

## Exploring the Depths of Digital Marketing: A Systematic Literature Review on Segmentation, Targeting, Differentiation, and Positioning Strategies

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### ABSTRACT

This research aims to find out in depth about digital marketing strategies, namely segmentation, targeting, positioning and differentiation strategies, using methods *favorite announcing thing* (Preferred Reporting Items) and *meta examinations* (*meta-analysis*) or commonly called the PRISMA method. using 4 (four) journal websites, namely Google Scholar, Scencedirect, Emerald, and Taylor & Francis. The results of this research show that segmentation of a brand will have a sustainable competitive advantage. A product will have a competitive advantage if the product is considered important and unique by customers. Targeting is the process of evaluating each segment's attractiveness and then selecting one or more characteristics to serve. Targeting discusses the issue of how to select, select and reach the market.

### Keywords:

Segmentasi,  
Targeting,  
Differentiation,  
positioning,  
systematic  
literature review

### INTRODUCTION

Currently in developing countries, many companies are establishing a company or a business where it targets customer groups or markets that are still unclear, and the strategy of distributing products to a large population base is believed to result in large sales. This approach often focuses on the most significant customer segments by providing low-priced products, which are usually expected to sell well given their intended use and low cost. This approach ignores customers' diverse personalities, diverse preferences, and their need for differentiation (Andaleeb, 2016).

Transformations in contemporary industrial fields, such as politics, economics, technology and culture. As a result, the business world must be ready to adapt to change. Finding ways to attract and retain customers to continue growing and achieving their goals is a major challenge that modern companies typically face. According to researchers, although corporate reputation is very important for improving corporate image and influences other organizational functions, such as brand advertising, industrial markets are lacking pay attention to brand reputation issues (Chen et al., 2017). Specifically, the first job mentioned above concentrates on market segmentation, which means a complete understanding of the promised results. This is the basic principle that differentiates marketing from conventional product-based approaches that aim to appeal to all individuals. To achieve a successful market, marketers must carry out a good STPD. Through the STDP approach, it will be easy for the market to identify market segments by understanding the characteristics of each consumer so that it can help the market in crafting messages that are more appropriate and attractive to the audience, adjusting more precise targets, differentiating the market's products from those of its competitors so that it can better position the product or service. effective and has special characteristics between market products and competitors' products (Putra & Hajar, 2023). By implementing STDP correctly, the market can build strong brand value, segmentation allows the market to group consumers better, targeting can help the market to determine

which segments are the most promising, differentiation and positioning will allow the market to differentiate the brands they produce from other brands. others and create added value for consumers. The importance of STDP can help the market in building strong brand value, increasing brand awareness, influencing customer attitudes, and gaining a competitive advantage in the market (Kalam, 2020).

## **Literature Review**

### **1. Segmentation**

Market segmentation is a technique that groups tourists into similar sized groups in busy markets to help destinations choose the most efficient target markets (Andaleeb, 2016; Chen et al., 2017). According to (Kotler & Keller, 2008) Market segmentation itself is a process that divides the market into potential customer segments with the same characteristics, where these characteristics indicatesimilar purchasing behavior. and the market segmentation process involves grouping the market into groups with similar characteristics and buyer behavior. In addition, in market segmentation, consumers are selected into several groups according to their needs, desires, purchasing goals and consumer characteristics different types of products, thereby allowing markets for different products or mixes. Market segmentation is also defined as the activity of identifying and analyzing consumer differences in a market. It cannot be denied that every company has the desire to be able to provide its products to consumers well and optimally. One of the company's segmentation efforts is to group consumers into several segments and provide services according to the intended target (target market) (Islam, 2020).

Segmentation itself refers to a part of the overall market that requires identifying customer product needs and grouping them based on their similarities. By companies adapting their products based on their similarities so that they can be differentiated based on demographics, geography, psychographics, or other categories or they can also focus on the desires or needs of certain consumers, and also think about the consumer's subsequent response to this. So the attractiveness and desirability of a product can be increased significantly by using this segmentation (Andaleeb, 2016; Edyansyah et al., 2022; Islam, 2020; Strauss & Frost, 2011).

There are several types of segmentation (Andaleeb, 2016; Edyansyah et al., 2022; Strauss & Frost, 2011), such as: (1) Geographic Segmentation, where segmentation groups based on region. Because each region has different needs, they can be segmented so that market segments are met; (2) Demographic Segmentation, is segmentation in which marketers group based on demographic characteristics such as age, gender and market income; (3) Psychographic Segmentation, namely quite creative segmentation because this segmentation combines demographic segments and market or consumer psychology to create a profile of consumer groups who tend to respond to what the company has done for their marketing; (4) Behavioral Segmentation, the focus and main objective of this segmentation is based on consumer behavior in order to find out which people are currently buying what products they need, how much they buy, and how often they buy these products; (5) Benefit Segmentation, this segmentation can be said to be the essence of marketing, because this segmentation groups consumers based on the benefits that consumers are looking for from a particular product. Segmentation is carried out to be able to identify groups of consumers with the same needs and also to be able to analyze the behavior of these customer groups. So segmentation can help marketing to create customer satisfaction and also fulfill customer needs and of course achieve the target goals set by the company (Andaleeb, 2016; Chen et al., 2017). Segmentation itself has several criteria so that the segmentation process can be said to be

effective and successful namely: (1) *Substantial*, namely the market segment must be large enough so that it can be guaranteed that the segmentation plan can produce a profit for the company; (2) *Identifiable and measurable*, must be identified first and can be assessed based on demographic segment types or other types of measurements; (3) *Accessible*, namely that the target segment can be reached with other marketing strategies such as promotions, etc.; (4) *Responsive*, must be able to respond to all different marketing offers; (5) *Consistent*, segmentation must be carried out with consistency in order to achieve company goals.

Appropriate segmentation will provide benefits for the company such as being able to increase the effectiveness and marketing strategy that has been prepared to be more focused, being able to use various company resources effectively and efficiently, the company being able to allocate the budget more precisely to the right target market, the company being able to run with more targeted marketing activities, companies can meet market needs according to their marketing targets, companies can adjust offers and marketing strategies for each group of buyers, companies can optimize marketing strategies and improve their overall business performance (Wang, 2022).

## **2. Targeting**

After the company has carried out market segmentation, the next thing the company must do is determine who its target market is and think about which segments to prioritize first. Keegan & Green in (Wijaya & Sirine, 2016) explained that targeting itself is one of the stages carried out to evaluate the previous process, namely the segmentation process and marketing strategy focus on an area or group of customers who have a potential that is likely to respond to the company for the product. So it can be concluded that targeting is the process of determining which industrial sector a company is in operating (Rosyida et al., 2020; Wijaya & Sirine, 2016). This means that those who buy products from this company are the intended consumers. The target market allows a company to identify its product and establish its position relative to current product offerings. (Rosyida et al., 2020) states that the benefits that companies will experience if they implement targeting are as follows: 1) Facilitate adjustments according to product characteristics, 2) Increase product goals and market access, 3) Companies can easily position themselves effectively in the market, 4) Minimize the presence of competitors, 5) Able to optimize company resources, 6) Clarify marketing direction and objectives, 7) Products can be reviewed from various ways, 8) Can easily classify budgets quickly and accurately, 9) Can find advantages and attractiveness of the product. Then there are 3 (three) criteria that must be considered for targeting, namely: (1) Current segment size and anticipated growth potential; (2) Potential competition in the segment; (3) conformity with overall company goals and feasibility of success in reaching the target audience. Some researchers explain that rather than targeting large groups that may already be controlled by competitors, they suggest targeting smaller but growing groups rather than large but undeveloped groups. Thus, growth prospects are limited or non-existent (Andaleeb, 2016). Apart from that, there are several important factors that a marketer or company must pay attention to so that implementation is right on target namely (Rosyida et al., 2020; Wijaya & Sirine, 2016):

### **a. Segmentation Size**

Identifying the size of your target audience is an important factor to consider when considering market growth potential. Large companies are expected to prioritize market segments that have high turnover. Even small businesses cannot escape focusing on market segments with low sales figures. The company's ability to achieve

its goals is reflected in this.

b. Segmentation Growth

This factor is an indicator that you need to consider to determine your target market. The current size of a segment is not a definitive indicator of its potential to grow further, as the segment has significant market potential.

c. Situation Analysis

Indicators are also needed to analyze this situation carefully. This analysis is aimed at consumers, suppliers and retailers. This analysis can be carried out using the SWOT methodology (Strengths, Weaknesses, Opportunities and Threats).

d. Company Resources

Before formulating a target market, it is necessary to take into account the resources that the company itself has. In collaborating with external parties, there are benefits and risks that need to be considered.

e. Cost of Achieving Segmentation

Each segment is a reflection of the company's marketing strategy. Therefore, it is important to carefully determine the objectives of market segmentation. Many companies are trapped here. If a company spends a large budget but it turns out that the segment does not meet expectations.

f. Goal Suitability

Once the target market segments have been designed, the company must pay further attention to the identified segments. If possible, it is best not to switch to another segment, as the risk of losses increases without thorough segment planning.

### 3. Differentiation

Over the last 10 years, business development has experienced enormous growth. The survival of a company depends on its ability to make strategic decisions in competition. Differentiation strategy is one possible form of competitive strategy that is quite effective to carry out. This is in line with what was conveyed in research conducted by (Tampi, 2016) which explains that because customers are always positioned as individuals who tend to look for "something different" from the various choices they face, companies need to create and develop various "points differentiation" this was pioneered by Michael Porter in 1980. It was also explained that in order for companies to be able to face increasingly fierce competition, company management must be able to think creatively and innovatively, have a variety of skills and ideas that differentiate them from new competitors, and be able to anticipate and win the competition. business and run the business effectively and efficiently. Companies must design strong marketing campaigns to face this competitive environment. The strategies that need to be implemented to achieve marketing goals start from within the company, especially in the products offered (Juliani et al., 2022; Tampi, 2016). To become a brand, companies need to differentiate their products. Physical products have broad differentiation potential. There are many ways a company can differentiate its products, from low prices to high prices. "Low" here means the company carries out light to high differentiation, such as in cars, commercial buildings and furniture.

Differentiation itself is a product differentiation itself is a marketing strategy which is designed to differentiate a company's products or services from other products or services competitor services (Juliani et al., 2022; Reindrawati, 2017; Tampi, 2016). Wrong One goal is to differentiate this product so that consumers can see a differentiator and have different tastes. Companies must look at the value consumers place on their products to understand consumer preferences. In marketing, the concept of "consumer interest" refers to when

consumers choose goods that have the best value. By differentiating the products your company sells, you can demonstrate your company's advantages over your competitors. Consumers' decisions to buy these products are influenced by the profits generated. Marketing strategies that target millennial generation customers can optimize product differentiation in terms of branding and packaging (Juliani et al., 2022; Setiawan et al., 2020). Consumers will be more interested in buying goods made by companies that differentiate their products because these goods are considered different because they have many choices in terms of taste, color, shape and size. packaging presented or unique according to consumers (Wulandari & Murniaty, 2015). Additionally, it is important for companies to do With so many new products being released every day, it is important for any company to differentiate itself from its competitors. Each customer is free to make choices regarding the number of products available on the market (Lijan & Sarton, 2019).

To differentiate, the company's product differentiation strategy prioritizes the unique situations offered through the delivery of differentiated products and services. There are many ways you can use to differentiate their products (Sudarmanto et al., 2021). This is in line with research conducted by (Tampi, 2016) which research shows that differentiation has a significant and positive effect on competitive advantage. Meanwhile, research conducted by (Tampi, 2016) shows the results that product differentiation and marketing information systems influence consumer purchasing decisions.

#### **4. Positioning**

Brand positioning itself is an action in which the company's offering is designed to occupy a special place in the minds of customers. Positioning itself is an action taken by a company to design its products and marketing mix to create a certain impression on consumers. Positioning refers to the position of a product in the eyes of consumers and can be said to represent the difference between that product and competitors' products (Rosyida et al., 2020). Marketers can use company positioning to find out the location of their competitors and take action to place our company on a par with them or to look for other companies. When a company is in more or less the same position as its competitors, the company must make choices and look for more detailed differences. Product placement activities, known as positioning, involve designing competition-based product evaluations and determining the marketing mix. In essence, product placement is creating a combination of product and marketing that leaves a certain impression on consumers. Positioning itself has the advantage that it can be a resource and also an equally important aspect which is quite valuable and cannot be ignored *copy paste* as a whole by other parties. So that will give birth to a sustainable competitive advantage and become a superior business (Wijaya & Sirine, 2016). Positioning There are several ways that marketers can market their products to customers (Kotler & Keller, 2008) namely: (1) positioning based on attributes; (2) positioning based on benefits; (3) positioning based on application; (4) positioning based on usage; (6) positioning based on competitors; (7) positioning based on price and quality.

*Positioning* is a marketing term for all activities of brands, products, individuals, even companies to create a good impression in the eyes of consumers or the public, so that people can differentiate the product from products from other companies. In the political sphere, these products are defined as promises, vision and mission, ideology, or figures from the political actor himself (Iyer et al., 2019; Sihabudin et al., 2023) stated that positioning should be interpreted as an action that includes various organizational procedures needed to determine and also as a means of communication to inform consumers of the company's identity. Positioning for a company can be used to research

where competitors are positioned and take action to place the company in the same position as competitors or look for others. If a company is in almost the same position as its competitors, the company needs to make a selection and look for more detailed differences (Rosyida et al., 2020)

### METHOD

In this study, researchers used the method *favorite announcing thing* (Preferred Reporting Items) and *meta examinations* (*meta analysis*) or commonly called the PRISMA method (Ben-Assuli, 2021). PRISMA combines data reported in systematic reviews and meta-analyses. By utilizing the PRISMA approach, the authors provide a fully transparent and detailed report on their findings. According to (Moher et al., 2009) the PRISMA method is a well-defined review that uses systematic tools to identify relevant results, select results for interpretation, retrieve them, and analyze them. The PRISMA method is a method that determines the process of searching for relevant publications in a systematic manner. systematic way to identify PRISMA-compatible databases. This database can be searched using a combination of terms created by (Saib et al., 2022).

In this research, researchers used 4 (four) journal websites, namely Google Scholar, Scienedirect, Emerald, and Taylor & Francis. In using this data base, the researcher used the publication period of the last 10 years, namely from 2014 to 2024 with a total of 208,142 journals in total, then the researcher filtered the journals from 2014 to 2024 only to 81,096, after that the researcher narrowed it down again to look for journals that only *open access* to 21,101 journals.

### RESULTS AND DISCUSSION

**Table 1.** Result from journal websites

No	Writer	Title	Year	Citation	Publisher
1	(Edyansyah et al., 2022)	The Indluence of Segmenting, Targeting and Positioning Strategies on Purchase Decisions at Zhalsa.id Stores in Lhoksukon City	2022	40	JIMEA
2	(Kalam, 2020)	Market Segmentation, Targeting and Positioning Strategy Adaptation for the Global Business of Vodafone Telecommunication Company	2020	28	International Journal of Research and Innovation in Social Science
3	(Nduna & van Zyl, 2020)	A benefit segmentation framework for a nature-based tourism destination: the case of Kruger, Panorama and Lowveld areas in Mpumalanga Province	2020	16	International Journal of Tourism Cities
4	(Hartoyo et al., 2023)	Driving success: A segmentation of customer admiration in automotive industry	2023	1	Journal of Open Innovation: Technology, Market, and Complexity
5	(Syahfindra S et al.,	Analisis Kinerja Agen Dalam Strategi, Segmentasi Dan Target Pemasaran Dalam Melakukan Penjualan Pada Pt Asuransi Umum Bumiputera Muda Medan 1967	2021	2	Multiscience

No	Writer	Title	Year	Citation	Publisher
	2021)				
6	(Suhairi et al., 2023)	Strategi Segmentasi, Targeting, dan Positioning dalam Pasar Global: Pendekatan Untuk Keberhasilan Bisnis Internasional	2023	0	INNOVATIVE: Journal of Social Science Research
7	(Sope, 2023)	Analisis Strategi Pemasaran Terhadap Peningkatan Penjualan	2023	11	JIBEMA: Jurnal Ilmu Bisnis, Ekonomi, Manajemen, dan Akuntansi
8	(Jose et al., 2022)	Destination image and perceived meaningfulness for visitor loyalty: A strategic positioning of Indian destinations	2022	6	Tourism Recreation Research
9	(Fresneda et al., 2021)	Structural topic modelling segmentation: a segmentation method combining latent content and customer context	2021	13	Journal of Marketing Management
10	(Burton et al., 2023)	Positioning a controversial product: how Australian retailers are positioning e-cigarettes as 'healthy'	2023	1	Journal Of Strategic Marketing
11	(Wulandari & Murniaty, 2015)	Peningkatan Keunggulan Bersaing Melalui Diferensiasi Produk Dan Diferensiasi Citra Serta Pengaruhnya Terhadap Kinerja Pemasaran Ikm Kopi Di Kabupaten Temanggung	2015	48	Journal Management Marketing
12	(Juliani et al., 2022)	Sistem Informasi Pemasaran dan Diferensiasi Produk Terhadap Keputusan Pembelian Konsumen	2022	0	JOMB (Journal of Management and business)

First, the journal researched by (Edyansyah et al., 2022), In this inquiry, the point of the inquiry was to determine the impact of division procedures on acquiring choices at the Zhasa.id store in Lhoksukon city. The investigation suggests that with division, a brand will have a maintainable competitive advantage. An item will have a competitive advantage if it is considered vital and unique by clients. This is often demonstrated by the positive and noteworthy impact of the division variable on acquiring choices at the Zhalsa.id store in Lhoksukon city. Choosing the leading division procedure permits companies to isolate customer bunches, concurring to populace between portions. From this, it can be clarified that if the discernment of showcase division gets superior, obtaining choices will also increase.

Second, a journal researched by (Kalam, 2020) expressed that division is regularly utilized as the foremost imperative competitive advantage as a zone for investigation, particularly key centers, separation, and low costs. Division may be a handle for setting up a special showcasing blend to attain an objective, isolating diverse customers into subgroups according to their characteristics. This investigation points to division

techniques and their significance within the victory or failure of a company at the broadcast communications benefit supplier Vadavone, Britain. Vadavone, Britain, is one of the second-largest arrangers within the world. The presentation of the 5G arrangement is making a difference in drawing in clients around the world. Division methodologies can offer assistance in entering the showcase by extending the scope and field of the supply chain organization. Portioning target communities to agree to pay bunches is something that can impact obtaining eagerness, choices, and client control.

Third, the journal researched by (Nduna & van Zyl, 2020) points to deciding the benefits that visitors look for from nature-based visitor goals by proposing advantage division based on the benefits looked for, exercises attempted, visitor attractions gone to, and data sources counseled as a promoting arranging device. The most objective of the showcase division is to recognize sections that are intrigued by certain products and administrations in order to center promoting endeavors on goods and administrations in the most compelling way. Showcase division is the method of gathering visitors into bunches based on distinctive needs, characteristics, or behaviors. Advantage division is one of the critical portions of this investigation and is defined as the method of gathering customers into advertising fragments based on the specified results of the item. Advantage division permits a goal to get traveler behavior and create showcasing messages that will pull in the consideration of potential sightseers. In this inquiry, the proposed advantage division can be valuable for Mpumalanga as a characteristic tourism goal. It is suggested that the section of visitors going by the goal permit administration to have a distant better; a much better; a higher; a stronger; an improved" understandi of the showcase and alter item offerings for that fragment. The chosen section accepts that the item will provide benefits that can fulfill neglected needs and wants. With each particular purchase, it is imperative to know what you need to realize. Advantage division is exceptionally supportive in this case since it gives reasons why shoppers spend cash to buy a thing.

Fourth, the journal researched by (Hartoyo et al., 2023) points to get it: what components impact customers to appreciate a car brand, who these shoppers are, why they respect them, what their inspiration is to respect the brand, who impacts it, and how they guard it. This inquiry will define client division within the setting of their adoration for car brands in Indonesia by utilizing factors to portion clients, specifically based on socioeconomics, inspiration, reference gathering, current car usage, and the information channels they utilize. The most calculated in this research is awe-based division, which centers on feelings instead of judicious decision-making components. The purpose of this inquiry is to give benefits to directors and scholastics. From an administrative suggestions point of view, the adoration division can offer assistance to car companies in distinguishing customer groups most likely to have a solid, enthusiastic association with their brand. The findings of this investigation can also offer assistance to car companies in recognizing unused item openings that suit the passionate needs and wants of their shoppers, screen and oversee their brand notoriety, energize buyer discernments of the brand, proactively bargain with any negative estimation, and keep up a positive picture within the advertisement. From an scholastic suggestions angle, the amazement division can offer assistance analysts and scholastics superior get the enthusiastic drivers behind shopper behavior.

Fifth, the journal researched by (Syahfindra S et al., 2021) points to discover out the target advertise carried out by PT Asuransi Bumida Medan, which is pointed at specialists in making deals jointly to see the agent's execution in making deals and in executing Islamic standards. in making deals and to discover the agent's deterrents in



making sales. Targeting is the method of assessing each segment's allure and, after that, selecting one or more characteristics to serve. Focusing on is the method of assessing each segment's engaging quality and, after that, selecting one or more characteristics to serve. Focusing on the issue of how to choose, select, and reach the advertiser. The yield from focusing on itself is the target advertiser, specifically one or a few showcase sections that will be the center of showcase exercises. BumiPutera Muda Medan Protections centers on deciding its target showcase procedure in conducting deals, centering on predominant items as it were by drawing in a few bunches of potential buyers utilizing concentrated showcasing. Following, they serve all imminent insureds with all the protection items that they may require, in this case, promoting them utilizing their full advertising scope. In this inquiry, it is clarified that focusing on is additionally alluded to as selecting since marketers ought to select. The focus on preparation reflects the truth that companies must distinguish clients who can be gotten to and served viably and productively, and there are three elective ads focusing on techniques that can be actualized. The company employs undifferent promoting, separated promoting, and concentrated showcasing, and the way to serve the target showcase is by means of specific specialization, market specialization, item specialization, and full benefit.

Sixth, the journal researched by (Suhairi et al., 2023) points to explore how division techniques can help companies recognize potential advertising portions. Another step is to carry out fitting focusing to maximize the potential of the advertiser that has been recognized. This inquiry is anticipated to provide a down-to-earth direction for companies working on a universal scale. Focusing on in this marketing setting is the method of deciding the most fitting and promising market niche for a specific great or benefit. Kotler characterizes focusing as the method of deciding which companies to optimize or which markets to enter. In hone, focusing on incorporates evaluating the most productive markets, coordinating and centering on promoting procedures, distinguishing market growth openings, coordinating company assets successfully and productively, and progressing the company's position to be more competitive. One way to realize victory in worldwide commerce is to focus on conducting a comprehensive evaluation of global advertise potential and selecting the fragment that best suits the company's competitive advantage, adjusting showcasing strategies to diverse financial, legitimate, and social conditions within the universal advertise. In focusing on worldwide promotion, advertise sections must be surveyed and chosen, and certain portions must be focused on as targets, such as single advertise concentration, where businesses center their endeavors on certain advertise portions, deciding item masters by choosing to form certain items solely for clients. Certain.

Seventh, the journal researched by (Sope, 2023) points to look at in the examination of showcasing procedures to extend deals at the MSME Bany Shop Raha, Muna Rule. The center of this investigation is how showcasing methodologies impact expanding deals for Bany Shop MSMEs. By applying this focus to the Bany Shop commerce, which offers quality clothing items at reasonable costs and has different models for different sexes. The target audience for the Bany Shop commerce is all bunches, beginning with schoolchildren, understudies, and employees. Bany Shop's way of deciding the proper target for buyers is by doing an investigation to begin with almost what they need to end up a buyer's require or crave by utilizing social media or straightforwardly through reactions from clients who have as of now made buy exchanges or unused clients at the shop as data fabric, so that they can discover out what the current drift is. Hence,

within the right promotion technique, to be specific, focusing on, the banana shop trade is able to extend deals.

The eight journals studied by (Jose et al., 2022) point to observationally test and approve the multi-dimensional structure of 'in-loco goal image' and 'perceived meaningfulness' utilizing the coordinates guest dependability demonstrate. The demonstration was tried utilizing information collected from the reactions of remote visitors going by India. This study received a quantitative investigation plan utilizing information from reactions given to 'In-loco DI,' PM, and VL by outside visitors going to India. The target populace is remote visitors going by different goals in India for the primary time and encountering the attractions at the areas. This inquiry has a few hypothetical commitments. To begin with, we investigate 'in-loco DI,' which clarifies the affirmation stage of DI arrangement in an observational way. The comes about distinguished six measurements of 'in-loco goa limage': offices, attractions, consolation, culture, backframes, and neighborliness. Furthermore, this examination found that of the measurements of perceived significance, the identified 'spiritual' and 'community' measurements contributed more to perceived seriousness than the 'physical well-being' angle. Another is that the investigation gauges the hypothetical system created utilizing basic condition modeling and sets up the interceding part of perceived seriousness in creating guest devotion. from 'In-loco Goal Image.' These investigated perceptions offer assistance in distinguishing three situating approaches—specific, objective, subjective, and combined—that give recommendations to goal marketers to successfully reposition goals in India.

The nine studies from (Fresneda et al., 2021) This think about presents an unused data-driven division strategy, STM Subject Division, that joins basic subject models (STM) to move forward division in settings where literary information is as of now accessible and extra organized information may be accessible or not. This approach is especially appropriate for settings where printed information could be a basic component or, as it were, information accessible for division. The ability to combine metadata utilizing STM gives distant better; a much better; a higher; a stronger; an improved> clustering arrangement and bolsters wealthier section profiles than can be produced with a modeling approach in common. We observationally outline the application of this strategy in two settings: 1) a setting where the related metadata is as of now accessible; and 2) settings where metadata is nearly non-existent. The moment setting gives an illustration of how ad-hoc-generated metadata can progress the ease of use of strategies for recognizing distinctive portions.

These ten studies (Burton et al., 2023) examine how retailers position (for some, this could be considered incorrect positioning) and promote their e-cigarettes (for some, this could be considered incorrect, illegal). The results show that while mainstream discussion of vaping focuses on it being safer than cigarettes, retailers' positions are very different, emphasizing that e-cigarettes are an attractive and safe option. This kind of positioning will likely encourage non-smokers to use products that clearly pose risks, and have no health benefits for them. E-cigarettes are controversial: proponents claim that using them ('vaping') is safer than traditional cigarettes, and that they should be available for open sale. Opponents argue that the long-term health impacts of vaping are unknown and that although vaping is healthier than smoking, encouraging people who have never smoked to start vaping would expose vaping users to unknown risks.

Eleventh, research conducted by (Wulandari & Murniaty, 2015) Hypothesis test results show that competitive advantage has a significant effect on marketing performance. Product differentiation has a positive effect on competitive advantage, while

image differentiation is not significant. The references used discuss the topics of marketing strategy, product differentiation, competitive advantage, innovation and business performance. In conclusion, coffee industry players in Temanggung Regency are advised to improve product quality in order to compete and survive in the market.

Twelfth, After that, the research studied (Juliani et al., 2022), this research shows that marketing information systems and product differentiation have a significant influence on consumer purchasing decisions at PT. Deli Kencana Palace. There are three types of marketing information systems used, namely marketing intelligence, internal marketing information, and marketing communications. Product differentiation occurs when buyers see differences between product brands. Product differentiation strategy aims to create positioning that suits customer desires. The research results show that there is a linear relationship between marketing information systems, product differentiation, and consumer purchasing decisions. Marketing information system variables and product differentiation can explain 44.6% of consumer purchasing decisions.

### **Analysis and Discussion**

The presented research findings indicate that segmentation, targeting, and positioning (STP) are crucial strategies in marketing and have a significant impact on consumer purchasing decisions and marketing performance. Several studies highlight the positive influence of segmentation strategies on purchasing decisions and providing a competitive advantage for brands (Edyansyah et al., 2022; Wulandari & Murniaty, 2015). Utilizing these strategies allows companies to identify and serve the right market segments according to consumer preferences and needs. By understanding consumer behavior and market segments, companies can more effectively direct their marketing efforts, leading to increased sales and customer loyalty.

Moreover, market targeting is also considered an essential component of marketing strategies. By selecting the right market segments, companies can focus their resources on the most profitable and relevant segments (Syahfindra S et al., 2021; Sope, 2023). This strategy enables companies to build closer relationships with their customers, resulting in increased loyalty and customer satisfaction. However, challenges may arise in choosing and reaching the right target markets, particularly in diverse global business environments (Suhairi et al., 2023).

Despite the benefits of STP strategies, the research also reveals potential risks in marketing positioning, especially when it involves controversial products like e-cigarettes (Burton et al., 2023). Inappropriate marketing positioning can lead to negative impacts on public health and spark controversy. Therefore, it is important for companies to adopt ethical and responsible marketing strategies.

Overall, the discussed research highlights the importance of segmentation, targeting, and positioning in achieving business success and influencing consumer purchasing decisions. However, companies must be cautious in implementing these strategies to ensure that their approach aligns with consumer needs and values and is socially and ethically responsible.

### **CONCLUSION**

The main goal of market segmentation is to identify segments that have an interest in certain goods and services in order to focus marketing efforts on goods and services in the most effective way. Segmenting a brand will have a sustainable competitive advantage. A product will have a competitive advantage if the product is considered important and unique by customers. The most important competitive advantages as areas to analyze are

mainly strategic focus, differentiation and low costs. The ability to aggregate metadata using STM provides a better clustering solution and supports richer segment profiles than can be generated with typical topic modeling approaches. Targeting is the process of evaluating each segment's attractiveness and then selecting one or more characteristics to serve. Product differentiation strategy aims to create positioning that suits customer desires. New products that suit the emotional needs and desires of consumers, can help automotive companies monitor and manage their brand reputation, and encourage consumer perceptions of the brand, companies can proactively deal with any negative sentiment and maintain a positive image in the market.

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