

# Comprehensive marketing management for competitive advantage

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## ABSTRACT

Marketing management is a fundamental aspect of the business world that plays a role in designing, implementing, and evaluating marketing strategies to achieve competitive advantage. This process involves analyzing consumer needs and wants, market segmentation, product positioning, and developing an effective marketing mix strategy. This article discusses the basic concepts of marketing management, marketing strategies, and the challenges faced in the digital era. The research method used is a literature study from various academic and practical sources. This method involves collecting, analyzing, and synthesizing information from various academic and practical sources. Academic sources include scholarly journals, reference books, and peer-reviewed research publications. The discussion covers market segmentation, marketing mix, consumer behavior, and modern marketing trends such as digital marketing and personalization. The discussion in this study covers various key aspects of marketing management, starting with market segmentation, which is the process of grouping consumers based on certain characteristics such as demographics, psychographics, and behavior, in order to develop more effective marketing strategies. The conclusion of this article highlights the importance of adapting marketing strategies to technological developments and market dynamics.

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## 1. INTRODUCTION

Marketing management is a discipline that discusses how organizations design and execute strategies to meet consumer needs and achieve business goals. In a competitive business world, an understanding of marketing management is essential for companies to stay relevant and excel in the market. Marketing management is a crucial element in the business world that includes planning, executing, and evaluating marketing strategies to ensure the success of a product or service in the market. This process involves analyzing consumer needs and wants, market segmentation, product positioning, and developing an effective marketing mix strategy. Marketing strategy has an important role in achieving business success, therefore the marketing field plays a major role in realizing business plans (Wulandari et al., 2023).

With the right approach, marketing management can help companies create value for customers, build strong relationships with them, and increase competitiveness amid increasingly fierce

competition. Marketing is not just about selling products or services, but also includes market analysis, segmentation, positioning, as well as the use of digital technology to reach customers more effectively. As technology and globalization evolve, companies must continue to adapt to modern marketing trends to remain competitive. Product, price, promotion, and place strategies form the framework of marketing strategy (Mufidah & Putri, 2023).

This article aims to discuss key concepts in marketing management, strategies that can be applied, as well as challenges faced by companies in the digital era. With a deep understanding, it is hoped that readers can gain insight into the importance of marketing in business continuity. The discussion in this study covers various key aspects of marketing management, starting from market segmentation, which is the process of grouping consumers based on certain characteristics such as demographics, psychographics, and behavior, in order to develop a more effective marketing strategy. Furthermore, it also discusses the marketing mix, which consists of key elements such as product, price, place, and promotion, which play a role in determining the marketing success of a product or service. In short, strategy can be described as doing things right (Hutabarat, 2017).

This article aims to outline key concepts in marketing management, including the basic principles, role, and importance of marketing strategy in achieving competitive advantage. In addition, this article also explores various marketing strategies that companies can implement, both in the context of traditional and digital marketing, to increase their effectiveness in reaching their target markets and building long-term relationships with customers. In the ever-evolving digital era, companies face various challenges in implementing effective marketing strategies. Therefore, this article also discusses the obstacles that often arise, such as changes in consumer behavior, increasingly fierce competition, and the demand to adapt to technology and digital marketing trends. By understanding these concepts, strategies, and challenges, it is hoped that readers can gain a more comprehensive insight into the dynamics of marketing management and how to optimize its application in an increasingly competitive business environment. Every company that produces goods or services needs marketing activities (Rusdi, 2019).

In addition, this study highlights consumer behavior, which is how individuals or groups make purchasing decisions based on psychological, social, and cultural factors. Furthermore, modern marketing trends are also the focus of discussion, including digital marketing, which utilizes technology and digital platforms to reach consumers more broadly and efficiently. Personalization strategies are also discussed as a marketing approach that tailor content, offers and interactions based on consumers' specific preferences and needs, to increase customer engagement and loyalty. Through this discussion, it is hoped that a more comprehensive understanding of marketing strategies that are relevant in today's business world can be obtained. Marketing strategy is a plan that lays out a company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in specific target markets (Yolanda, 2015).

In addition, this study highlights consumer behavior, which is the decision-making process carried out by individuals or groups in choosing, buying, using, and evaluating products or services. These purchasing decisions are influenced by various factors, including psychological factors such as motivation, perception, learning, and consumer attitudes and personality. In addition, social factors such as reference groups, family, and role and status in society also shape a person's preferences and consumption patterns. Marketing strategy is a set of goals and objectives, guidelines and rules that indicate the direction, reference and allocation of marketing activities at each level (Syuhada & Isyanto, 2023).

In addition, cultural aspects also have a significant influence on consumer behavior, including values, norms, and traditions that develop in a society that can shape consumption habits and preferences for certain products. By understanding these factors, companies can design more effective marketing strategies, adjust brand communication, and develop products that align with the target market's needs and desires.

## 2. METHOD

This research uses the literature study method by reviewing various academic sources, scientific journals, reference books, and industry reports related to marketing management. Data is also collected by interview and documentation as a critical part of the research (Patton, 2002). This approach is used to understand marketing theories, concepts, and practices applied by various companies in the real world. The research method applied in this study is a literature study, which

involves collecting, analyzing, and synthesizing information from various academic and practical sources. Academic sources include scholarly journals, reference books, and peer-reviewed research publications, while practical sources include industry reports, case studies, and data from relevant organizations or companies. This approach allows the researcher to gain in-depth insight into relevant theories, concepts and practices, so as to develop a comprehensive and evidence-based analysis of the topic under study. Data was collected through analysis of scholarly articles, case studies, and industry reports from trusted organizations. The analysis technique used is descriptive-qualitative, which interprets and synthesizes findings from various sources to provide a comprehensive picture of marketing management. Finally, this research is a qualitative research characterized by a case study, namely a case about marketing strategy (Cresswell, 2012).

### 3. RESULTS AND DISCUSSION

#### 3.1 Data & Basic Concepts of Marketing Management

This research was conducted with the main data source being literature relevant to the theme or topic to be discussed. The table below shows the data extraction of data that is the findings of previous researchers. In the context of this research, it will be used for further discussion so as to obtain an academic portrait that provides depth of analysis of this problem.

**Table 1.** Literature Review

No	Journal/Publisher	Topic	Results
1	Journal of Development Economics: Review of Economic and Development Issues, 2015	Micro, Small and Medium Enterprises Development Strategy in Yogyakarta Special Region Province*	Associated with the various problems SMEs face, some strategies are needed to overcome them. To develop the SMEs is not only charged to the SMEs themselves but also supported by all stakeholders. The support is expected to come from business associations, colleges, and related agencies in the area of regency/city governments in DIY. Moreover, government policy is needed to encourage SMEs development. The SMEs development in DIY is the acceleration of the SMEs transformation
2	Publisher Papis Sinar Sinanti, 2014	Human resource management strategy and its role in developing competitive advantage	In Indonesia, quite several companies were built and indeed mastered certain businesses and triumphed for a generation, but in the end did not last long because the regeneration of human resources was not prepared from the beginning to maintain excellence sustainably.
3	Business Horizons, 57(6), 703-708	Digital marketing and social media: Why bother?	This article shows that firms face internal and external pressures to adopt a digital presence in social media platforms. Firms' digital marketing engagement can be categorized according to perceived benefits and digital marketing usage. To improve digital marketing engagement, marketers must focus on relationship-based interactions with their customers. This article demonstrates how some firms are already accomplishing just that.
4	Journal of the Academy of Marketing Science, 48(3), 384-404	Impulse buying: a meta-analytic review	The results of a moderator analysis indicate that the impacts of many determinants depend on the consumption context (e.g., product's identity expression, price level in the industry)

Marketing management includes various key elements, such as market understanding, customer needs, and appropriate marketing strategies. Key concepts in marketing include:

- 1. Market Segmentation** - The process of dividing a market into groups that share similar characteristics. Market Segmentation is the process of dividing a broad, heterogeneous market into smaller, homogeneous groups based on certain characteristics. The main purpose of market segmentation is to understand the needs, preferences, and behavior of consumers more specifically so that companies can design more effective and targeted marketing strategies. Umkm, for example, its S-O strategy can be market segmentation, especially in the domestic market (Hamid & Susilo, 2015).

Market segmentation can be done based on several main variables, including: Demographic Segmentation - Grouping markets based on factors such as age, gender, income, education level, marital status, and occupation. For example, beauty products are often targeted based on gender and specific age groups. Geographic Segmentation - Segments the market based on location, such as country, region, city, or even climate. For example, clothing companies can customize their products for tropical markets and cold markets.



Figure 1. Market Segmentation  
(Source: Constructed by author)

Psychographic Segmentation - Groups consumers based on their lifestyles, values, interests, and personalities. For example, sports and fitness products tend to be aimed at individuals who have an active and healthy lifestyle. Behavioral Segmentation - Classifies consumers based on their purchasing habits, level of loyalty, frequency of product use, or benefits sought. For example, in the technology industry, there is a segment of customers who seek the latest innovations, while others prefer affordable prices. By segmenting the market, companies can allocate marketing resources more efficiently, create more relevant marketing messages, and increase customer satisfaction by offering products or services that suit their specific needs.

2. **Targeting** - Determining the market segments to be served by the company. Targeting is a process in marketing management that aims to determine the most suitable and potential market segments for the company. After segmenting the market, companies must choose the segments to be served with the right marketing strategy to increase marketing effectiveness and maximize profits.

In determining the target market, companies consider several factors, such as segment size and growth, level of competition, consumer purchasing power, and segment suitability with company resources and capabilities. There are several targeting strategies that can be applied, namely: Mass Marketing - Companies target the entire market with the same marketing strategy. This strategy is generally used for products that have universal needs, such as salt or mineral water. Differentiated Marketing - Companies target several market segments with different marketing strategies for each segment. For example, an automotive manufacturer that offers family cars, sports cars, and electric cars for different types of customers.

Concentrated Marketing - Companies focus on one very specific market segment and strive to be the leader in that segment. For example, a luxury watch brand that targets only high-end consumers. Micromarketing - Companies tailor marketing strategies to very specific groups of customers, such as location-based marketing or personalized marketing based on individual preferences, as e-commerce does with product recommendations. By choosing the right targeting strategy, companies can focus more on developing products, designing effective marketing communications, and increasing customer loyalty, thereby gaining a competitive advantage in the market. Marketing strategy provides direction in relation to market segmentation, target market identification, positioning and marketing mix (Rusdi, 2019).

3. **Positioning** - Building a product or brand image in the minds of consumers. Positioning is a strategic process in marketing that aims to build the image and perception of a product or brand in the minds of consumers. Through proper positioning, companies can create an identity that distinguishes their products from competitors, making it easier for the target market to recognize and remember. Positioning, mobilizing resources, securing competitive advantage and achieving success in the prevailing environment (Tampubolon, 2014).

To create a strong positioning, companies need to understand their competitive advantages and how the product or brand can uniquely meet the needs and desires of consumers. There are several commonly used positioning strategies, including: Attribute or Benefit-Based Positioning - Emphasizes the product's advantages or specific benefits provided to consumers. For example, toothpaste positioned as "maximum protection against sensitive teeth." Price and Quality-Based Positioning - Offers high quality products for the premium segment or affordable products for the broader segment. For example, a luxury car brand like Mercedes-Benz emphasizes quality and prestige, while an economy car brand like Toyota offers the best value at a more affordable price. Companies must choose certain market segments that provide benefits and have specific patterns (Zusrony, 2008).

### 3.2 Marketing Mix

The marketing mix is a strategy consisting of four main elements, known as the 4Ps:

1. **Product** - Defines the features, design, and benefits of the product. Product is the main element in the marketing mix that reflects the goods or services that the company offers to consumers. The success of a product depends largely on how its features, design, and benefits are able to meet the needs and desires of the target market. Product features include technical characteristics, specifications, and functions that make the product unique and useful to users. These features can be in the form of technological innovations, additional services, or certain advantages over competing products. For example, a smartphone with a high-resolution camera and artificial intelligence to improve photo results. Product design involves aspects of aesthetics, ergonomics, and ease of use. Product placement is one of the alternative media that marketers can use to market their brands and products (Istika Dwi Kusumaningrum, Sri Setyowati, Shoffa Rahmawati, 2022).
2. **Price** - Pricing strategy that is by the market and competitors. Pricing is an important aspect of marketing strategy that can affect product competitiveness in the market. The right price must consider factors such as production costs, perceived value by consumers, market conditions, and competitors' strategies. Many determining factors depend on the context of consumption (for example, expression of product identity, price level in the industry (Iyer et al., 2020).
3. **Place (Distribution)** - Determine effective distribution channels. Distribution channels are the channels used by companies to channel products or services from producers to consumers. The selection of effective distribution channels is very important so that products can be reached by the target market easily, efficiently, and under consumer preferences. Both in the form of private placement and through auctions in the primary market (Juhro et al., 2009).
4. **Promotion** - Marketing efforts such as advertising, public relations, and digital marketing. Promotion is one of the key elements in the marketing mix that aims to increase brand awareness, attract customers, and drive sales. Promotion includes various communication strategies that companies use to convey the value of products or services to the target market. There is a significant increase in purchases through AI-based promotions through the deep learning promotion model (Fatimah & Saidah, 2021).

### 3.3 Consumer Behavior

Understanding consumer behavior is very important in marketing. Factors that influence consumer behavior include psychological, social, cultural, and situational. The study of consumer behavior helps companies design more effective marketing strategies. Understanding consumer behavior is very important in marketing because it helps companies adjust strategies to be more effective in attracting and retaining customers. Factors that influence consumer behavior include psychological aspects, such as motivation, perception, and attitude; social factors, such as family, reference group, and social status; and cultural factors, including values, norms, and social class that shape consumption preferences. In addition, situational factors, such as the physical environment, time of day, and emotional state when shopping, also play a role in purchase decisions. By understanding these factors, companies can design more targeted marketing strategies, create products that suit market needs, and build better relationships with consumers to increase customer loyalty and satisfaction (Zusrony, 2008)

Factors that influence consumer behavior include various interrelated aspects. From a psychological aspect, consumer behavior is influenced by motivation that drives a person to meet their needs, perceptions that shape the way individuals interpret information about products, and attitudes that determine positive or negative responses to a brand. From social factors, interactions

with family, reference groups, and social status play an important role in shaping preferences and purchasing decisions. Meanwhile, cultural factors include values, norms, and social classes that shape people's consumption patterns, where habits and traditions within a group can influence consumers' product choices and lifestyles.

### 3.4 Modern Marketing Trends

With the advancement of technology, marketing is undergoing a significant transformation. Some modern marketing trends include:

1. **Digital Marketing** - The utilization of digital media such as social media, SEO, and email marketing. The utilization of digital media in marketing includes various strategies such as social media, SEO, and email marketing to reach the target audience more effectively. Social media allows companies to build direct interactions with consumers through platforms such as Instagram, Facebook, and TikTok, which not only increases brand awareness but also strengthens customer engagement. Search Engine Optimization (SEO) plays a role in increasing business visibility on search engines by optimizing content to make it easier to be found by users looking for related information. Meanwhile, email marketing is an effective tool to establish more personalized communication with customers through promotions, special offers, and content tailored to their preferences. With this combination of strategies, companies can increase brand awareness, attract more potential customers, and maintain consumer loyalty in the long run. Social relationships in the real world have migrated to the virtual world, resulting in online communities that bring together people from all over the world (Tiago & Veríssimo, 2014)
2. **Personalization** – Data-driven marketing that tailor content and products to individual preferences. Data-driven marketing is a strategy that uses data analytics to tailor content and products to individual preferences, creating a more relevant experience for consumers. By collecting and analyzing data from multiple sources, such as search history, social media interactions, and shopping habits, companies can gain a deeper understanding of customer needs and behaviors. Technologies like artificial intelligence (AI) and machine learning enable more accurate personalization, such as product recommendations that match user interests or tailored marketing campaigns based on audience segmentation. With this approach, businesses can increase the effectiveness of their marketing strategies, strengthen customer loyalty, and drive higher conversion rates through more personalized and engaging experiences.
3. **Influencer Marketing** – Collaborating with influencers to increase brand awareness. Collaborating with influencers is an effective strategy in increasing brand awareness because they have a loyal following and can influence the opinions and purchasing decisions of their audience. By working with celebrities, content creators, or experts in a particular field, a brand can reach a wider target market and build trust through more personalized recommendations. Influencer marketing also allows companies to convey marketing messages more authentically, whether through product reviews, unboxings, or direct use in everyday life. In addition, digital platforms such as Instagram, TikTok, and YouTube provide space for creative collaborations that can increase customer engagement and strengthen brand image. With the right strategy, these partnerships not only increase brand visibility but also drive conversions and customer loyalty in the long term.
4. **Sustainability Marketing** – Sustainability-based marketing that appeals to environmentally conscious consumers. Sustainability marketing is a strategy that emphasizes environmentally friendly values and social responsibility to attract consumers who care about sustainability issues. With increasing public awareness of environmental impacts, many consumers prefer brands that adopt sustainable practices, such as the use of environmentally friendly materials, low-waste production, and recyclable packaging. Companies can communicate their commitment through transparent marketing campaigns, green certifications, and corporate social responsibility (CSR) programs. In addition, sustainability marketing not only improves brand image but also builds emotional connections with customers, which can ultimately increase loyalty and preference for more ethical and sustainable products.

## 4. CONCLUSION

Marketing management is a dynamic field that continues to evolve along with changes in technology and consumer trends, so companies must always adapt to stay competitive. Understanding the basic concepts of marketing, such as segmentation, targeting, and positioning, is the foundation for

designing an effective strategy. In addition, implementing a marketing mix strategy that includes product, price, place, and promotion (4P) allows businesses to create value that is in line with market needs. The study of consumer behavior is also an important aspect, because understanding the motivations, preferences, and psychological and social factors that influence purchasing decisions can help companies in designing more relevant and personalized marketing campaigns. With the combination of these elements, marketing management can increase business competitiveness, expand market reach, and sustainably build customer loyalty.

In the digital era, the use of technology in marketing is a crucial factor for companies to remain competitive amidst increasingly fierce competition. Digital marketing allows businesses to reach a wider audience through various online platforms, such as social media, search engines, and email marketing. In addition, data-driven personalization strategies are increasingly important in creating relevant experiences for consumers, by tailoring content and offers based on individual preferences. On the other hand, sustainability marketing is also increasingly in demand because consumers are now more concerned about socially and environmentally responsible business practices. Therefore, companies must continue to innovate by adopting the latest technology, understanding market trends, and adjusting their marketing strategies to stay relevant and achieve long-term success.

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