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Marketing of Management: Share Market, Potential Market, Competitor Business and Promotion (Literature Review)

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Abstract: Literature review research on marketing management: market share, potential market, competitor business, and promotion is a scientific literature article in the scope of marketing management science. The purpose of this literature research is to build a hypothesis regarding the influence between variables that can later be used for further research in the scope of marketing management. The approach used in this study is descriptive qualitative. The data collection technique uses literature studies. The data used in this descriptive qualitative approach comes from previous research that is relevant to this study and is sourced from academic online media such as the Scopus Emerald Journal, Sage, WoS, Sinta Journal, DOAJ, EBSCO, Google Scholar and digital reference books. The results of this literature review article are: 1) Market Share influences Marketing Management; 2) Potential Market influences Marketing Management; 3) Competitor Business influences Marketing Management; and 4) Promotion influences Marketing Management.

Keyword: Marketing of Management, Share Market, Potential Market, Competitor Business, Promotion

INTRODUCTION

Marketing management plays a crucial role in a successful corporate strategy, with the goal of comprehending and fulfilling market demands, while generating value for both customers and the organisation. Market share, potential market, competing firms, and promotions are crucial factors that require careful consideration and management. Market share is a significant metric for assessing a company's relative standing within the industry. Market share is a measure that allows organisations to assess their level of dominance in the market relative to their competitors. The significance of this lies in the fact that a substantial market

share typically signifies triumph in marketing tactics and items that are favourably regarded by consumers. However, in order to preserve or increase market share, it is necessary to consistently analyse and adjust marketing strategies in a flexible manner. It is crucial to examine how organisations can analyse their market share in order to devise more efficient strategies (Ikhsan et al., 2020).

The concept of potential market holds significant importance in the field of marketing management. The potential market represents the potential for growth and opportunities that the company can take advantage of. Analysing potential market entails evaluating overall demand, examining historical data, forecasting growth, and conducting surveys and market research. Within this particular context, the research of future markets offers valuable understanding into market segments that are currently underutilised or possess significant opportunities for growth. It aids firms in efficiently allocating their resources, recognising novel prospects, and formulating superior strategic choices. Consequently, conducting research on possible markets is crucial for building a proactive and future-oriented marketing strategy. Rival enterprises also have a crucial impact on marketing management. Conducting competitor analysis, which involves benchmarking, comparing sales, analysing market share trends, performing SWOT analysis (assessing strengths, weaknesses, opportunities, and threats), and evaluating competitor investments, enables firms to gain insights into the competitive environment. Having a comprehensive understanding of the strengths and weaknesses of competitors enables companies to recognise potential opportunities and challenges, and therefore devise more effective strategies to compete in the market. It is crucial to examine how competitor analysis can be utilised to improve competitive advantage and provide insights for marketing decisions in this particular situation. By comprehending competitors' tactics and results, organisations can adapt their strategy to better cater to customer wants and enhance their market position (Suastini & Sudiarta, 2022).

Promotion is the final and equally important component in marketing management. Promotion encompasses a range of endeavours with the objective of augmenting recognition, attraction, and acquisition of items or services. This include the extent and frequency of promotional activities, evaluating the efficacy of price reductions and vouchers, brand perception, rates of reaction, and KPIs related to customer involvement. Given this backdrop, it is crucial to examine how promotional methods might be formulated and executed to attain the intended outcomes. Efficient promotional strategies not only boost immediate sales but also cultivate enduring consumer connections by enhancing brand recognition and loyalty. Hence, doing research on optimal promotional strategies and analysing their influence on marketing effectiveness becomes a pertinent and crucial foundation (Hadita, 2019).

In summary, the essay underscores the significance of integrated and data-driven marketing management by providing a comprehensive backdrop of the topic. Market share, potential market, competing firms, and promotions are interconnected elements that impact the effectiveness of a marketing campaign. Amidst a growingly cutthroat commercial landscape, organisations must diligently comprehend and control these aspects to establish a competitive edge and attain enduring expansion. Conducting research and reviewing material on these issues establishes a strong basis for creating marketing tactics that are more efficient and adaptable. Through comprehending the individual contributions of these factors to marketing management, organisations can enhance their decision-making process and promptly and efficiently adapt to market fluctuations.

The history of this dilemma in academic and practical contexts emphasises the necessity of employing an interdisciplinary strategy in marketing management. For instance, the utilisation of analytical data to comprehend market share and potential market, and the implementation of competition theory to examine competitors, along with communication tactics to oversee promotions. By integrating these disciplines, firms can design comprehensive

and efficient marketing plans. Therefore, conducting additional study and engaging in detailed discourse on the impact and interplay of market share, potential market, competitor enterprises, and promotional activities would make significant contributions to the domain of marketing management and overall business operations.

Based on the background of the problem above, the formulation of the problem is obtained to be used as a hypothesis for further research, including: 1) Does Market Share affect Marketing Management?; 2) Does Potential Market affect Marketing Management?; 3) Does Competitor Business affect Marketing Management?; and 4) Does Promotion affect Marketing Management?.

METHOD

The approach used in this study is descriptive qualitative. Where analyzing previous studies that are relevant to this study, with the aim of obtaining and developing hypotheses, which can be used for further research. The data used in this study were obtained from academic media, reputable journals, and academic platforms such as Scopus, DOAJ, EBSCO, SINTA and GARUDA journals. A systematic literature review (SLR) is a careful and methodical effort in which all relevant research literature is identified, evaluated, and examined to provide answers to specific research questions (Susanto, Arini, et al., 2024). When conducting qualitative analysis, it is important to apply the literature review consistently in accordance with methodological assumptions. Due to its investigative nature, qualitative analysis is mostly carried out for this purpose, (Ali, H., & Limakrisna, 2013).

RESULT AND DISCUSSION

Result

The following are research findings taking into account the context and problem formulation:

Marketing Management

Marketing management involves the strategic planning and implementation of ideas, pricing, marketing, and distribution of goods, services, and concepts in order to establish mutually beneficial transactions with customers. The main objective is to fulfil client requirements and desires in a manner that is advantageous to the organisation. Marketing management encompasses doing market research to comprehend customer behaviour, implementing market segmentation to find the most promising target audiences, and formulating suitable strategies to accomplish business objectives. This process encompasses market study, product development, pricing, promotion, distribution, and evaluation of marketing performance to assure the efficacy of the applied methods. Marketing management seeks to not only enhance revenue, but also cultivate enduring customer connections, foster loyalty, and provide additional value for the organisation. It further entails the utilisation of information technology to gather and scrutinise customer data, and employ digital media to directly engage with consumers. Marketing management is a crucial strategic function in all organisations, enabling them to maintain competitiveness and relevance in a dynamic market (Riyanto et al., 2017).

Dimensions or indicators that include Marketing Management variables include: 1) Demographic segmentation involves dividing the market into several groups based on factors such as age, gender, income, education, and family status; 2) Geographical segmentation involves dividing the market depending on the physical location, such as country, city, or region; 3) Evaluating the attractiveness of a segment by analysing its growth potential, profitability, and alignment with the company's resources; 4) Customer Perception: The act of controlling and overseeing the way consumers perceive a product or brand in comparison to competitors; and 5) Product: Creating and overseeing the development of products or services that fulfil the demands of the market (Octavia & Ali, 2017).

Marketing Management is relevant to previous research that has been studied by: (F. Saputra & Sumantyo, 2022), (Chong & Ali, 2022), (Ricardo, 2021), (Achmad et al., 2024)

Share Market

Market share refers to the proportion of a company's overall sales for a specific product or service, in relation to the total sales of similar products or services within a particular market. Market share quantifies the extent to which a corporation dominates a market in relation to its rivals. Expanding market share is typically a primary objective for companies, since it signifies a strong position in the sector and enhances the potential to access a larger client base. Market share can be quantified by analysing sales data, conducting market surveys, or examining financial statements. A high market share frequently indicates the effectiveness of a company's marketing strategy and its competitive advantages, such as exceptional product quality, competitive pricing, or outstanding customer service. Companies that effectively expand their market share typically experience increased profitability, enhanced investment prospects, and better leverage in negotiations with suppliers and distributors. Hence, it is imperative for organisations to proactively oversee and formulate plans to augment their market share by means of product innovation, bolstering their brand, expanding distribution channels, and executing successful marketing campaigns (Tias & Rusliyawati, 2023).

Dimensions or indicators that include the Market Share variable include: 1) Growth Rate: Assessing the rate at which a company's sales increase compared to the overall growth of the market; 2) Brand Loyalty: Evaluating the frequency of repeat purchases and the preference for a particular brand; 3) Data Usage: Determining a company's relative position in the market based on data; and 4) Trend Analysis: Identifying whether a company is experiencing faster or slower growth compared to the market (Setyowati et al., 2019).

Market Share is relevant to previous research that has been studied by: (Meilinda, 2022), (Tias & Rusliyawati, 2023), (Setyowati et al., 2019).

Potential Market

Potential market encompasses all individuals or groups of consumers who possess the capability to purchase a specific product or service within the current market circumstances. This market represents an untapped market segment for the company, which has not yet completely capitalised on its potential. However, this market segment has certain requirements and desires that can be satisfied by the product or service provided. Assessing the potential market is an essential aspect of marketing planning as it enables organisations to pinpoint fresh prospects for growth and expansion. Potential markets can be determined by conducting market research, analysing demographics, studying consumer behaviour, and monitoring industry developments. By comprehending the distinctive qualities and inclinations of potential markets, organisations can create products and marketing tactics that more effectively cater to their requirements. For instance, corporations have the option to broaden their range of products to target new demographic segments, create new functionalities that cater to the preferences of consumers in a certain market, or intensify promotional activities in geographic areas that are currently lacking in attention. By employing an appropriate strategy, companies can effectively target new markets, hence maximising growth and expanding their market share. This can be achieved by optimising existing marketing resources and efforts (Suastini & Sudiarta, 2022).

Dimensions or indicators that include the Potential Market variable include: 1) Total Demand Estimate: The overall count of possible clients and the amount they are likely to purchase in the market; 2) Historical Data Analysis: Identifying patterns of growth or decline in the market; 3) Growth Projection: Assessing the anticipated expansion of the market in the future; 4) Market Survey and Research: Identifying areas where customer needs are not being met and understanding customer

preferences; and 5) Gap Analysis: Evaluating the disparity between current products/services and the potential requirements of the market (Wahdania & Hr, 2020).

The potential market is relevant to previous research that has been studied by: (Purba et al., 2020), (Wahdania & Hr, 2020), (Suastini & Sudiarta, 2022), (Susanto, Saribanon, et al., 2024)

Competitor Business

Competitors are rival firms or entities that provide similar products or services to those offered by your company and are vying for the same attention and allegiance of customers. Competitor analysis is a crucial element of a marketing plan as it enables organisations to comprehend the strengths, weaknesses, opportunities, and risks present in an industry. Through the analysis of competitors' marketing, product, pricing, promotion, and distribution strategies, organisations can find areas in the market that are not being adequately served, establish advantages over their competitors, and create more efficient tactics. Conducting competitor research enables organisations to gain insights from their competitors' achievements and shortcomings, avoid making similar errors, and develop unique ideas that can set their products or services apart (Sari et al., 2021).

Dimensions or indicators that include the Competitor Business variable include: 1) Benchmarking: Assess the company's performance in relation to its competitors; 2) Sales Comparison: Analyse the company's sales in relation to its competitors; 3) Conduct market share trend analysis to track fluctuations in rivals' market share over a period of time; 4) Conduct a 4P Analysis (Product, Price, Place, Promotion) to determine competitors' strategy regarding their product, pricing, distribution, and promotion; and 5) Evaluate competitors' investment in research and development and their level of product innovation (Nofiani & Mursid, 2021).

Competitor Business is relevant to previous research that has been studied by: (Yuliaty et al., 2020), (Flores et al., 2020), (Sari et al., 2021), (Susanto et al., 2023)

Promotion

Promotion refers to the comprehensive range of actions carried out by a corporation with the aim of enhancing recognition, attraction, and desire for the items or services it provides. Promotion primarily aims to exert influence over customer purchasing behaviour, enhance sales, and fortify the brand's market position. Promotion encompasses a range of marketing endeavours, including advertising, sales promotion, publicity, direct marketing, and personal selling. Advertising can be conducted through a range of media outlets, encompassing both conventional platforms like television, radio, and print, as well as digital platforms such as social media, online advertising, and email marketing. Sales promotions encompass various tactics like as discounts, coupons, prizes, and special offers that are strategically designed to incentivize customers to make instant purchases. Publicity include strategies aimed at securing favourable media exposure without incurring direct advertising expenses, whereas direct marketing emphasises direct engagement with prospective clients by telephone, email, or direct mail (F. Saputra & Sumantyo, 2022).

Dimensions or indicators that cover the Promotion variable include: 1) Reach and Frequency: Quantify the extent of advertising exposure and the frequency at which it is encountered by individuals; 2) Assess the efficacy of discounts and coupons in boosting sales; 3) Brand Image: The public's opinion of the brand that is shaped by actions related to public relations; 4) Response Rate: The proportion of customers who react to direct marketing initiatives; and 5) Engagement Metrics: Assessing the number of likes, shares, comments, and other types of connection on digital platforms (Simarmata et al., 2019).

Promotion is relevant to previous research that has been studied by: (F. Saputra & Mahaputra, 2022), (Widayati et al., 2019), (Munawar & Mahaputra, 2022), (Panggabean et al., 2024)

Previous Research

Based on the above findings and previous research, the research discussion is formulated as follows:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Results	Similarities with this article	Differences with this article
1.	(Hartono et al., 2022)	-Market share variables influence the optimization of web-based marketing management	-This article has similarities in examining the market share variable as an independent variable, and examining the marketing management variable as a dependent variable.	-The difference with previous research is that marketing management focuses on a web basis.
2.	(Nofiani & Mursid, 2021)	-Business competition variables influence marketing management -Marketing strategy variables influence marketing management	-This article has similarities in examining business competition variables as independent variables, and examining marketing management variables as dependent variables.	-The difference with previous research is in the Marketing Strategy variable which is the dependent variable, whereas in this research only the Marketing Management variable is used as the dependent variable.
3.	(Tikson et al., 2020)	-Potential market variables have an influence on the marketing management of the small weaving industry of the Kajang tribe.	-This article has similarities in examining potential market variables in its independent variables, and examining marketing management variables in its dependent variables.	-The difference with previous research is that the research object was carried out in the small weaving industry of the Kajang tribe.
4.	(Permatasari et al., 2022)	-Promotion variables affect marketing management -Price variables affect marketing management -Product variables affect marketing management	-This article has similarities in examining the promotion variable as the independent variable, and examining the marketing management variable as the dependent variable.	-The difference with previous research is in the price and product variables which are the independent variables.

Discussion

Based on the background of the problem, research objectives, problem formulation, indicators or dimensions and related previous research, the discussion of this literature research is as follows:

1. The Influence of Market Share on Marketing Management

Market share exerts a substantial influence on marketing management, namely in relation to the rate of expansion, customer allegiance to the brand, utilisation of data, and analysis of trends. Market share growth rate measures the ability of a company to recruit and keep customers in comparison to its competitors. Positive growth signifies the effectiveness of existing marketing methods, hence impacting decisions related to demographic and geographic segmentation. For instance, if a corporation observes a rise in its market dominance within a

specific demographic sector, such as the younger age group or the upper middle-income bracket, it can enhance its marketing efforts by customising more pertinent messages and product offerings for this segment.

Brand loyalty is a significant factor that impacts marketing management. Customers who exhibit loyalty are more inclined to engage in repeat purchases and actively endorse products to others, so immediately augmenting market share. In order to cultivate and enhance brand loyalty, organisations must get a comprehensive understanding of their customers' preferences and requirements by employing thorough demographic and geographic segmentation. Segmentation enables organisations to create highly customised and focused strategies, such as marketing campaigns that are specifically designed for customers with varied regional or age group characteristics. For instance, a targeted marketing campaign tailored to an urban location with a predominantly youthful demographic may differ significantly from a promotional strategy designed for a rural area with a predominantly older population.

Data and trend analysis are crucial in contemporary marketing management. Information gathered from diverse sources, including sales data, customer interactions, and social media, can offer important insights on customer behaviour and preferences. Through the analysis of this data, organisations can discern the most lucrative market niches and assess their appeal. Segment attractiveness evaluation entails the examination of growth potential, profitability, and alignment with the company's resources. For instance, when data indicates that a specific sector has significant growth potential and robust brand loyalty, corporations should concentrate their marketing resources on this group to optimise their return on investment. Trend analysis is crucial for comprehending shifts in customer preferences and behaviour. Companies can proactively adapt their marketing tactics by observing market trends and predicting changes in demand. For instance, when there is a discernible pattern indicating a rise in customer inclination towards environmentally conscious items, corporations might modify their range of products and marketing strategies to emphasise their sustainability endeavours. This not only facilitates the attraction of new customers but also enhances brand loyalty among existing customers.

Companies' market positioning significantly impacts customer views of products and brands. The marketing management team must ensure that these perceptions are favourable and aligned with the desired corporate image. By employing data and trend research, organisations can discern prevailing client perceptions and implement needed modifications. For instance, when clients see a company's product as being costly yet of superior quality, the marketing strategy may prioritise conveying the product's worth and advantages to rationalise the higher price. The product plays a central role in the marketing strategy, and product management needs to be constantly adapted to the market's demands and desires. The influence of market share on product management becomes apparent when data indicates that a specific product excels in a specific market niche. This data enables the organisation to enhance or adapt the product to more effectively cater to the interests of that specific market niche. For instance, if data indicates that a specific market segment has a preference for sophisticated technological attributes in a product, the company may concentrate on creating items that possess those traits in order to enhance its attractiveness.

In marketing management, market share has a broad impact that encompasses various aspects, including market segmentation, assessment of segment desirability, and adaptation of product and promotional methods. Understanding market dynamics and customer behaviour is enhanced by analysing growth rates, brand loyalty, data consumption, and trend analysis. This enables the organisation to make well-informed and impactful marketing decisions. By doing this, organisations can enhance their market share, fortify their competitive stance, and attain enduring success in a dynamic environment.

2. The Influence of Potential Market on Marketing Management

The potential market greatly influences marketing management, particularly in terms of estimating overall demand, analysing historical data, projecting growth, conducting market surveys and research, and doing gap analysis. Estimating total demand provides a comprehensive overview of the potential client base for the company's product or service. This comprehension aids in selecting the appropriate marketing plan, which includes the segmentation of demographics and geography. If the total demand estimation indicates that a specific age group has a significant propensity to purchase the product, the corporation might concentrate its marketing endeavours on this demographic segment. Likewise, if there is a strong demand in a specific geographical region, the corporation might concentrate their marketing efforts in that area to optimise sales.

Historical data analysis is a crucial instrument for comprehending market patterns and consumer behaviour in previous periods. Through the analysis of historical sales data, organisations can discern recurring patterns and trends that facilitate the formulation of more informed marketing strategies. For instance, if the analysis of past data indicates a rise in sales at a specific timeframe or in a particular market area, the company can strategize a more efficient marketing campaign for that specific timeframe or segment. An analysis of historical data is valuable for assessing the appeal of a market segment, as it allows for an examination of both previous success and future potential.

Forecasting growth is a crucial component of marketing management that enables organisations to strategize for the long run. Companies can adapt their marketing tactics to meet changes in demand by forecasting market growth. Favourable growth forecasts may incentivize organisations to allocate additional resources towards product innovation and market expansion, whereas unfavourable forecasts may necessitate companies to reassess and optimise their plans. For instance, when growth estimates suggest a rise in demand within a specific market sector, corporations might concentrate their product development endeavours and marketing campaigns on that area in order to seize growth prospects.

Surveys and market research are crucial techniques for directly gathering data from consumers regarding their preferences, requirements, and perceptions. Surveys provide valuable insights for companies, enabling them to gain a deeper understanding of client preferences and perceptions regarding their products or brands. Market research insights are particularly valuable in demographic and geographic segmentation since they enable organisations to adapt their marketing tactics accordingly. For instance, if a survey indicates that customers in a specific area have a preference for specific product attributes, corporations can modify their product offers and marketing methods accordingly to cater to those tastes.

Gap analysis is the systematic evaluation of present performance in relation to the maximum potential of the market, with the aim of identifying unexplored opportunities and areas that can be enhanced. Through the analysis of the disparity between the products or services currently offered in the market and the preferences of consumers, companies can formulate strategies to bridge this gap. This entails assessing the level of satisfaction of consumers' requirements and desires with existing products or services in order to determine the appeal of a market segment. If a gap analysis reveals unfulfilled demands within a specific market sector, the company has the option to create novel products or modify current ones to address those demands. This, in turn, enhances customer perceptions of both the product and the brand.

Customer impressions of products are significantly impacted by the strategic positioning of items in the market and the extent to which they fulfil customer requirements. Companies can enhance their marketing strategy by utilising data obtained from demand estimates, historical analysis, growth projections, market surveys, and gap analysis. For instance, if the existing customer impressions of a product are unfavourable, the corporation

can utilise market research findings to pinpoint areas that need enhancement and create marketing plans with the goal of improving those attitudes.

In summary, potential markets offer comprehensive knowledge that is crucial for marketing management. An improved comprehension of the market and customers is achieved by the utilisation of total demand estimates, analysis of historical data, growth projections, market surveys and research, and gap analysis. By utilising this data, enterprises may effectively divide the market into specific segments, assess the appeal of each category, gain insight into customer perspectives, and create goods that align more closely with market demands. This enables organisations to cultivate more efficient marketing tactics, enhance consumer satisfaction, and attain enduring success in a fiercely competitive industry.

3. The Influence of Competitor Businesses on Marketing Management

Rival firms exert a substantial influence on the management of marketing, especially through activities such as benchmarking, comparing sales figures, analysing market share trends, doing SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, and evaluating rival investments. Benchmarking is the systematic evaluation of a company's performance in relation to its nearest competitors, with the aim of identifying superior practices that may be implemented and areas that require improvement. By comprehending the methods via which competitors attain success in demographic segmentation, organisations can adapt their tactics to better target and cater to specific demographic segments. For instance, if benchmarking reveals that a rival is effectively attracting younger demographics through assertive social media marketing, the company can intensify its endeavours on comparable platforms to target the same market segment.

Sales comparisons offer a clear understanding of a company's relative standing in the market. Through the examination of sales data from competitors, organisations can assess their own performance and pinpoint areas for enhancement. Geographic segmentation allows for the identification of regions where competitors have a larger presence and where enterprises have the opportunity to expand their market share. Sales comparisons can be used to uncover these insights. If competitors demonstrate robust sales in urban regions but the company excels in rural regions, marketing strategies can be modified to enhance market share in urban markets. This can be achieved by means such as establishing new retail outlets or intensifying local marketing efforts.

Performing market share trend research enables firms to comprehend market dynamics and fluctuations in consumer preferences over a period of time. Companies can analyse changes in competitors' market shares to detect patterns that may impact their marketing efforts. For instance, if the study reveals a rise in a rival's market dominance in the high-end market, the company can contemplate launching new high-end items or enhancing the quality of their existing products to enhance their competitive edge. Considering rival market share data enhances the strategic assessment of sector attractiveness, enabling organisations to focus on segments with the highest growth potential.

SWOT analysis is a valuable method for assessing a company's internal strengths and weaknesses, as well as the external opportunities and dangers presented by competitors. By comprehending the competitive advantages of their rivals, organisations can adapt their marketing strategy to highlight their own distinctive strengths and individuality. For instance, if a rival is renowned for swift product innovation, the company may prioritise enhancing the calibre of customer service or providing additional value propositions that distinguish them from others. Customer impressions of a product can be shaped by how organisations distinguish themselves from competitors using marketing tactics informed by the findings of the SWOT analysis.

An assessment of rival investments, particularly in research and development (R&D), marketing, and expansion, offers insights into the strategic trajectory pursued by competitors. This knowledge can be utilised to modify a company's strategy, either by adopting the same trends or seeking alternatives that provide a competitive edge. If rivals are making substantial investments in emerging technologies or digital marketing, organisations may need to modify their budgets to guarantee they maintain a competitive edge. By comprehending the R&D investments of competitors, organisations might be motivated to expedite product innovation or improve their product characteristics in order to reach or surpass the market standards established by their rivals.

In marketing management, the impact of competitors' enterprises is substantial. This influence is assessed by many methods such as benchmarking, sales comparisons, market share trend analysis, SWOT analysis, and investment evaluations. These procedures facilitate organisations in conducting more accurate demographic and geographic segmentation, enhancing the effectiveness of evaluating segment attractiveness, comprehending customer perceptions, and creating products that align more closely with market demands. Through the process of monitoring and analysing the plans and performance of competitors, firms can gain valuable insights that enable them to make well-informed and strategic decisions. This, in turn, enhances their competitiveness and positions them for long-term success in a constantly changing and competitive marketplace.

4. The Influence of Promotion on Marketing Management

Promotions are essential in marketing management, especially in terms of expanding the audience and frequency of exposure, evaluating the efficiency of discounts and coupons, enhancing brand perception, measuring response rates, and analysing engagement metrics. The extent and regularity of a promotion are crucial characteristics that define the breadth of a marketing message's dissemination to the intended audience and the frequency with which they encounter it. The impact of demographic segmentation is substantial since organisations must guarantee that their ads effectively target the appropriate demographic segments. For instance, a marketing effort aimed at a youthful demographic may achieve greater efficacy by utilising social media platforms, which has a substantial reach and frequency within this specific population. Through the utilisation of reach and frequency metrics, organisations can modify their tactics to guarantee that promotional messages effectively reach the intended audience with the most advantageous intensity.

Evaluating the efficacy of discounts and coupons is crucial in marketing management. Discounts and coupons have the potential to boost immediate sales and entice new customers, but it is crucial to assess them thoroughly to avoid compromising profit margins or brand reputation. Within the framework of geographic segmentation, the efficacy of these promotional activities may change across various regions. Discounts can be more impactful in markets where customers are highly sensitive to prices, whereas in other sectors, value-added goods or premium services may be more appealing. Through evaluating the reaction to price reductions and vouchers in various areas, businesses can enhance their promotional tactics for each geographical group.

The establishment of a strong brand image plays a pivotal role in influencing client views and fostering enduring loyalty. Strategically crafted promotions have the ability to improve brand perception by effectively conveying the worth, excellence, and distinctiveness of a product or service. On the other hand, excessive or irrelevant promotions have the potential to harm the perception and reputation of a company. When assessing the attractiveness of a certain market sector, organisations should take into account the impact of their promotional activities on the perception of their brand among the intended clients. For instance, marketing campaigns that highlight the superior quality and uniqueness of a product may provide better

results in high-end market segments, whereas offers with competitive prices may be more attractive to customers who are more sensitive to pricing.

Response rates to promotions offer valuable insights into the efficacy of a marketing campaign in stimulating client engagement, such as making a purchase, registering, or participating in a contest. A high response rate signifies that the promotion is effectively catching attention and pushing customers to take action. By employing demographic segmentation, firms can gain insights into the tastes and behaviours of distinct client groups by analysing response rates. For instance, if the rate of consumer responses is greater among the younger demographic, organisations might create additional marketing campaigns that specifically target this group with offers that are relevant to them. Similarly, corporations can optimise their promotional methods in geographic segmentation by tailoring them based on response rates in different locations.

Engagement metrics, such as likes, shares, comments, and clicks on digital platforms, play a crucial role in assessing the effectiveness of a promotional campaign. These metrics serve as indicators of audience engagement with the promotional content, which is a crucial factor in gauging interest and potential conversion. Elevated levels of audience participation generally suggest that the advertising material is pertinent and captivating to the intended recipients. Engagement metrics, within the realm of customer perception, offer valuable insights into how customers react to a brand's message and whether they feel a sense of connection to the values represented through promotional efforts. For instance, a campaign that garners several favourable remarks and is extensively disseminated is highly likely to have achieved success in cultivating a favourable opinion of the brand.

Promotions that encompass reach and frequency, evaluation of discount and coupon performance, brand image, reaction rates, and engagement metrics have a significant influence on multiple facets of marketing management. Demographic and geographic segmentation can be enhanced by doing thorough study of promotional responses within different categories. To assess the attractiveness of a segment, one must possess a thorough comprehension of how different promotions are perceived by that specific group. Meanwhile, enhancing customer and product perceptions may be achieved by implementing strategic campaigns aimed at cultivating and reinforcing the brand's image. Through efficient management of these components, organisations can enhance the efficacy of their marketing campaigns, target the appropriate audiences, and establish robust, enduring customer connections.

Conceptual Framework

The conceptual framework is determined based on the formulation of the problem, research objectives and previous research that is relevant to the discussion of this literature research:

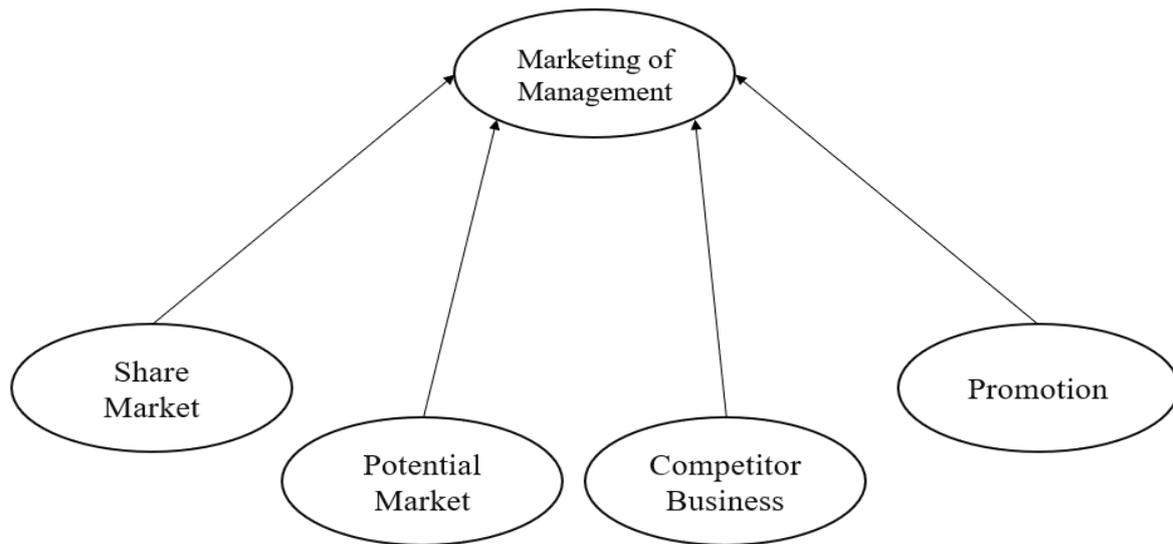


Figure 1. Conceptual Framework

Based on figure 1 above, market share, potential market, competitor business and promotion have an effect on marketing management. However, in addition to the variables of market share, potential market, competitor business and promotion that affect marketing management, there are other variables that affect, including:

- 1) Consumer Behavior: (Ishfaq & Mengxing, 2021), (Subaebasni et al., 2019), (Lutfiana & Nur Endah Retno Wuryandari, 2020), (Y. Saputra et al., 2022).
- 2) Market Trends: (Mehmood et al., 2023), (Kivevele et al., 2020), (Gupta, 2020), (Nadini et al., 2021), (Ghina et al., 2024).
- 3) Product Innovation: (Lestari, 2019), (Octavia et al., 2020), (Afriyanti & Rahmidani, 2019), (Novitasari et al., 2021).

CONCLUSION

Based on the formulation of the problem, the results and discussion above, the conclusion of this study is that:

1. Market Share affects Marketing Management;
2. Potential Market affects Marketing Management;
3. Competitor Business affects Marketing Management; and
4. Promotion affects Marketing Management.

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