

## Niche marketing: strategies for creating influence in the market

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Article Info	ABSTRACT
<b>Keywords:</b> Niche Marketing, Market, Blue Ocean Strategy, Segment, Market Uniqueness	In this era of globalization, competition in the market is increasingly fierce, and companies are looking for ways to differentiate themselves from competitors. Niche marketing has become an interesting approach, where companies focus on specific market segments with unique characteristics. This research aims to analyze and identify niche marketing strategies that are effective in creating influence in the market. This research uses a qualitative approach with descriptive methods. In the results of this research, it was found that implementing niche marketing strategies, including a deep understanding of consumer needs, unique products or services, appropriate pricing, and providing an extraordinary customer experience, significantly contributed to creating influence in the market. A company's reputation as an expert and leader in a limited niche market has also proven to be a major influence in strengthening its position and increasing consumer engagement. In conclusion, niche marketing can successfully create a lasting impact by combining product or service uniqueness, deep understanding of consumers, and meaningful personal interactions with customers in more focused market segments.
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### INTRODUCTION

In the current dynamic era, technological advances are the main driver of change in the business world. Companies throughout the world continue to strive to adopt and utilize the latest technology to maintain their competitiveness (Mawarni, 2021). Innovations in digital, artificial intelligence, and information technology have opened the door to higher operational efficiency, enabling companies to improve the quality of their products and services (Salwa & Nasution, 2024). The speed of technological development also triggers changes in business models, forcing companies to continuously adapt to remain relevant in an ever-changing market (Ardiansyah, 2023).

Increasingly fierce competition is a major challenge for companies in achieving and maintaining a strong position in the market. Changing lifestyles and rapidly changing customer preferences demand a fast response from companies (Afkarina et al, 2023). Creating added value and understanding consumer needs in depth is the key to winning the competition. In addition, globalization opens up new opportunities and challenges, where companies not only compete at the local level, but also have to compete globally (Hapriyanto, 2024). New market penetration and international expansion are becoming

increasingly important strategies for creating sustainable growth opportunities (Sono et al, 2023).

In this context, it is important for companies to design responsive and innovative business strategies. The ability to identify new business opportunities, adapt existing business models, and increase competitiveness through the use of technology is the key to success (Istiqomah, 2023). Flexibility and readiness to change are critical elements in facing a dynamic business environment. Company leaders must have deep strategic insight, understand market trends, and be able to develop strategies that provide added value for customers and ensure long-term business continuity ( Firmansyah & Saepuloh, 2022). By embracing change as an opportunity rather than a challenge, companies can build a solid foundation for a future filled with uncertainty.

In ever-evolving market dynamics, companies must adopt a proactive approach to detect and exploit new market opportunities. One effective framework to achieve this is the implementation of the Blue Ocean Strategy (Purnama, 2023). This strategy allows business actors to escape from fierce competition in a "red ocean" full of competition, by creating new markets or unexplored niches. The "Blue Ocean" concept teaches that creating new market space is the key to building competitive advantage (Mauborgne, 2005).

It is important to understand that in the Blue Ocean Strategy, niche markets play a crucial role (Dewi et al, 2022). The term "niche market" refers to a market segment where individuals have homogeneous needs and characteristics that are not fully covered by the general market offering (Sintha, 2013). This strategy allows companies to focus on customers' specific needs and preferences, creating offerings that are unique and unfulfilled by competitors in the "red ocean" (Chadiq, 2009).

Niche marketing, in this context, adopts a "big fish in a small pond" philosophy. This means that the company seeks to become a leader in a more limited market segment, but with significant advantages (Toften & Hammervoll, 2013). Thus, Blue Ocean Strategy and the niche market concept open up opportunities for companies to design strategies that not only avoid direct competition but also create new space for growth and innovation (Lai et al., 2011). With this approach, companies can create a stronger influence in an ever-changing market, distancing themselves from the red-hot competition and entering uncharted territory.

Niche marketing is an effective strategy to outperform competitors by offering innovative features of products that have been ignored by the general market. This approach not only covers more unique products, but also details smaller but highly focused market segments (Kumar & Singh, 2015). Consumer groups or market segments in niche marketing have similar demographic characteristics, purchasing behavior and/or lifestyle. This strategy utilizes a deep understanding of the specific needs and preferences of this consumer group (Dalgic & Leeuw, 1994).

It should be noted that in niche marketing, consumers who have similar purchasing behavior may have different motivations. This is an important element that needs to be known for developing successful marketing and promotional strategies (Rumondang et al, 2020). Identifying and understanding the unique motivations within this market segment

allows companies to create more effective marketing messages and build deeper connections with target consumers (Choudhary, 2014).

Through niche marketing, companies can develop more specialized offers and fulfill unmet needs in the larger market. By focusing marketing efforts on limited but highly defined market segments, companies can create significant added value and achieve consumer loyalty (Parrish, 2010). Thus, niche marketing is not just about innovative products, but also about a deep understanding of the diversity of consumer motivations, providing a strong foundation for a successful marketing strategy.

The aim of this research is to investigate the effectiveness of niche marketing strategies in creating an impactful influence in the market. By deeply understanding how companies can design and execute effective niche marketing strategies, this research seeks to provide practical guidance for corporate leaders and marketing practitioners. The benefits involve contributing to further understanding of how to optimize influence in competitive markets through the implementation of niche marketing strategies, which in turn can help companies achieve sustainable growth and long-term competitive advantage.

## METHOD

This research adopts a qualitative approach using descriptive methods. Data collection was carried out through literature studies by referring to previous research that was relevant to the problem to be studied (Yulianah, 2022). A literature review is carried out as a search process in which research subjects are compiled from a number of documents or literary sources such as books, scientific journals and research supporting documents. The author uses previous studies that are relevant to this topic to critically evaluate knowledge about ideas and scientific findings, by referring to various literature related to niche marketing as a strategy for creating influence. The data analysis process was carried out in a qualitative descriptive manner, following the interactive model of Milles and Hubberman (in Sugiyono, 2011) which involved three stages, namely data reduction, data testing or analysis, and drawing conclusions and verification.

## RESULTS AND DISCUSSION

Niche markets can be found in a variety of places, from ethnic grocery stores and alternative medicine spots in shopping malls to nutrition bars and gluten-free foods in supermarkets, as well as in digital media such as Turkish television shows and K-pop music. These markets differ significantly from mass markets in two key aspects. First, niche markets are definitively focused and serve consumers with specific preferences. Some niche markets introduce new categories of products and services, while others offer unique versions of existing products and services. Second, sales volumes in niche markets tend to be small, at least initially. Although some niche markets are growing quickly, most face difficulty growing significantly.

Niche marketing can create influence in the market by adopting a focused and targeted approach to a specific market segment. Some strategies that can be used in creating influence through niche marketing involve:

### **Deep Understanding of Consumers**

The importance of a deep understanding of consumers in niche marketing cannot be ignored. In order to achieve success, companies need to dig thoroughly into the needs, preferences and motivations of consumers in a particular market segment. By understanding the characteristics that differentiate niche consumers from the general market, companies can identify unique opportunities and challenges. This helps form a solid foundation for the development of relevant and effective marketing strategies.

Through a deep understanding of the characteristics of niche consumers, companies can create more relevant and attractive marketing messages. By capturing the essence of what makes certain consumers interested and connected to their products or services, companies can design marketing campaigns that touch emotionally and provide added value that meets consumer needs. Deep understanding also allows companies to identify market trends that competitors may miss, giving them a competitive advantage in marketing their products or services in niche segments.

Understanding the characteristics of niche consumers is also key to building long-term relationships with customers. By detailing specific needs and preferences, companies can provide solutions that are more targeted and meet consumer expectations. This not only creates opportunities for long-term business growth, but also increases customer loyalty. Effective niche marketing views consumers not just as a target market, but as partners in the product development and customer experience journey. That way, the company can build close relationships and maintain a strong position in the niche market segment.

### **Unique Product or Service Offerings**

Creating a unique product or service is the main foundation of niche marketing success. By understanding the characteristics and needs of consumers in a particular market segment, companies can design products or services that truly meet their desires. This uniqueness can take the form of special features, innovative design, or even a different approach to providing added value. This unique product or service gives the company an identity and distinction over the competition, creating an attraction that is difficult for competitors to follow.

Filling unmet gaps in the market is also a strategic key in niche marketing. Identifying consumer needs or desires that have not been accommodated by current offerings opens up great opportunities. By actively engaging consumers, either through market research or direct interaction, companies can determine these gaps and develop products or services that specifically respond to them. Through this approach, companies not only meet consumer expectations, but can also create new demand that can benefit their business growth.

The success of niche marketing lies in a company's ability to provide compelling reasons for consumers to choose its products or services over competitors. By presenting unique solutions or filling unmet gaps, companies can offer added value that creates differentiation. This not only builds a strong brand image, but also builds long-term consumer loyalty. Consumers tend to choose products or services that not only meet their functional needs, but also provide a special and differentiated experience. Therefore,

creating a unique product or service is the foundation for achieving success in niche marketing.

### **Limited Niche Market Control**

Niche marketing, with its focus on a more limited niche market, represents a strategic approach that creates competitive advantage through a deep understanding of a particular market segment. By targeting consumer groups that have specific characteristics and needs, companies can allocate their resources more efficiently, aligning products or services with highly defined preferences. Selecting a niche market also allows a company to avoid direct competition with large competitors and creates a solid foundation for building strong relationships with consumers in that segment.

In implementing a niche marketing strategy, being an expert and leader in a niche market is the key to winning consumer trust. Companies must deeply understand market dynamics, current trends, and consumer expectations in their niche segments. By positioning themselves as an authority in that niche market, a company can build a strong reputation. This expertise includes the ability to deliver the most relevant and innovative solutions, making the company a reliable and up-to-date source of information for consumers.

Building influence in a niche market involves ongoing efforts in maintaining status as an expert and leader. Consistency in providing high-quality products or services, responsiveness to market changes, and communicating effectively with consumers are key elements to strengthen influence. A strong reputation in a niche market can help a company attract more potential customers, open up strategic partnership opportunities, and deliver innovations that consumers prefer. Thus, becoming an expert and leader in a niche market becomes an important foundation in creating and maintaining a significant influence in a more limited but very specific market segment.

### **Appropriate Use of Media**

In an era of ever-evolving digital marketing, reaching a niche audience requires a careful and focused approach. Using the right media is the main key in ensuring marketing messages reach very specific target markets. Targeted online marketing is one effective method, by crafting campaigns that are optimized for platforms and channels that are widely used by niche audiences. This strategy includes ad targeting, relevant content, and direct interaction with consumers through online platforms.

In addition, collaboration with influencers or working with platforms that are popular among certain market segments is a very valuable strategy. Influencers have significant influence among niche audiences and can help convey messages authentically and convincingly. Collaborating with influencers who have a follower base in a niche market can provide direct access to a relevant audience and build brand credibility among those consumers.

It is important to identify the online platforms that are most effective in reaching a niche audience. Whether it is through social media, dedicated blogs, or online forums, companies must understand the online behavior and media preferences of consumers in that market segment. By aligning marketing strategies with niche consumer media preferences, companies can maximize the effectiveness of marketing campaigns and

increase consumer engagement in digital environments that are highly relevant to that market segment.

### **A Well-Packaged Pricing Strategy**

Determining prices that match the values and perceptions of niche consumers has a crucial role in niche marketing success. In more limited but highly focused markets, niche consumers tend to have a deep understanding of the value of the product or service they are seeking. Therefore, pricing strategies must consider the extent to which the product or service can meet or even exceed consumer expectations.

Niche marketing can create a significant impact by highlighting the added value of a product or service that is worth the asking price. This means that the price set should reflect the quality, uniqueness, or benefits offered by the product or service. Niche consumers are generally more open to paying a premium if they believe that the product or service provides added value commensurate with their investment.

Additionally, pricing strategies must be in line with the perceived value desired by niche consumers. It's not just about setting high prices, but rather ensuring that those prices are clearly articulated in the context of the quality, exclusivity or special solutions offered by the product or service. In this way, price is not just a number, but also a tool for building and maintaining a brand image and making a positive contribution to competitiveness in niche markets.

### **Focus on Customer Experience**

Creating a memorable impact in a niche market is not only limited to the product or service offered, but is also related to providing an exceptional customer experience. On a more limited and focused level, the quality of customer experience can be the determining factor that differentiates a company from competitors. One of the main ways to achieve this is through providing superior customer service.

By providing customer service that exceeds expectations, companies not only meet consumer needs, but also create deep and positive relationships. Quick responses to questions or problems, friendly service, and effective solutions can form a positive perception of the brand. In niche markets, where the relationship between consumers and companies may be closer, building personal connections is key.

Engaging consumers personally can include the use of names, a deep understanding of individual preferences, or even direct communication with consumers. Building these close relationships not only increases customer satisfaction, but also creates long-term loyalty. Niche consumers tend to seek deeper relationships with brands, and providing exceptional customer experiences can fulfill that desire, strengthening a company's influence among consumers in that segment. Therefore, providing an exceptional customer experience is not just a marketing strategy, but also the foundation for building a sustainable presence in a niche market.

Through carefully planned strategies, niche marketing has the potential to create a strong influence in the market by leveraging uniqueness and specialization in serving certain market segments. A deep understanding of consumers in a niche market allows companies to design products or services that specifically meet their needs and preferences. By crafting the right marketing messages, setting prices commensurate with

value, and providing a superior customer experience, companies can build a strong brand image among niche consumers. Success in creating an impact in this market is based not only on aspects of the product or service, but also on the company's ability to form meaningful and sustainable relationships with consumers in that specific market segment. In this way, niche marketing can create a significant impact, positioning a company as a leader in a particular market and opening up sustainable growth opportunities.

## CONCLUSION

Niche marketing represents a strategic approach that focuses on a specific market segment, leveraging uniqueness and specialization to create a significant impact. Successful niche marketing involves a deep understanding of consumer needs and preferences within a more limited market segment. Strategies that include using the right media, creating a unique product or service, pricing appropriately, as well as providing a great customer experience all contribute to building influence in a niche market. Filling unmet gaps in the market, becoming an expert and leader in a limited niche market, and building personal connections with consumers are key elements to strengthening a company's influence. Therefore, niche marketing success is not only seen from the aspect of product or service sales, but also from the company's ability to build long-term relationships with niche consumers, create a strong brand image, and become a respected leader in a particular market. With this combination of strategies, niche marketing has the potential to make a lasting impact, strengthen competitiveness, and create sustainable growth in highly focused and specific markets.

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