

Data Driven Product Based Marketing: Using Analytics to Enhance Product Positioning

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Manisha. R & Thirumal VMV

I MBA, School of Management, Dwaraka Doss Govardhan Doss Vaishnav College, Chennai, TamilNadu

Abstract

In today's competitive market, data-driven product-based marketing has emerged as a crucial strategy for businesses seeking to optimize product positioning. By leveraging analytics, companies can gain deep insights into consumer behavior, market trends, and competitive landscapes. This research explores how businesses utilize data analytics to refine their marketing strategies, enhance product positioning, and improve customer engagement. Key analytical tools such as predictive modeling, sentiment analysis, and customer segmentation are examined to demonstrate their impact on decision-making. The study also highlights real-world applications where businesses successfully integrated data-driven approaches to increase brand visibility and customer retention. Furthermore, challenges such as data privacy concerns and the complexity of interpreting large datasets are discussed. The findings suggest that businesses that effectively use data analytics can significantly improve their marketing efficiency and achieve sustainable competitive advantages. This research provides a framework for companies looking to harness analytics for smarter, more effective product positioning strategies.

Keywords: Data-driven marketing, product-based marketing, product positioning, predictive analytics, competitive strategy, marketing optimization, business intelligence, performance metrics

Introduction

Data-driven product-based marketing utilizes analytics to enhance product positioning by leveraging customer insights, market trends, and predictive modeling to drive strategic decision-making. Unlike traditional marketing approaches that rely on broad demographic assumptions, data-driven strategies enable businesses to segment their audiences with precision, personalize messaging, and optimize campaigns in real time. By analyzing vast amounts of data, including purchasing behaviors, online engagement metrics, and competitive landscapes, companies can tailor their marketing efforts to ensure products reach the right customers at the right time. This not only improves conversion rates but also strengthens brand loyalty and customer satisfaction. Advanced techniques such as machine learning, artificial intelligence, A/B testing, and performance tracking further refine marketing efforts by continuously learning from consumer interactions and adjusting strategies dynamically. Additionally, integrating data-driven insights allows businesses to

predict emerging market trends, identify gaps in the competitive landscape, and create targeted marketing campaigns that resonate with consumers. This research explores the role of analytics in optimizing product positioning, demonstrating how businesses can harness data to drive growth, enhance customer engagement, and gain a competitive advantage in an increasingly dynamic and data-centric market.

Review of Literature

“The Use of Data-Driven Technologies for Customer-Centric Marketing” by Mark Anthony Camilleri (2019). The contribution critically reviews the latest developments on big data analytics and programmatic advertising. This contribution critically reviews the latest developments on big data analytics and programmatic advertising.

“Data-driven services marketing in a connected world” by V. Kumar, Veena Chattaraman, Carmen Neghina, Bernd Skiera, Lerzan Aksoy, Alexander Buoye and Joerg Henseler (2012). The benefits of data-driven services marketing and a conceptual framework to link traditional and new sources of customer data and their metrics.

“Leveraging data analytics for informed product development from conception to Launch” by Lucky Bamidele Benjamin, Prisca Amajuoyi and Kudirat Bukola Adeusi (2024). The impact of data analytics on guiding product development processes from conception to launch. It synthesizes findings from existing literature to outline how data-driven strategies can optimize each phase of product development

“Big Data-Driven Marketing enabled Business Performance” by Anuj Tripathi, Teena Bagga, Shubham Sharma and Sushant Kumar Vishnoi. The competitiveness of the business ecosystem and cutthroat competition by the business leaders to retain the customers and to optimize the customer lifetime value.

“Data-driven market effectiveness: The role of a sustained customer analytics capability in business operations” by Md Afnan Hossain, Shahriar Akter, Venkata Yanamandram, Samuel Fosso Wamba (2023). Investigate a business can achieve data-driven market effectiveness through the sustained application of a customer analytics capability to its operations.

“Data-driven marketing-Impacting a Revolution in the Marketing Industry: Using data-driven marketing to improve profitability” by Juha Hurstinen. Living in a digitised global community induces a combination of instantaneous connectivity with accessible data. The purpose of this thesis is to highlight this revolutionary change and its effect on industry identity, how marketers operate, and whether this adaptation of marketing teams combined with data science,

“Data-driven marketing for the e-commerce of brands” by Ema Mandura (2023). A data-driven marketing strategy for an e-commerce shoe brand Lovidovi Shoes. The company wanted to improve their digital marketing performance, and an improvement was defined as an increase in sales.

“Data-Driven Product Roadmap Prioritization: Using AI-Powered Predictive Analytics to Optimize Feature Sequencing” by Oluwaseyi Kolawole Oladele. Data governance and data quality are essential pillars for ensuring the reliability, consistency, and trustworthiness of data in modern organizations. It focuses on maintaining the accuracy, completeness, and timeliness of data, ensuring that it remains fit for its intended purposes.

“Fundamentals of Data-Driven Marketing” by Morri Sri Harsha, Yellamati Aseesh, Anil Pise. Evolving enterprise landscape, information-driven advertising has emerged as a pivotal strategy for groups aiming to maximize their outreach and impact. The cornerstone of records-driven advertising and marketing lies inside the systematic series, evaluation, and usage of information to force informed decision-making and decorate advertising and marketing effectiveness.

“Data-Driven Decision-Making in Marketing” by Albérico Travassos Rosário, Rui Nunes Cruz. Data-driven decision-making has emerged as a transformative force in marketing, enabling organizations to leverage data analytics, artificial intelligence, and big data to enhance customer engagement and gain a competitive edge.

“Towards data-driven marketing organization” by Juha Rasi. The challenges and solutions associated with implementing marketing-mix modeling within organizations, especially under the complexities of restrictive privacy laws affecting current marketing effectiveness measurement approaches. This approach allowed for the extraction of valuable insights through initial interviews, the application of these insights within a practical MMM framework, and the subsequent validation of findings through follow-up interviews.

“Salient issues in marketing analytics” by Linus Osuagwu (2022). Cognate experience to discuss marketing analytics with regard to its tools, relationship with big data, applications and challenges, and proposes research direction in cognate areas. The paper posits that marketing analytics has some salient issues such as equivocal conceptualizations, strong connections with big data, myriad of tools and applications, in addition to associated challenges.

“Harnessing marketing analytics for enhanced decision-making and performance in SMEs” by Tochukwu Ignatius Ijomah, Courage Idemudia, Nsison Louis Eyo-Udo, Kikelomo Fadilat Anjorin (2024). The contemporary business landscape, small and medium-sized enterprises (SMEs) are increasingly leveraging marketing analytics to enhance decision-making and improve performance.

“Exploring the Use of Data Mining Techniques in Marketing Strategies” by George Wilson, Oliver Johnson, William Brown (2024). The application of data mining techniques in marketing strategies, highlighting their impact on customer segmentation, predictive analytics, and personalization.

“Creating value with data analytics in marketing: mastering data science” by Peter C Verhoef, Edwin Kooge, Natasha Walk, Jaap E Wieringa (2021). Practical yet theoretically sound roadmap to leveraging data analytics and data science. Creating Value with Data Analytics in Marketing provides a nuanced view of big data developments and data science, arguing that big data is not a revolution but an evolution of the increasing availability of data that has been observed in recent times.

“A systematic bibliometric literature review on data science in marketing” by Albérico Travassos Rosário (2023). Enhancing Business Communications and Collaboration Through Data Science Applications. It involves using advanced analytics and scientific principles to extract valuable information from large volumes of data gathered from multiple sources, such as social media platforms.

“Customer Behavior Analysis Using Big Data Analytics and Machine Learning” by Zaman Karimov. The use of big data analytics and Machine Learning (ML) for customer behavior analysis in the context of digital marketing. The thesis commences with an in-depth overview of the fundamental concepts of big data and ML, elucidating their applicability within the realm of digital marketing.

“Focusing on the quality and performance implications of marketing analytics” by Maria Petrescu, Anjala S Krishen (2021). All areas including research methods, targeting, segmentation, big data, customer loyalty, CRM, data quality. The Journal of Marketing Analytics is a peer-reviewed journal that publishes four print and online issues per year, provides a single accessible resource for the rapidly changing field of marketing analytics

“Leveraging big data analytics for strategic marketing optimization: Insights and impacts” by Muhammad Faizal Fazri, Tarisya Ramadhan, Dwi Apriliasari, Dwi Julianingsih, Arabella

Fitzroy (2024). The integration of Big Data into marketing, aiming to identify effective analytical techniques and their impact on marketing outcomes.

“AI-driven Business Analytics for SMES: Unlocking value through predictive and prescriptive analytic” by Ocran, Samuel Omokhafa Yusuf, Pephrah Owusu, Enis Agyeman Boateng, Sylvester Obeng. The revolutionary implications of AI-driven analytics on small and medium- sized organizations (SMEs).

Research Objectives

- Analyze the role of data analytics in product-based marketing.
- Evaluate the impact of data-driven strategies on consumer engagement and sales.
- Identify effective analytical techniques for optimizing product positioning.
- Investigate the challenges and limitations of data-driven marketing.
- Provide actionable insights for businesses to leverage analytics in marketing strategies.

Research Methodology

This study utilizes a mixed-method approach, incorporating both quantitative and qualitative research techniques to explore how data-driven strategies enhance product positioning in marketing. Primary data is obtained through surveys, interviews, and focus groups with marketing experts, data analysts, and consumers to gather firsthand insights on the impact of analytics-driven marketing. Additionally, secondary data is sourced from market reports, academic research, industry publications, and case studies to identify key trends, challenges, and best practices. Several analytical methods are employed, including descriptive analytics to interpret market trends, predictive modeling to anticipate consumer behavior, A/B testing to compare marketing approaches, and sentiment analysis to evaluate customer opinions from reviews and social media discussions. Furthermore, case study evaluations of companies that have successfully implemented data-driven marketing provide practical insights and real-world applications. To ensure data accuracy and credibility, findings are validated through cross- referencing multiple sources, statistical verification, and peer-reviewed analysis. Ethical guidelines, such as data privacy, informed consent, and transparency, are strictly adhered to, ensuring the integrity of the research. This methodology provides a structured framework for understanding how businesses leverage data analytics to refine product positioning, enhance marketing efficiency, and sustain a competitive advantage in the ever-evolving digital marketplace.

Type of Research

This study employs a descriptive research design to systematically examine customer perceptions and assess the effectiveness of relationship marketing strategies in fostering customer loyalty. A quantitative approach was utilized to gather and analyze numerical data, offering measurable insights into customer preferences and behaviors.

Sampling Technique

A convenience sampling technique was employed to select participants for the survey. The study targeted people who had received medical services at a hospital, ensuring relevant insights from direct customer experiences. The sample size was determined based on the people’s volume and survey response rates to ensure representatives and meaningful results.

Results and Discussion

Demographic Analysis: The demographic analysis provides insights into the distribution of respondents based on age, gender and income level through the responses collected.

Demographic Variables	Categories	Frequency	Percentage
1. Age	18-25	51	12%
	25-35	17	4.25%
	35-45	14	3.5%
	Above 45	16	4%
2. Gender	Male	50	25%
	Female	48	24%
3. Income level	Below 5 lakhs	53	63.10%
	5-10 lakhs	18	21.43%
	10-15 lakhs	9	10.71%
	Above 15 lakhs	4	4.76%
4. Frequency of online shopping	Sometimes	44	14.67%
	Very often	28	9.33%
	Rarely	25	8.33%
5. Preferred shopping	Online	50	25%
	offline	48	24%

Descriptive Analysis

It summarizes the customer responses regarding loyalty and relationship marketing through the responses collected.

Variables	Factor	Numver of Responses	Percentage
Data-Driven Product- Based Marketing	98	50	98
Analytics to Enhance Product Positioning	98	48	98

T – Test Analysis

The test was conducted to know the impact of gender of the respondents on Data-Driven Product-Based Marketing Using Analytics to Enhance Product Positioning

Variable	T - Value	P - Value	Interpretation
Data-Driven Product-Based Marketing	1.45	0.153	Significant difference
Analytics to Enhance Product Positioning	0.38	0.708	No significant difference

Annova Analysis

The test was conducted to determine if there is the impact of income on Data-Driven Product-Based Marketing Using Analytics to Enhance Product Positioning

Variable	F - Value	P - Value	Interpretation
Data-Driven Product-Based Marketing	1.56	0.216	Significant difference
Analytics to Enhance Product Positioning	0.52	0.668	No significant difference

Correlation

The test was conducted to determine if there is the impact on the Data- Driven Product-Based Marketing Using Analytics to Enhance Product Positioning.

Variable	F - Value	P - Value	Interpretation
Data-Driven Product-Based Marketing Using Analytics to Enhance Product Positioning	0.203	Strongly Positive or Highly positive	There is a significant difference

Findings

The analysis of Data-Driven Product-Based Marketing and Product Positioning reveals that no single factor significantly drives shopping frequency, but a combination of strategies is necessary for effective marketing. Demographic insights indicate that most shoppers fall within the 18-25 and 45+ age groups, suggesting that marketing efforts should be tailored accordingly. Shopping behavior analysis shows that consumers rely on multiple influences, including discounts, online reviews, advertisements, and recommendations from friends and family. However, statistical tests (T-tests and ANOVA) suggest that neither personalized ads nor discounts alone significantly increase shopping frequency, highlighting the need for a multi- channel approach. Correlation analysis identifies online reviews as the strongest factor positively influencing shopping behavior, followed by discounts, while advertisements and personalized ads have minimal impact. These findings suggest that businesses should prioritize customer trust and engagement, leveraging online reviews and strategic discounting rather than relying solely on ads. To optimize product positioning, brands should focus on authentic customer feedback, targeted age-based marketing, and a combination of engagement strategies to drive sustainable sales growth.

Research Gap

Despite extensive research on data-driven marketing and product positioning, significant gaps remain in understanding how different marketing influences interact to drive consumer behavior. While existing studies emphasize the effectiveness of advertisements, discounts, and personalized marketing, our findings suggest that these factors alone do not significantly impact shopping frequency. There is limited research on the combined effect of online reviews, social influence, and personalized ads, particularly in the context of evolving consumer trust and digital engagement. Additionally, while younger (18-25) and older (45+) consumers exhibit distinct shopping behaviors, most studies fail to explore how businesses can tailor product positioning strategies for these two demographic groups. Another key gap is the role of trust-building mechanisms, such as online reviews, in driving purchasing decisions, as prior research often overlooks their quantifiable impact compared to traditional marketing tactics. Future research should explore how integrated marketing strategies, consumer trust signals, and multi-channel engagement influence product positioning and long-term brand loyalty.

Limitations

The study primarily focused on a limited geographical area, which may not accurately represent broader trends across different regions and healthcare systems. Although the sample size is statistically significant, expanding it further could improve the generalizability of the findings across diverse patient demographics. Additionally, external factors such as hospital reputation, the availability of advanced medical facilities, and insurance coverage were not considered, even though they may influence customer loyalty. Furthermore, since the survey relied on self-reported data, there is a potential for response bias, as patients' perceptions could be influenced by recent experiences or personal expectations.

Suggestions

To build trust and credibility, businesses should encourage customer reviews and testimonials and highlight positive feedback in their marketing campaigns. Rather than relying on a single strategy, a combination of ads, discounts, social influence, and customer engagement can create a more effective marketing approach. Leveraging data analytics allows for personalized marketing across different platforms, ensuring that messages resonate with the right audience. Additionally, developing age-specific marketing strategies for younger consumers (18-25) and older consumers (45+) can enhance engagement. Using demographic insights to tailor product messaging further ensures that marketing efforts align with the preferences and needs of different consumer groups.

Conclusion

Data-driven product-based marketing requires a holistic approach that integrates multiple strategies rather than relying solely on advertisements or discounts. The analysis reveals that while online reviews have the strongest impact on shopping behavior, other factors such as discounts, advertisements, and social influence play supporting roles. However, neither personalized ads nor promotional offers alone significantly increase shopping frequency, emphasizing the need for a multi-channel marketing strategy. Additionally, demographic insights highlight the importance of age-specific marketing, as younger (18-25) and older (45+) consumers exhibit distinct shopping patterns. To enhance product positioning, businesses should focus on building consumer trust through authentic engagement, leveraging data analytics for personalization, and optimizing marketing efforts to align with consumer preferences. By integrating online reviews, targeted promotions, and engagement-driven advertising, brands can create more effective marketing strategies that drive long-term customer loyalty and sustainable sales growth.

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