashastra's tenets, like Kautilya's six measures of foreign policy, provide a novel framework for developing plans in a cutthroat online market. These policies, which cover peace, conflict, neutrality, and alliances, can be rethought to fit contemporary ideas such as brand partnerships, market competition, and consumer retention.

For this study, the hermeneutic approach, which entails interpreting ancient writings to determine their applicability in modern contexts, is especially appropriate. Hermeneutics has been acknowledged as a strong qualitative research methodology in the social sciences that connects historical understanding with contemporary applications (Gillo, 2021). The study uses this methodology to investigate how Kautilya's principles might be applied to digital marketing tactics, specifically in promoting competitive, sustainable, and moral company practices.

Previous research has highlighted how crucial it is to incorporate ethical frameworks into digital marketing to foster long-term client connections and trust. Research indicates that the Arthashastra and other ancient philosophies offer useful principles for ethical decision-making in corporate settings (Joshi, 2018). For example, the collaborative nature of Marketing 4.0, where companies frequently establish partnerships to improve their digital presence and provide value to customers, is in line with Kautilya's emphasis on strategic alliances.

By offering a novel application of the Arthashastra in Marketing 4.0 scenarios, the current study adds to this expanding corpus of literature. This promotes the use of culturally sensitive tactics in the digital age while simultaneously highlighting the eternal nature of Indian knowledge systems.

3. Objectives of the Study

1. To research and evaluate the ideas, rules, and procedures outlined in the Arthashastra to identify those that can be successfully applied in Marketing 4.0.
2. To compare Kautilya's six forms of foreign policy with digital marketing strategies and determine the applicability of ancient Indian scriptures in today's marketing world.

4. Methodology

The lessons on digital marketing strategy from Kautilya's Arthashastra are examined and explained in this paper. The method utilized for examining the entirety of the Arthashastra literature and understanding the ancient script is known as Hermeneutics. The term "hermeneutics" is linked to the Greek god Hermes, who is associated with translating the communication of the gods. Hermeneutics, as used in this context, is the study and interpretation of religious writings and ancient literature. It also refers to the study of ideas and techniques for interpreting all texts and meaning systems in modern philosophy. Here, the term "text" refers to a wide range of interpretive objects, including experiences, in addition to written documents. A hermeneutic is characterized as a particular idea, methodology, or interpretation technique. In addition to ancient writings, Hermeneutics encompasses the study and interpretation of human behavior in general, including language and speech patterns, social structures, and ritualistic behaviors. Numerous social science fields, including philosophy, theology, law, sociology, and international affairs, heavily rely on hermeneutics (Note 3).

5. Results and discussion

Adapting Kautilya's six foreign policy (Table 1) forms to digital marketing strategy offers a unique perspective on how ancient wisdom can be applied to modern business practices (Bhattacharjee & Sharma, 2018; Shamasastri, 1929). Here's how each policy can be interpreted in the context of digital marketing:

Table 1 Kautilya's six foreign policy

1.	Sandhi (peace-entering into a treaty)	<i>(Arthashastra Book 7, 1.6)</i>
2.	Vigraha (war-doing injury)	<i>(Arthashastra Book 7, 1.7)</i>
3.	Asana (staying quite-remaining indifferent)	<i>(Arthashastra Book 7, 1.8)</i>
4.	Yantra (marching-augmentation of power)	<i>(Arthashastra Book 7, 1.9)</i>
5.	Sanshraya (seeking shelter-submitting to others)	<i>(Arthashastra Book 7, 1.10)</i>
6.	Dwaidhibhava (dual policy- resorting to peace with one and war with another)	
<i>(Arthashastra Book 7, 1.11)</i>		

5.1 Sandhi (peace-entering into a treaty)

According to Chanakya, an emperor should make peace (sandhi) alongside his opponent in several circumstances. He states that one should make peace under the following circumstances:

परस्माद् ह्ययमानः संदधीत ॥

Parasmādd hīyamānaḥ sandadhīta.

“When in decline as compared to the enemy, the king should make peace”. (Arthashastra Book 7)

तुल्य . काल . फल . उदयायां वा वृद्धौ संधिम् उपेयात् ॥

Tulya. Kāla. Phala. Udayāyāṁ vā vr̥ddhau sandhim upēyāt.

“In case the advancement takes the same time or bears an equal fruit for both, the king should make peace”. (Arthashastra Book 7)

तुल्य . काल . फल . उदये वा क्षये संधिम् उपेयात् ॥

Tulya. Kāla. Phala. Udayē vā kṣayē sandhim upēyāt.

“In case of decline lasts for the same period or leads to equal results for both, the king should make peace”. (Arthashastra Book 7)

" तुल्य . काल . फल . उदये वा स्थाने संधिम् उपेयाद् " इत्य् आचार्याः॥

"Tulya. Kāla. Phala. Udayē vā sthānē sandhim upēyād" ity ācāryāḥ.

“In case the stable conditions last for the same period or lead to equal consequences for both, he should make peace”. (Arthashastra Book 7)

Chanakya has also indicated the guiding principles about the timing of policy adoption. Chanakya advises the monarch to implement that strategy to potentially see victory.

Interpretation

In digital marketing, this can be seen as forming collaborations or partnerships with other brands or influencers online. This could include affiliate marketing, co-creating content, joint webinars, or social media partnerships. The goal is to leverage each other's strengths and audience base for mutual benefit.

A software company enters into an affiliate marketing partnership with a popular tech blogger. The blogger promotes the software to their followers, while the company gives them a percentage of the earnings from every sale made from their referral connection. This partnership allows both parties to leverage each other's strengths and audience bases.

Spotify and Uber partnership. In this partnership, Spotify users could link their accounts to Uber and play their music during their rides. This collaboration enhanced the user experience for customers of both brands and leveraged each company's strengths.

5.2 Vigrah (war-doing injury)

When a business is doing well and has a solid market position, it can choose to implement this aggressive strategy. When battling the rival, the firm might also enlist the aid of an ally. According to Chanakya,

अभ्युच्चीयमानो विगृहीयात् ॥

Abhyuccīyamāno vigr h ṇ ī y ā t.

“The king should make war when he is prospering.” (Arthashastra Book 7)

यदा वा पश्येत् "स्व . दण्डैर् मित्र . अटवी . दण्डैर् वा समं ज्यायांसं वा कश्चित्तुम् उत्सहे " इति तदा कृत . बाह्य . अभ्यन्तर . कृत्यो विगृह्य_आसीत् ॥

Yadā vā paśyēt "sva. Da ṇḍ air mitra. A ṭ av ī . Da ṇḍ air v ā sama ṁ jy ā y ā nsa ṁ v ā kar ś ayitum utsah ē " iti tad ā kr ta. B ā hya. Abhyantara. Kr ty ō vigr hya _ ā s ī ta.

“When a king is convinced that his subjects are brave, united, prosperous, and able not only to carry on their works without interference but also to harass his enemy's works, then he may keep quiet after proclaiming war.” (Arthashastra Book 7)

Interpretation

This is akin to aggressive competitive strategies in digital marketing. It could involve tactics like search engine marketing campaigns where you bid on competitor brand keywords, creating content that positions your brand against competitors, or targeted advertising campaigns that focus on winning over competitors' customers.

An emerging smartphone brand launches a digital ad campaign directly comparing its features with those of a leading competitor's model. The campaign runs on social media and search engines, targets keywords related to the competitor, and aims to capture their market share by highlighting superior features or better pricing.

Samsung's marketing campaigns against Apple. Samsung has often used aggressive advertising tactics, directly comparing its products with Apple's iPhones, highlighting features that iPhones lack. The strategy aims to directly target Apple's consumer base to capture market share.

5.3 Asan (staying quiet-remaining indifferent)

This tactic of being silent or uninterested in business is highly advantageous when an organization anticipates that a competitor won't cause it any harm and that it is therefore preferable to focus on its operations. Chanakya has stated as much.

"न मां परो न_अहं परम् उपहन्तुं शक्तः" इत्य् आसीत् ॥

"Na mā ṁ parō na_aha ṁ param upahantu ṁ ś akta ḥ " ity ā s ī ta.

When the king thinks “ his prosperity, in the long run, to be greater than his enemy and the enemy is unable to harm him”, he should stay quiet. (Arthashastra Book 7)

He further says that “perceiving ‘I shall decline after a long time or to a lesser extent or in such a way that I shall make greater advancement, the enemy (will decline) in a reverse manner’, he should remain indifferent to his decline” (Arthashastra Book 7)

Interpretation

This approach in Marketing 4.0 means maintaining your current digital marketing efforts without actively seeking new campaigns or strategies. It could be suitable for brands that have a stable online presence and are focusing on maintaining their current customer base and online reputation.

A well-established e-commerce brand decides to maintain its current digital marketing efforts without launching any new campaigns. Instead, it focuses on content maintenance, SEO, and existing social media channels, aiming to keep its current customer base engaged while not aggressively pursuing growth.

Luxury brands like Rolex typically maintain a consistent and steady digital marketing strategy. They focus on brand prestige and heritage without aggressively chasing trends or engaging in competitive marketing tactics, maintaining a stable and exclusive brand image.

5.4 Yan (marching augmentation of power)

According to Chanakya's instruction in the Arthashastra, an administrator should speak up if he can prove his point and receive the reward.

गुण . अतिशय . युक्तो यायात् ॥

“When possessed of a preponderance of excellent qualities, he should march.”

(Arthashastra Book 7)

यदि वा मन्येत "यान . साध्यः कर्म . उपघातः शत्रोः, प्रतिविहित . स्व . कर्म . आरक्षश् च_अस्मि" इति यानेन वृद्धिम् आतिष्ठेत् ॥

If the king thinks, “By marching my troops, it is possible to destroy the works of my enemy; and as for myself, I have made proper arrangements to safeguard my works,” the king could augment his assets by deploying. (Arthashastra Book 7)

Interpretation

In the Marketing 4.0 landscape, this translates to planning and strategizing for a significant marketing push. This might include researching new market trends, accumulating data, developing new marketing content, and SEO strategies, or preparing for a big product launch with a comprehensive digital campaign.

A fashion retailer is planning to launch a new line of eco-friendly products. Months before the launch, the company starts a content marketing campaign focusing on sustainability in fashion, increases its email marketing efforts to build a more substantial subscriber base, and optimizes its website and social media for the upcoming product line.

Coca-Cola's "Share a Coke" campaign. Before launching this personalized bottle campaign, Coca-Cola conducted extensive market research and preparation. This included setting up manufacturing processes for custom names on bottles and preparing a comprehensive digital marketing strategy involving social media, personalized advertising, and interactive websites.

5.5 Sanshrya (seeking shelter-submitting to others)

According to Chanakya, a monarch should seek refuge if he believes he is "weak" or "not in a position to fight/compete with the stronger king."

शक्ति . हीनः संश्रयेत् ॥

“Depleted in power, he should seek shelter” (Arthashastra Book 7)

If a king thinks “That I am strong enough neither to ruin my enemy’s undertakings nor to avert my undertakings against my enemy”, he should seek protection from a strong king and endeavor to pass from the stage of weakening to that of stagnancy and from the latter to that of progress. (Arthashastra Book 7)

Interpretation

This could be interpreted as seeking partnerships with larger platforms or more influential brands to enhance your digital presence. It might include strategies like using established eCommerce platforms for selling products, partnering with major content platforms for distribution, or leveraging influential social media personalities for brand promotion.

A small indie game developer partners with a major gaming platform to distribute its new game. The platform provides the game with visibility among a vast audience, while the developer brings fresh content to the platform, benefiting both parties.

Small businesses or startups often use Amazon’s marketplace to sell their products. By leveraging Amazon's vast platform and customer base, they gain visibility and access to a larger audience than they could on their own, while Amazon benefits from the diverse range of products.

5.6 Dwaidibhav (dual policy- resorting to peace with one and war with another)

Chanakya has said “If king thinks that I shall promote my undertakings by peace on one side and ruin the enemy’s undertakings by the war on the other side, he should secure advancement through a dual policy” (Arthashastra Book 7). He further advised “Resorting to dual policy, the king should seek to obtain from one of the neighbouring king's troops in return for treasury or treasury in return for troops” (Arthashastra Book 7).

Interpretation

In Marketing 4.0, this could mean using different strategies for different segments of the online market or different digital platforms. For example, a brand might use aggressive marketing tactics on social media platforms where the competition is high, while simultaneously using a more community-focused, engagement-driven strategy on other platforms.

A health and wellness brand adopt a dual strategy in its digital marketing. On platforms like Instagram and TikTok, it uses influencers and visual content to target a younger audience with a focus on fitness and lifestyle. Simultaneously, on platforms like Facebook and through email newsletters, it targets an older demographic with a focus on health, wellness, and holistic living.

Microsoft's marketing strategy for its Surface products versus Windows OS. For the Surface, Microsoft uses aggressive marketing highlighting its features over competitors like Apple's iPad. In contrast, for Windows OS, Microsoft collaborates with various hardware manufacturers (like Dell, and HP), adopting a more inclusive approach, as Windows runs on multiple hardware brands.

6. Limitations

Hermeneutics, an approach that stresses the interpretation of ancient texts, is the foundation of the subject. There are difficulties in translating and interpreting the Arthashastra because it was written in Sanskrit and has its roots in the sociopolitical climate of the fourth century B.C. When applied to contemporary situations, contextual subtleties, and cultural connotations could be obscured or misunderstood, thereby creating understanding gaps.

The results are based on the Indian knowledge system and primarily reference a particular historical and cultural context. Despite providing a distinct viewpoint, this could restrict the methods' applicability to international markets or cultural contexts where various ideologies and consumer habits are prevalent.

Primarily, employing a qualitative methodology, the study depends on theoretical interpretation and analysis. It excludes any empirical investigation or confirmation of the suggested implementations of Kautilya's concepts in actual Marketing 4.0 situations. This restricts the capacity to assess the practical impact or efficacy of recommended tactics.

The study promotes using Kautilya's ideas in marketing in an ethical manner. Business ethics, however, can be arbitrary and differ according to organizational, cultural, or individual viewpoints. This subjectivity could lead to differences in the interpretation and application of the principles.

The study focuses exclusively on six measures of foreign policy from the Arthashastra, potentially overlooking other relevant aspects of the text that could offer additional insights into marketing strategies.

Addressing these limitations in future research through empirical validation, cross-cultural studies, and the inclusion of other ancient texts or interdisciplinary approaches could enhance the robustness and applicability of the findings.

7. Conclusion

Each of these strategies highlights the importance of a multifaceted and adaptive approach in digital marketing. By understanding and applying these ancient principles, digital marketers can craft more effective and comprehensive strategies that are responsive to the dynamic digital marketing environment. Upon scrutinizing the contents of Chanakya's Arthashastra and the above-mentioned narrative, it is evident that the recommendations made by Chanakya in his "Six Measures of Foreign Policy" found in Book 7 of the Arthashastra remain relevant in contemporary marketing scenarios. Numerous firms and enterprises are already successfully using these strategies in their marketing campaigns. Researchers discovered that Chanakya's foreign policy recommendations are highly relevant to the competitive and unstable modern market, which is a result of the government's liberalization efforts and open economy. The different likely scenarios listed by Chanakya in his book Arthashastra are extremely clearly described and spelled out. The tactics/measures were situation-based and focused on guaranteeing success.

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Notes

Note 1. Kautilya journeyed from Taxila to Patalipura (currently Patna, Bihar), the capital of Nanda Empire. Kautilya took a vow to destroy Nanda Empire as a result of an insult by Dhana Nanda.

Note 2. Takshashilla, latter known as Taxila is currently situated in Rawalpindi, Pakistan is one of the oldest universities in the world

Note 3. Details available at <http://en.wikipedia.org/wiki/Hermeneutics>