

# Strategic Marketing Management: Achieving a Competitive Edge via Efficient Market Planning and Execution

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## ABSTRACT:

This research examines the role of strategic marketing in achieving a competitive advantage, with a focus on effective market planning and execution strategies. The study aims to understand how well-implemented marketing strategies drive a competitive advantage. This study adopted a quantitative approach where data were gathered by use of structured questionnaires from key respondents practicing marketing functions in various industries. Data analysis confirms that strategic marketing has a significant impact on the competitiveness of business where there is concentration on market responsiveness, brand placement and other dynamic factors. The outcomes imply that companies that synchronize marketing strategies and have solid implementation plans will provide higher improvements and customer retention. Also, the role of flexibility and novelty in future marketing activities to support the long-term success is also mentioned. In sum, the research calls for the ongoing commitment to investment in data-driven marketing strategies as well as the periodic revision of marketing strategies in order to maintain the competitive advantage.

**Keywords:** Strategic Marketing, Competitive Edge, Market Planning, Market Execution, Business Success, Competitive Advantage, Sustainable Growth

## Article History

Received: 09-09-2024  
Accepted: 28-11-2024  
Online: 23-12-2024

## 1. Introduction

Marketing strategy management is an important aspect of business-level strategy that seeks to ensure that the firm's marketing initiatives support the achievement of its business objectives and the establishment of a competitive position within the firm's targeted marketplaces. Competitive marketing is a strategic and multifaceted concept that entails the deliberate management of the discrete organization market environment based on a determination of customer needs and opportunities for positioning (Paley, 2021). On the other hand, strategic marketing goes further than appreciating customer behavior, it also incorporates appreciation of competitors, trends, and the environment, hence providing a technique in the formulation of a clear market plan and implementation.

The aspect of competitive advantage is relevant in every industry because companies need to stand out from the competition in the international market. Competitive advantage as a perspective of strategic management is a situation in which a company is capable of outperforming rivals in an industry, including outcompeting them by employing innovative tactics or by presenting superior goods or services (Morris, 2023). It enshrines the ability of businesses to provide customers with differentiated value, thus fostering business sustainability. For example, in the business domain of obtaining competitive advantage, firms may need to work and readjust to the constant flow of changes that occur in the market, make proper use of innovations, and develop customer-oriented strategies. Basically, when choosing strategies to compete with competitors in a given market, efficient methods of market planning and execution become crucial for the firms' performance. Moreover, marketing initiatives enhance business production processes, hence leading to profitability and customer satisfaction (Mowar, 2022).

Market planning and implementation significantly influence business performance by offering an organized way of organizing resources, the goal-setting process, and clients. A well-constructed marketing plan contributes significantly to allowing companies to adopt proper growth strategies and respond to change in the market while increasing their market share (Vaničková et al., 2020). It becomes possible for firms to enhance flexibility and drive the market sensitivity in place of the

strategic forms of marketing that will see organizations gain competitive advantage. Strategic planning enables a firm to make appropriate responses in relation to shifts in customer needs or wants, new technologies, and competitors' activities. These are proactive strategies where by businesses can tap into new opportunities, increase quality and variety of goods and services and increasing competitiveness. Such flexibility supports strategic operational decision making ensuring competitive responses by firms to external stimuli and ultimately enhancing their strategic position in the respective industry.

### 1.1 Statement of the Problems

Several challenges arise in the course of searching for competitive advantage and these challenges affect businesses in form of market planning and its execution. Global factors make it difficult to achieve sustainable competitive advantage such as economic volatile nature and issues of technology (Shaulska et al., 2021). Further, Khan and Khan (2021) outline challenges such as limited market sensitivity and lack of exposed marketing talent, which slow down firms, especially from emerging markets, to fully optimize their marketing capabilities. Thus, this paper discusses these difficulties with special emphasis placed on the assessment of the approaches that could be used by organizations to eliminate such threats and attain strategic goals.

### 1.2 Research Objectives

This study aims to address the following objectives:

1. To understand the role of strategic marketing in helping businesses gain a competitive edge in the marketplace.
2. To analyze effective market planning and execution strategies that contribute to business success.
3. To examine the impact of well-executed marketing strategies on business growth and sustainability.

These objectives correspond to the findings by Mulyaningsih et al. (2023), who highlight the appropriateness of strategic planning in the overall growth of an economy. It is in this context that the present study aims to outline a systematic view of these strategies by citing examples of industries and presenting practical recommendations based on theory.

### 1.3 Scope and Delimitation

Specifically, this research concerns strategic marketing management in relation to competitive advantage in a range of industries. The scope covers the elaboration of industries in highly competitive environments of technological, retail and service industries where market orientation and innovation are strategic imperatives. Vaničková et al. (2020), Paley (2021) also back this focus explaining that industries that call for constant readjustment to market shifts reap most from strategic marketing initiatives.

However, there are certain limitations within the present study. It does not cover industries that do not present intense rivalry or are in a controlling environment in which competitive advantage is not as heavily reliant on marketing strategies. Moreover, the research excludes small-scale or localized businesses, some of which may not be able to afford special strategic marketing approaches such as Internet marketing. The research will mainly examine competition in large and medium companies and supply recommendations valuable for such settings. These limitations help to confine the analysis to markets where strategic marketing makes the most difference, thus making it easier to relate and apply the findings of this study.

### 1.4 Significance of the Study

The purpose of this research work is important for business organizations and marketing practitioners because it offers a competitive advantage map that can be sustained. This is a very important area of study since every organization that seeks to tap markets effectively will benefit considerably from this research in identifying the most efficient strategies to employ in the planning and execution of its marketing activities to enhance responsive market recognition and growth. The findings may be useful in industries' practices, as the study presents a strategy that should be improved in corporate planning. From a marketer's perspective, this study provides frameworks and case studies applicable to decision-making, which help improve the extent of competitiveness and strength in the market.

### 1.5 Theoretical Framework

This research incorporates theoretical frameworks in strategic marketing and competitive edge, namely Porter's competitive advantage theory, whereby organizations can attain an edge by

driving down costs, being unique, or specializing. Shaulska et al. (2021) further consider the applicability of such frameworks with regard to global market conditions. Consequently, the Resource-Based View (RBV) analysis is used to determine ways in which firms utilize internal resources for strategic positioning. This has led to the development of theories that offer direction in understanding how strategic marketing results in the achievement of competitive advantage through coordinating resources and capabilities in an organization in order to meet the market demands, hence offering a framework through which competition goals may be achieved.

### 1.6 Conceptual Framework Formulation

The conceptual map of this study also depicts the connection between strategic marketing and competitive advantage. Based on Paley (2021) and Khan (2021), the Framework shows that market planning and market implementation are the routes to market differentiation. Fundamentally, marketing efforts, like customer analysis, selection and positioning, guide organizational objectives and determine competitive advantage. Sensitive to the market, Program Four clearly points out that the ability to adapt and the ability to effectively use resources are some of the key factors that contribute to sustaining competitive advantage while giving an overall view of how strategic marketing affects business productivity.



### 1.7 Definition of Terms

- Strategic Marketing: A systematic approach to planning and executing marketing activities aimed at achieving business objectives.
- Competitive Edge: The advantage that allows a business to outperform its rivals.

- **Market Planning:** The process of outlining an organization's marketing strategy and tactics.
- **Execution:** The implementation of marketing strategies in alignment with organizational goals.

## 2. Literature Review

Market research and strategy are critical components for establishing and sustaining a competitive advantage in the ever-growing global economy. According to Paley (2021), competitive marketing strategies call for the establishment of a coordinated multilevel marketing approach based on customer-oriented strategies well-coordinated to the company's main goals. This view accords with the study by Shaulska et al. (2021) who state that under global themes, enterprises must compete for competitiveness by strategically utilizing resilience in marketing to establish a niche in the international marketplace.

The value of strategic marketing in the pursuit of competitive advantage is also supported by Vaníčková et al. (2020). From their empirical study on the exhibition Industry, they noted that idea communication along with business and marketing strategies for the exhibition industry is valuable to organizational growth strategies, for which they proposed that firms need contingency models for change management. Subsequent contributions include Khan & Khan (2021) proposing that market responsiveness and marketing skills improve marketing performance where the competitive intensity is high in SEMs. This suggests that in cutthroat competition, speed in responses and careful tuning of marketing are key to beating the competition.

Morris (2023) and Mowar (2022) elaborate on basic concepts of strategic management related to marketing strategies for SMEs with an assertion that strategic anchoring with the organizational objectives will improve overall organizational performance and place the organization in a better position to counter various market forces. Morris stresses strategic anticipation while Mowar stresses the concepts of marketing management covering market segmentation and targeting, offer businesses a roadmap through which to sell to consumers with relative ease. This paper complements this discourse by analyzing the role of strategic planning on the competitive advantage of SMEs and how good strategies can have leading effects on business sustainability (Mulyaningsih et al., 2023). Likewise, Ricardianto et al. (2023) argue that enterprise risk management and strategic

planning enhance firm performance by considering the role of competitive advantage, they also reveal that strategic planning moderates' risks that may harm competitive advantage.

Two key components that shape competitive advantage are the international marketing strategies. Rana et al. (2021) identify factors for emerging market multinationals and describe that cultural fit and strategic place adaptation homework enhances organizational stability in foreign locations. Similarly, Avanesova et al. (2021) also describe strategic management in the context of organizational development but also note that those organizations that can manage organizational and market changes remain competitive. In real estate studies, Giantari & Sukaatmadja (2021) reveal how environmental orientation along with green marketing strategy enhance competitive advantage to analyze how companies who integrate green image could easily position themselves and their products uniquely in the market. Likewise, Stone et al. (2020) examine the use of AI in marketing, arguing that it improves the strategic course in marketing, thereby improving marketing efficiency and developing a margin of difference by use of personalized customer interaction.

Finally, Garachkovska et al. (2021) discuss brand positioning apply strategic management, stating that such a brand increases the brand's position in the market. Lastly, Hartani et al. (2021) build up the explanation of strategic alignment within the frame of sustainable competitive advantage and focus on IT and managerial resources. Lastly, all these works suggest that the study of strategic marketing management in different contexts underscores the three broad themes that reflect flexibility, technology, and customers as important ingredients in the recipe by which firms can maintain their competitiveness.

### 2.1 Hypothesis

H1: Strategic marketing practices have a significant positive impact on competitive advantage.

H2: Market responsiveness significantly contributes to competitive advantage.

## 3. Research Methodology

### 3.1 Research Design

This research employs both qualitative and quantitative research approaches in what can be described as a mixed methods research design aimed at providing complete information about the

strategic marketing practices needed to attain and sustain competitive advantage. Survey quantitative data will be collected to establish existing patterns with reference to particular marketing techniques and their perceived efficiency levels while survey qualitative data will focus on demographic characteristics of practitioners in the field of marketing. Paley (2021) stresses the role of the quantitative approach in evaluating competitive marketing strategies, and on the other hand, Vaničková et al. (2020) stress the shortcomings of collecting qualitative data for the study of innovations. In order to achieve a balanced picture, this study shall use both quantitative and qualitative approaches in its research methodology.

### **3.2 Research Locale**

The target audience for this study will consist of companies within the technology and manufacturing industries from emerging economies. Such industries are selected based on the fact that they belong to the higher competitive intensity and strategic marketing significance. Shaulska et al., 2021 state that these sectors have distinct global issues that make it possible to analyze competitive strategies. The area of interest will mainly be the emerging markets of Islamabad and Rawalpindi, where firms are gradually integrating smart marketing practices that help them to conduct business in diversified global markets (Khan & Khan, 2021). This setting will allow the study to collect data that is relevant to the local as well as the global market environment.

### **3.3 The Sample**

The target audience comprises marketing managers, strategic planners, and business development marketers in mid and large organizations operating in the mentioned sectors. The study will use purposive sampling technique because only qualified and experienced people will form the population sample. Mulyaningsih et al. (2023) have also classified purposive sampling for research in significant or important areas that would require unique knowledge and understanding to generate meaningful data thus, it turns out to be ideal for inquiries on strategic marketing and competitive edge.

### **3.4 Purposive Sampling**

Purposive sampling was chosen so that data can be collected from those candidates who have prior exposure to strategic marketing and competitive advantage. As Mowar (2022) noted, it will improve the study's likelihood of collecting fit data by selecting participants who are actively involved in

marketing planning and implementation. This technique helps achieve a correlation between the insights collected during the study and the formulated objectives and research questions, as it eliminates the tendency of the given responses to stray off-topic.

### **3.5 Instrument of the Study**

The study will apply survey questionnaires and self-administered structured interviews as sources of data collection. Quantitative insights into the frequency and efficiency of various methods of marketing gathered through surveys, while interviews yield an understanding of why certain strategic decisions were made. According to Morris (2023), the combination of survey and interview inputs in strategic management research can increase reliability in addition to the richness of data. The survey questions will address strategic marketing management practices, market orientation, and identified competitive advantage. The interview guidelines will contain more time for the respondent to discuss their strategic marketing management procedures and experiences.

### **3.6 Construction of the Instrument**

The questions on the survey and the interview schedule were developed from the literature review, incorporating the areas of competitive strategies, market responsiveness, and challenges in executing strategic marketing plans. Strategic marketing practices can thus be the larger picture of what strategic marketing management generally involves, with an eye toward how individual practices fit into overall business objectives that are relevant to the strategic level of management. Market Responsiveness measures how well the firm has done in Market Planning and Execution since it quantifies the organization's capacity to respond to market changes and align business strategies in the implementation process. The last one is business success, which reflects the result of such efforts, as for the "Achieving a Competitive Edge" category.

This variable is more direct to competitive advantage since it measures the return of investment on strategic marketing and execution. These three variables offer a balanced picture of how firms foster competitive advantage, and it is proposed that the three interconnect.

Questions were developed with regard to both broad as well as specific issues related to these themes based on the works of Paley (2021) and Shaulska et al. (2021) that focus on the maintenance of well-defined questions as a

prerequisite to analyze complex marketing strategies. The comprehensiveness and relevance of the instruments were validated by academic scholars in strategic marketing to check their comprehensiveness. Competitive advantage index (Business success), is the summary index such as customer satisfaction index, market shares, brand recognition and cost effectiveness index, among others. Market Planning, which reveals how market research activities, target markets or segments have been achieved. Execution covers issues like quality assurance, flexibility, use of resources, and intercompany communication.

**3.7 Validity and Reliability of the Instrument**

Indeed, since the instruments had to be accurate and consistent, an experimental test was carried out to collect feedback from a small sample of marketing professionals as to the clarity and relevance of the questions. Cronbach's alpha reliability coefficient will be used to test internal consistency and ensure the similarity of results among the sample. Another way in which the validity of the survey instrument was confirmed was by comparing the questions in the questionnaire with theoretical concepts contained in the literature reviewed herein, other papers, and even from works done by outside scholars like Khan and Khan (2021) to ensure that the questions are well positioned to capture the core concepts espoused in the concept of strategic marketing.

**3.8 Statistical Treatment**

The quantitative data requiring analysis will be gathered from the surveys conducted, and descriptive and inferential statistics will be used at some point. In the analysis, regression analysis will be employed to establish the extent of the relationship between the strategic marketing practices that have been recommended and gained competitive advantage. In their paper, Shaulska et al. (2021) note that statistical methods are helpful in establishing connections between strategic factors and performance results. Interview data will be analyzed, focusing on concepts that arise out of the analysis and patterns that exist and affirm or challenge the quantitative results.

**3.9 Ethical Consideration**

This study is committed to ethical practice and the implementation of ethical principles, especially those concerning data collection and its security. All participants will receive information about the aim of the research and their freedom to withdraw from the study. Personal identifiers are not included in any publications, data collected will be

anonymized. Morris (2023) points out the need to consider ethical issues in research because research in the area of corporate strategies and other business data can pose some ethical questions. Furthermore, written and informed consent will be sought from participants at all times to ensure that they appreciate the nature and intent of the research.

**3.10 Descriptive Information (Questionnaire)**

The questionnaire was structured to cover three main areas: Activities related to competitive marketing strategies, competition and business performance of the firms and other strategic factors. The first part utilized current promotional strategies, the second part used perceived barriers to the implementation and market planning, and the last part will analyze the influence of these practices in attaining competitive position. Base on the research by Vaničková et al. (2020) it was established that it is important to note that valid questionnaires help in identifying the relevant information in strategic marketing research. Every section will include both scale questions and open questions that will allow the respondent to explain the answers and make the data collected as valuable as possible.

**4- Data Analysis and Results**

The survey data collected was described and analyzed using descriptive and inferential analysis to come up with a conclusion. For the current study, the reliability was reached by computing Cronbach's alpha after which regression and correlation analyses were done. The validity was established by using experts' opinions and face validity assessment by experts, while the reliability of the survey instrument was checked by the internal consistency in the survey using Cronbach's alpha.

Table 1: Cronbach's Alpha

Variables	No. of Items	Cronbach's Alpha
Strategic Marketing Practices	10	0.85
Market Responsiveness	6	0.79
Competitive Advantage	5	0.81

The table 1 shows Cronbach's alpha coefficient estimates for the three key survey parts: Strategic Marketing Practices, Market Responsiveness, and

Business Success, with more than three items in each part to measure reliability. Cronbach's alpha refers to internal consistency, and the closer the instrument is to 1.0, the more reliable it is (Khan & Khan, 2021).

1. Strategic Marketing Practices: The overall reliability of the respondents' answers in the case of the determined research section (Strategic Marketing Practices) is quite high Cronbach's alpha = 0.85. Usual acceptable value is above .8, which means that the items in the section truly capture the underlying construct yielding reliable measure of strategic marketing practices (Shaulska et al., 2021).

2. Market Responsiveness: The alpha of this section is calculated to 0.79, which is quite near the benchmark of 0.8. Still slightly below a more desirable level, it signifies good reliability which implies that the items help in adequately measuring market responsiveness as suggested by Morris, 2023.

3. Competitive Advantage: Similarly, the reliability of this section is fairly high, with an alpha of 0.81. Thus, the stability of these items reaffirms the efficiency of this section in measuring the concept of business success, which is crucial for assessing the survey's reliability (Vaníčková et al., 2020).

**Table 2:** Descriptive Statistics of Key Variables

Variable	Mean	SD.	M	M
Strategic Marketing Practices	4.23	0.67	2.5	5.0
Market Responsiveness	4.15	0.61	3.0	5.0
Competitive Advantage	4.05	0.65	3.1	5.0

The means of Strategic Marketing Practices are 4.23, Market Responsiveness 4.15, and Business Success is 4.05, depicting a positive attitude towards these three constructs. All the standard deviations range from 0.61 - 0.67, which is an indication that the standard of deviations is moderate, this is well in line with prior evidence emphasizing the importance of strategic marketing for business accomplishment (Khan & Khan, 2021; Mulyaningsih et al., 2023). The minimum and maximum scores also demonstrate that there are positive beliefs and attitudes towards these practices, there are issues with homogeneity of these practices' execution and productivity across different contexts (Morris, 2023).

**Table 3:** Regression Analysis of Strategic Marketing Practices on Competitive Advantage

Competitive Advantage	B	SE	Beta	t	p.
Strategic Marketing Practices.	0.68	0.120	.57	5.67.	0.001
Market Responsiveness	0.33	0.06	0.42	5.50.	0.000
Constant	1.23	0.24	-	-	-

The regression result also shows that strategic marketing practices have a positive and important impact on competitive advantage, with B = 0.68 and P = 0.001. Moreover, the analysis has also disclosed that market responsiveness has a significant and positive impact on competitive advantage (EST = 0.33, sig = 0.000). The p-values of predictor variables suggest that both predictor variables are statistically significant in the model in predicting competitive advantage.

**Table 4:** Correlation between Market Responsiveness and Business Success

Variables	Correlation (r)	p-value
Competitive Advantage	0.67	0.001
Market Responsiveness	0.52	0.002
Strategic Marketing Practices	0.52	0.007

Analyzing the data through correlation statistics, the test shows that there exists a positive relationship between Market Responsiveness and Competitive Advantage and Strategic Marketing Practices with correlation coefficient(r) 0.62, 0.52 and 0.52. This implies that while Market Responsiveness, SMP (Strategic Marketing Practices) are on the rise, business success (Competitive Advantage) would be high.

### 4.1 Results and Discussion

The presented research sheds light on the relationship between specific strategic marketing techniques, market orientation, and competition advantage, with reliability coefficients suggesting high internal consistency across the major parts of the survey. As Reliability Analysis for strategic marketing practices reveals high internal

consistency (Cronbach's Alpha = 0.85), Reliability Analysis for Market Responsiveness (Cronbach's Alpha = 0.79) and Business Success (Cronbach's Alpha = 0.81) are also acceptable hence, the survey developed items are reliable for capturing these constructs. As can be seen in Tables 4, 5, and 6, the mean scores suggest that the participating students have slightly above-average perceptions of SMPs ( $M = 4.23$ ), market responsiveness ( $M = 4.15$ ), and business success ( $M = 4.05$ ). Moderate variation in the response indicates that whereas these measures are clearly looked at positively, participants have experienced variable implementation and outcomes (Khan & Khan, 2021; Mulyaningsih et al., 2023).

In addition, regression and correlation analyses concisely confirm the need to establish strategic and responsive practices in order to achieve competitiveness. With regard to the presented hypotheses, the research findings assign Strategic Marketing Practices a high and critical impact on Competitive Advantage since the estimated coefficient is  $0.68$   $f = 0.001$ ,  $p < 0.001$  and shows that Market Responsiveness also makes a substantial positive contribution to Competitive Advantage ( $B = 0.33$ ,  $p < 0.001$ ) as well as Business Success as indicated by a correlation coefficient of  $0$ . The conclusions drawn from these studies indicate that the management of organizations with adaptable marketing strategies are indeed more likely to be successful or responsive, as supported in other studies that regard responsiveness as central to both performance and positioning in organizations (Morris, 2023; Mulyaningsih et al., 2023). The purpose of this research was to examine links between strategic marketing activities and competitiveness to identify the role of market planning and market responsiveness for business performance (Morris, 2023; Mulyaningsih et al., 2023).

The study further puts emphasis on both strategic marketing and responsiveness in confirming competitive advantage and success. Such conclusions indicate that, on the one hand, there are organized, active approaches to marketing to create a solid base, on the other hand, the effective adaptation to changes in the market leads to increased stability and effectiveness. It can also be said that firms can strengthen their competitive advantage and future performance when they engage in both strategic and adaptive marketing.

## **5. Summary, Conclusion, and Recommendation**

### **5.1 Summary of the Study**

This study set out to examine and determine the link between strategic marketing planning, execution and competitive advantage. When analyzing the data through descriptive and inferential statistics analyses, one was able to understand the importance of strategic marketing, especially within competitive markets. This research showed that numerous marketing favorable factors which include advertising positioning, brand visibility coupled with efficient and proper customer communications have a strong influence to the creation and maintenance of a competitive advantage. The study found that the application of strategic marketing factors, including advertising positioning and customer communication, are critical in the creation of a competitive advantage. The observations deviate from Paley's (2022) and Mowar's (2023) pre-eminence of a versatile marketing message that fits the key clients. Multiple regression analysis also revealed a positive and significant correlation between the SMPC and competitive advantages enhancing the argument that firms that engage in sound marketing strategies are likely to perform better than firms in the other cluster (Morris, 2023). Besides simple statistical analysis, correlation analysis provided proof of a very strong relationship between market responsiveness, strategic marketing planning, and business success. Firms that are able to move nimble to capture opportunities in new markets fared better this research affirms the theories by Vaničková et al. (2020) and Shaulska et al. (2021). This relationship proves that more and more companies need to act fast and without limitations in the constantly shifting business environment. Cronbach's alpha coefficients for a number of items provided evidence of the reliability of the survey instrument and, thus, acceptable variability. Hence, the study offers considerable light in support of the proposition of effective strategic marketing and responsiveness as critical success factors. These results are crucial for business managers and marketers interested in bolstering their market advantage by improving marketing strategies.

### **5.2 Conclusion**

In conclusion, from this study it is evident that strategic marketing and market sensitivity are important to gain competitive advantage in the

current uncertain and volatile environment. According to Khan and Khan (2021), those corporations which undertake proper focused marketing strategies, right branding, and market orientation are more likely to sustain the corpus of corporate success. These conclusions are in line with Porter's Competitive Advantage theory which is the core of gaining a differential access to a contested market space by focusing on value and capturing of customers. Furthermore, the findings underscore the need for a reactive marketing strategy, particularly for organizations in high-kinetic sectors. It is recommended that the formulation of strategic direction increases institutional capacity to manage evolving dynamisms within the business environment for sustainable development, as suggested by Mulyaningsih et al. (2023). Based on these conclusions, it is advisable for firms to build flexibility and strategic marketing into their fundamental models as a way of replacing uselessness and enhancing competitiveness.

### 5.3 Recommendation

However, from the research, it is suggested that businesses should incorporate both planning and implementation in their strategic marketing initiatives. Moreover, companies should focus on marketing management by allocating resources towards enhancing their strategies in alignment with available primary marketing methods. In this way, firms can develop more flexible strategies that can respond to further market trends, changing consumer behavior and new competitive threats. Competitive threats and customer expectations are several when understood can help organizations to make effective marketing ventures. Awareness of identified competitive threats and customers' expectations will allow business organizations to try to increase the rate of market penetration with the help of more effective marketing communication activities. In conclusion, the kind of integrated strategy in question makes companies feature as more adaptive to changes in market conditions hence offers them the much-desired competitive edge when operating in irregular markets. Moreover, businesses are advised to come up with procedures for monitoring changes in the market and acting on them almost simultaneously. The use of information from market research and data analysis will allow firms to effectively integrate new and relevant information related to customers' needs and the appearance of new competitors into

their decision-making activities. Industries such as technology, retail, and other sectors may greatly gain from the implementation of the innovation-oriented marketing plan. Similarly, strategic planning has to stay ongoing, with constantly held check-ups to revise the strategies in light of the shifts in conditions in the market. This strategic planning contributes to competitive advantage, which also enhances a company's immunity in regard to other uncertainties.

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