

Business Marketing Management Strategy in the Modern Era Through 4P Marketing Strategies

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Abstract

In the modern era, the emergence of many new competitors in the business world causes businesses to need to make innovations in their marketing strategies. The marketing mix is one of the most effective strategies used in the modern era. This research will be carried out to analyze how to manage marketing strategies using the marketing mix. This research will be carried out using a qualitative approach. The data used in this research comes from various research results and previous studies relevant to the marketing mix. The results of this study found that there needs to be a change in marketing strategy due to the development of technology to continue attracting buyers. An understanding of the 4P strategy is essential for business people to maintain their existence among other competitors.

Keywords: Competition, Marketing, 4P Strategy, Modern.

A. INTRODUCTION

Nowadays, malls that have taken root in all corners of Indonesia make the market competition very tight. The presence of new competitors such as Trans Mart, Alfa Midi, and Lotte Mart. Not only enlivening the market in Indonesia, but these competitors are also present to support the needs of the Indonesian people, which have become a lifestyle these days (Colombijn, 2018).

Marketing activities currently have an essential role in the world of markets because marketing is a factor that significantly influences the progress or failure of a company. This marketing activity must concern consumers by providing the best service and product results to satisfaction because satisfaction is a measure of a company's success in delivering the best service for consumers (Yang et al., 2017).

The role of marketing today is not only to promote products but how to make the products we produce satisfy consumers and generate profits for the company. The target of marketing is to attract new consumers by providing value, providing attractive prices, distributing products easily and comfortably, promoting in an effective and efficient way and managing well-established consumers to help the company's product promotion process (Kumar & Gupta, 2016).

Achieving this requires good and quality management in marketing in a company, marketing management is an activity of planning, organizing, actualizing, and overseeing the course of marketing so that organizational goals can be achieved.

In the role of marketing management, analytical activities are carried out to determine the type of market and the conditions of the marketing environment so as to obtain information about opportunities to seize the market and the magnitude of the threats the company must face. Establishing a company seeks as much profit as possible (Forouidi et al., 2017).

The company's success in achieving its goals is strongly influenced by the ability to manage the company's management in the marketing of its products. The company can market its products at competitive and profitable prices at the expected level and be able to overcome existing competitors. Therefore, to attract consumers to use and buy products, companies must implement appropriate marketing strategies according to their market conditions (Kuncoro & Suriani, 2018).

In the business world, of course, a strategy is needed in the marketing process so that the business can develop as desired by the company. In addition, marketing techniques can be said to be the heart of a company (Kumar, 2018). An effective marketing strategy supports marketing techniques that are able to make a good contribution, by using this strategy, the marketing process can be maintained, even with innovations in marketing products that can also make consumers more loyal (Testa et al., 2015).

Fluctuating market conditions make companies think hard to develop marketing strategies that compete with other companies. If the company is only a spectator, it can be ascertained that its existence can be dimmed, cannot survive, and can be closed, the strategic management carried out must cover all aspects from the planning, organizing, implementing, and evaluation processes (Ahmedova, 2015).

Determining the strategy must be accompanied by good ethics so that the company's relationship with competitors can be well established and there is no conflict between companies. Thus, the marketing strategy must provide a clear and directed view of implementing the company's activities at every opportunity.

B. METHOD

This research will be carried out using a qualitative approach through descriptive methods. The data used in this study came from various research results and previous studies that still have relevance to the content of this study. The research data that researchers have successfully collected will be processed so that later the results of this study can be found.

C. RESULT AND DISCUSSION

Marketing is a managerial activity between individuals and groups that satisfies their wants through the creation and exchange of something of value. This comprehension is founded on the fundamental notions of needs, desires, and market demands. Marketing aims to provide information and introduce it to consumers in various ways so the product can sell itself (Reysono & Cabrera, 2019).

The essence of marketing is to make consumers ready to buy so that the next thing to consider is how to make the product exist. According to Kotler, marketing

mix is one of the ways that companies use for marketing purposes in a market environment. Meanwhile, Jerome McCarthy formulated the marketing mix into 4 P (Product, Price, Promotion, and Place).

1. Product

Product is a form offered by the organization/company for the creation of company goals through the needs and desires of consumers. Products are provided through a market that aims to make products visible, noticed, obtained, used, and consumed following consumer needs in the form of goods or services. Product is the end result of production that will be sold or purchased by a corporation for distribution to consumers. In the marketing mix approach, the product is divided into three parts: product selection, packaging, and brand of goods (Abrell et al., 2016). The explanation of the three sections is as follows:

a. Goods/Product Selection

Company policy in selecting products to be marketed is very influential in determining prices, strategies, and promotions that will be carried out to carry out marketing functions. The selection of the right product to be marketed will benefit the company so that the results of the company's activities achieved can maintain the viability of the company, the most essential thing in product selection is how to anticipate the constraints faced by the company due to the stages of the goods cycle.

This goods cycle will occur when the product position has reached the saturation stage and has an impact on the decline in sales levels and the decline in the company's income level. Therefore, to anticipate this, the action taken is to make a product match so that before the product experiences the product cycle, the company has prepared a replacement product (Cusumano et al., 2015).

b. Goods Packaging

Packaging or packaging of goods is the second strategy after finding the type of product that is of the same quality as what we market, this makes consumers feel confused about the product, and finally, consumers consider the outer packaging to buy the product. Outer packaging plays an essential role in the product sales process. The company must consider various economic, aesthetic and practical aspects to make attractive packaging. The things that must be considered in making packaging are that the packaging must attract the buyer's desire, the packaging must be simple and easy to remember, and the packaging does not increase the selling price to compete with similar products. Packaging is arranged to maintain the quality of goods and facilitate the process of transportation, preparation, storage, and disposal (Bahrainizad & Rajabi, 2018).

c. Item Brand

Companies must consider the process of determining the brand of goods that become the company's image, the words used to be used as brands must be easy to remember, and if necessary, insert specific photos to emphasize the brand. The brand distinguishes the products produced by the company from

other companies. By looking at the brand, consumers who already like the taste and quality will not choose to buy an item; they look at the brand of the product (Buzdar et al., 2016).

Using brands familiar to consumers' ears will speed up consumer considerations in choosing the products to buy. This incident made producers use the method of grounding their brands as one of their marketing strategies.

2. Price

Pricing is a strategic and tactical policy like the price mix level. Price is the amount of rupiah that consumers must spend to get the desired goods or services, and the price should be affordable. According to Philip Kotler, price is the amount of money charged for a product or service. More broadly, price is the sum of all the values consumers exchange for owning or using a product or service (Ekasari et al., 2019).

Stanton defines pricing as the sum of money and goods required to get a particular mix of other goods and services. Based on the above understanding, it can be concluded that the price implies the amount of money that will be paid to obtain products, both goods, and services. Price is a dynamic market mix component, and prices can change at any time in line with market developments and can increase, stagnate and decline (Istiqomah, 2015).

Price is also the only factor that generates sales income. Following Monroe's opinion, consumers will buy a product if they spend following the benefits obtained from the product. If this is correlated with service products, consumers will come to use the service if the time and money sacrificed to use the service are following the quality of the service offered. Price is the only variable related to income, but it also poses a complex problem in marketing (Yenipazarli, 2016).

According to Condous, price is the most important thing, but its implementation must be adjusted to the producers' ability. In marketing both goods and services needed in pricing issues, the characteristics possessed by-products of both goods and services to cause a significant impact in setting prices. The exciting thing often found in the price determination process is that the producer, in setting the price, adjusts to the inelastic demand. For this reason, producers set prices with high standards, but if there is an elastic demand when prices are lower, producers will increase product sales. This will increase income and also increase the possibility of net profit. The pricing of goods can also be applied to the pricing of services (Vezzoli et al., 2015). According to Zeithamal and Bitner, there are several determination principles, namely as follows:

- a. Producers can consider factors in setting price standards, including price objectives, determining demand levels, forecasting expenditures, and analyzing set prices.
- b. In setting prices, producers do not always have to try to get the maximum profit through pricing. Other goals they can achieve include maintaining product,

maximizing the number of goods received, maximizing sales growth and market relations in sales

- c. Producers must understand the response of demand to price changes. To evaluate prices, producers can calculate the turnover of demand which is generally called the elasticity of demand. Elasticity can be formulated as follows: $E = \text{Percentage, change in quantity purchased} - \text{percentage change in price}$.
- d. Costs must be considered in setting prices, including direct and indirect costs, fixed costs, and variable costs. However, the essence of pricing is that the price must be able to cover all consumer costs.
- e. Producers must consider the prices set by competitors for similar products in setting prices.
- f. Producers, in setting prices, must consider acceptable price targets, mark-ups, acquisition targets, sealed bids, going rates, and market psychology. After knowing the price structure, producers must adjust their prices according to geographical location, circumstances, promotional prices, and discounts. In certain circumstances, producers analyze the results they receive concerning pricing policies. With this activity, the price is also a measure of the quality of a product, either goods or services.

In practice, the company must get a profit that can cover all production and marketing costs, after that, it sets the margin as needed to get a satisfactory profit. According to Yazid, producers' prices will automatically be monetary and non-monetary. Economic prices have a vital role in the marketing department, which measures the level of acceptance from consumers (Ahmed & Rahman, 2015). Non-monetary costs that are often taken into account by consumers when using service products are:

- a. Time
Time is the most crucial commodity for some people, they will think about the time that has been used in seeking a service because perhaps the time they have used could be used for other purposes.
- b. Incidental costs
Consumers can incur these costs with events that make consumers uncomfortable, such as unpleasant odors, noise, and the room being too hot or cold.
- c. Psychological costs
These costs are usually incurred in psychological conditions such as feelings of injustice, fear, and inequality.

3. Promotion

Implementing the promotion is advertising, face-to-face promotion, and public relations. As an illustration, in conducting promotions, many ways are taken to market products to consumers. Promotion is an activity to provide one-way

information that can direct a person or group of people to create transactions between sellers and buyers (Raji et al., 2019).

Promotion is an important activity because, currently, many markets are buyers' markets where consumers influence the final transaction decision, therefore, buyers are often said to be kings. Manufacturers compete to win the hearts of consumers to be interested in the products they sell. Generally, consumer decisions to buy a product are influenced by various aspects, namely, emotional considerations such as suggestions, wishful thinking, feeling happy, proud, and so on. However, consumers can also consider rationally, such as product image, price, economic aspect, practicality aspect, packaging, and so on (Pinto & Castro, 2019). Four activities are usually carried out to promote products: advertising, personal selling, sales promotion, publicity, and public relations. The four activities are translated as follows:

a. Advertising

Advertising is a form of promotion used by almost all companies, goods, and services, through communication in various directions by incurring costs such as using mass media, advertising companies, making posters, social media advertisements, and so on. Advertising is carried out to be able to market products that enter new market segments or which are not reached by personal selling.

b. Personal Selling

Personal selling is a promotional activity carried out by visiting or face-to-face with consumers, and this promotion is carried out to create a humane atmosphere between sellers and buyers. The approach taken by personal selling will produce intimacy and kinship to get the hearts of consumers to buy the products offered.

c. Sales promotion

Sales promotion is a promotional activity that uses supporting tools such as stands, props, exhibitions, and so on

d. Publicity

Publicity is a promotional activity almost similar to advertising, but the difference is that publicity provides information about news related to the product. The risks that can be experienced by companies when using publicity are news that corners the company, such as cases experienced by companies that can indirectly affect the product sales process.

4. Place

One of the elements of the place included in the 4P Marketing mix is not only defined as a place where a business is run but more broadly where the "place" is all product distribution activities in the form of goods or services from producers to consumers (distribution).

According to Philip Kotler, distribution is: "The various the company undertakes to make the product accessible and available to the target customer". The company carries out various activities to make its products easy to obtain and

available to target consumers. Meanwhile, Boom and Bitner stated that in the marketing location, several players are involved, namely the marketing intermediary, the channel of distribution, agents or brokers, wholesalers, and retailers, as well as logistics and transportation (Muchunku et al., 2018).

Referring to the two opinions above, the distribution function here is none other than ensuring the availability of goods and services needed by consumers at the right time and place. These various distribution channels are tools that are interrelated with each other in the process of providing products/services for use or consumption (Büyüközkan & Göçer, 2018).

In a distribution channel, the more devices that are used, the more likely they will be able to reach a wider population. The easier the product is obtained, the better the distribution process and product sales have a great opportunity to increase. For this reason, it is essential for marketers to carefully plan distribution channels (Rayna & Striukova, 2016).

Part of a distribution's job is to select the intermediaries to be used in the distribution channel and develop a distribution system that physically handles and transports the product through the channel. This is so that the product can reach the target market on time (Balster & Friedrich, 2019).

According to Laksana, distribution channels are organizations involved in all activities used to distribute products and their owner's status from producers to consumers. This understanding shows that companies can use institutions or intermediaries to distribute their products to final consumers (Ferrell et al., 2017).

Meanwhile, according to Basu Swastha DH's opinion, distribution channels for goods are used by producers to distribute these goods from producers to consumers or industrial users.

According to Ebert & Griffin, distribution is the part of the marketing mix that deals with getting products from producers to consumers. There are eight main distribution channels based on members who participate in delivering products to their target consumers, namely:

- a. Direct distribution of consumer products. The company sends its products to final consumers without going through intermediaries. Using salespeople from within the company.
- b. Retail distribution of consumer products. The company distributes its products through retailers
- c. Wholesale distribution of consumer products. The company distributes its products through wholesale stores for resale to final consumers.
- d. Distribution through sales agents or brokers. The company distributes its products through sales agents or brokers representing manufacturers and sells them to wholesalers, retailers, or both.
- e. Distribution by agents to consumers and businesses. The company distributes its products through sales agents as sales intermediaries who distribute to consumers and business consumers.

- f. Direct distribution of business products. The company distributes its products directly from the factory to industrial buyers.
- g. Wholesale distribution of industrial products. The wholesale store is an intermediary between the manufacturer and the final consumer.
- h. Wholesale distribution to business retailers. Wholesale stores sell products to retail consumers and small to medium-sized companies.

D. CONCLUSION

The current marketing strategy uses concepts constantly changing according to the times and technology, which is done to attract the hearts of buyers. Companies must have a lot of innovation in developing and marketing their products. This is very important to show the company's existence in front of its competitors, such as developing products, prices, promotions, and distribution channels. This becomes very important for companies to be able to compete and gain profits.

In the process of consideration, the company must be oriented to the needs of consumers, not just interests such as product quality and excellent service. This is intended so that consumers can well receive the resulting product. Since the product is the focal point of marketing activity, the success of a business can be determined by the response of consumers. In addition, the marketing strategy must be integrated with the company's system to handle the company's internal problems, such as employees, corporate culture, and shareholders.

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