

2022

The interrelationship between niche marketing and Competitiveness

Alla Mohammed El-Sayed

Lecturer, Advertising Dep. - Faculty of Applied Arts - Damietta University,
alla.mohamedelsayed@gmail.com

Follow this and additional works at: <https://digitalcommons.aaru.edu.jo/faa-design>



Part of the [Art and Design Commons](#)

Recommended Citation

El-Sayed, Alla Mohammed (2022) "The interrelationship between niche marketing and Competitiveness," *International Design Journal*. Vol. 12: Iss. 3, Article 6.

Available at: <https://digitalcommons.aaru.edu.jo/faa-design/vol12/iss3/6>

This Article is brought to you for free and open access by Arab Journals Platform. It has been accepted for inclusion in International Design Journal by an authorized editor. The journal is hosted on [Digital Commons](#), an Elsevier platform. For more information, please contact rakan@aarj.edu.jo, marah@aarj.edu.jo, u.murad@aarj.edu.jo.

The interrelationship between niche marketing and Competitiveness

Dr. Alla Mohammed El- Sayed Abdo.

Lecturer, Advertising Dep. - Faculty of Applied Arts - Damietta University,
alla.mohamedelsayed@gmail.com

Abstract:

Niche marketing, defined as targeted marketing intended at a small, specialized market with few target groups and rivals, is sometimes considered as a potentially superior strategy for small or specialized businesses. The underlying reason for this viewpoint is that niche markets are seen to be more profitable, and the growing diversity in consumer tastes and habits, as well as the changing needs of business and organizational markets, appear to favor smaller, more agile businesses that can better tailor their offerings to this fragmented market. Consequently, Companies all throughout the world have reportedly used specialized marketing to enormous success. The strong and rapid development witnessed by the economic environment has made small and medium-sized enterprises operate within an environment characterized by increasing complexity and intense competition, which would affect the objectives of these institutions. The emergence of competitiveness as a basic fact has forced organizations to possess competitive advantages that enable them to outperform competitors and achieve their goals. One of the important pillars of possessing these capabilities of excellence is the adoption of niche marketing as a modern approach through which it is hoped to attract and maintain the loyalty of the target group by creating a value for them that is better than what competitors achieve. This article will attempt to bring together both the practical and conceptual aspects of niche marketing leading to emphasize its vital role in Obtaining an important competitive position and enhancing the competitive capabilities of enterprises and developing them which corresponds to market requirements and existing competition.

Keywords:

Niche marketing, Mass Marketing, market segmentation, competitive advantages.

Paper received 10th March 2021, Accepted 16th April 2022, Published 1st of May 2022

Introduction

Niche marketing is not a new concept; it has been around for a long time. What is new is the increased diversity of markets, advanced technologies that enable innovative marketing approaches, and the decline of huge corporations and their old marketing strategies. In this shifting environment, niche marketing appears to be an appropriate approach to use.

Over the past decades, Niche marketing has been used in a variety of markets, including food products, tourism; travel by airlines; fashion, textiles, and clothing; banking services; Accounting; Health Services; Chemical industries, indicating that niche marketing is linked to ideas from other areas such as marketing and excellence. The basic premise is that niche marketing allows the better matching of target group demand; In other words, niche marketing is expected to result in high profit margins.

niche marketers customize their products and marketing mix to fit the many tastes of target group in today's fragmented market and focus on the consumer and how to gain profit, as niche marketers specialized in marketing niches Instead

of targeting the entire market (mass marketing) or huge sectors of the market, firms target segments within segments or, for the sake of simplicity, niches. (Tevfik Dalgic, Maarten Leeuw, 2014)

In sum, niche firms focus their marketing efforts on a limited part of a market consisting of few target groups and competitors, often by applying the concepts of firm specialization, product differentiation, target group focus, and relationship marketing (Kjell Toften, Trond Hammervoll, 2010).

Statement of the problem:

The research problem lies in trying to answer the following question:

- Is it possible for the Competitiveness of institutions to make the most of niche marketing with increasing the tendency of many brands to develop their marketing approach?
- Defining the concept of niche marketing from a macro perspective and what is the extent of its impact on Competitiveness.

Objectives:

The research aims to emphasize the importance of using niche marketing and try to define its concept and identify the advantages that it provides and the

extent of its impact on the competitiveness of institutions.

Importance:

The importance of the research becomes clear by verifying the impact of niche marketing in creating competitive advantages for the organization by studying how to activate it, its characteristics, its pros and cons, and the factors affecting it.

Hypothesis:

The research supposes that:

- Orientation to niche marketing helps to achieve and create competitive advantages for the organization and make it more able to overcome its competitors.

Methodology:

The research followed the descriptive approach through the theoretical framework and the analysis of some models to confirm the hypotheses of the research.

Theoretical Framework:

First: niche marketing:

1. Historical view of Niche Marketing:

Since the 1980s, niche marketers have been putting significant pressure on mass-marketing companies, chipping away at their primary markets. Specialized marketers are rapidly devouring parts of established mass marketplaces.

As a result, these larger companies needed to adopt a new non-traditional marketing strategy to maintain and expand their current markets., simply doing things faster and better was not sufficient, and businesses were obliged to develop innovative marketing concepts and strategies.

Various reasons have led in the fragmentation of American and European mass markets since World WarII, resulting in the growth of smaller markets, which was (Increasing racial minorities markets; technological advancements; the evolution of consumer special additional power; changing demographics and lifestyles; demands on private time; overcrowding by too many products, services, and stores; the weakening of the charm in network television advertising; the decrease in brand loyalty; advertising clutter, excessive, and waste. (Tevfik Dalgic, Maarten Leeuw, 1994).

2. Definition and concept of niche marketing:

Research will attempt to define niche marketing. In order to do this, we have to establish the meaning of the word niche, Nic Manship first:

a. niche definition:

Webster's Dictionary (1992) describes a niche as:

- a recessed space or hollow; specifically, a recess in a wall for a statue or the like, any position specifically adapted to its occupant.
- Niche is a small market consisting of an individual target group or a small group of target groups with similar characteristics or

needs.

- any position specifically adapted to its occupant. (Tevfik Dalgic, Maarten Leeuw, 2014)

b. NichManship definition:

To see niche marketing as a creative process as Shani and Chalasani included in their research entitled (Exploiting Niches Using Relationship Marketing) they Created term NichManship which means:

- a process of carving out a small part of the market whose needs are not fulfilled. By specialization along market, target group, product or marketing mix lines, a company can match the unique needs" (David Shani, Sujana Chalasani, 1992)

c. Niche marketing definition:

Several attempts to represent this concept have a lot in common. Target marketing, focused marketing, concentrated marketing, and micro-marketing are all used as synonyms for niche marketing, The following are some examples of niche marketing definitions:

- The first definition is given by Moriarty and Duncan, they define a niche as, " a small market that is not served by competing products ".
- a marketing strategy that uses product differentiation to appeal to a focused group of target groups through identifying target group needs and tailoring goods and services for small markets, then positioning into small, profitable homogenous market segments which have been ignored or neglected by others. (Sandra Moriarty, Tom Duncan, 1992)
- Thinking and acting small by offering small production volumes, focusing on a few target groups, and avoiding markets with many competitors or a dominant competitor. (Kjell Toften , Trond Hammervoll , 2010)
- niche marketing is a bottom-up approach where the "marketer starts from the needs of a few target groups and gradually builds up a larger target group base."
- niche firms can be described as both product specialists and target group specialists. who claims that the essential element of niche marketing is to offer a unique product for a group of unique target groups. (Kjell Toften , Trond Hammervoll , 2013)

3. Market segmentation criteria in niche marketing:

It is sometimes simpler to promote to a specific target than it is to market to a broad audience. Consumers in niche markets have distinct tastes or demands that differ from those in the general

market. Brands divide every market into subsections according to main criteria depending on:

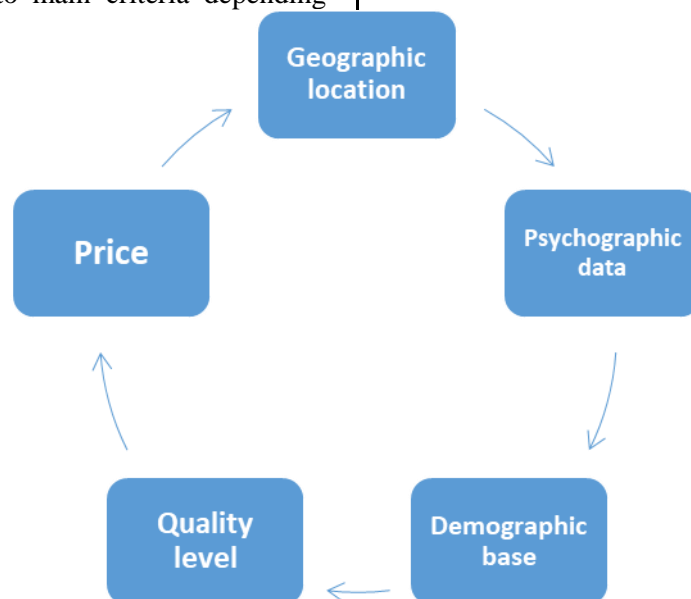


Fig (1): Market segmentation criteria.

- Geographic location.
- Psychographic data: includes interests, attitudes, and values of the target group.
- Demographic base: includes (age, income level, gender, education level) of the target group.
- Quality level: means the quality of the product (premium, moderate, high, low).
- Price: (high, discount, wholesale). (Online: sproutsocial.com/glossary/niche-marketing.com)

And as an example, to illustrate this is that marketers realized that the preferences and behaviors of travelers have shifted quite a bit over the past several decades. One important trend is

"eco-modation" with more than half of tourists planning to stay in green lodging for at least part of their trip. This trend toward authentic experiences and environmentally sustainable travel has paved the way for innovative ideas and innovative start-ups.

good niche market example is Nomatic – a luggage brand aimed at digital nomads and other travelers who put a premium on light weight and functionality when it comes to travel gear. Part of the company's success was a clear focus on its core audience not just in product design, but also in marketing and communication.



Fig (2): Nomatic products for tech travelers. (Online: www.onetechtraveller.com)

4. Characteristics of Niche marketing:

There are certain characteristics that can be used to illustrate specialized marketing strategies. These main characteristics defined are:

- Niche marketing characterizes an organization by making it in an elevated position and having sufficient purchasing power to make a profit.
- The niche companies have a good room for expansion.
- Competitors have little interest in the niche

companies.

- The specialized companies should have the necessary skills and resources to capitalize on the specialty.
- Through accumulating client goodwill, the specialty should provide entrance obstacles for competitors. (Fazal Akbar, Dr Abdul Razak Bin Omar, others, 2017)
- The acquisition of assets is required for Niche marketing, which allows for product differentiation (perceived uniqueness) and

enhanced institution value.

- Specialty marketing can lead to increased profitability, higher prices, faster growth, larger market shares, and more competitiveness for some organizations. Furthermore, niche marketing can be applied to a wide range of circumstances.
- Niche marketing can be described as limited in scope. Although the adjectives "small" and "narrow" are sometimes interchanged, narrow looks to be the most appropriate. (Kjell Toften, Trond Hammervoll, 2013)

To clarify the idea that niche marketing depends on small markets and is characterized by the ability to distinguish small products that have many competitive advantages and that have the ability to achieve profits without having many competitors, is the drone industry, one of the more fun applications

of commercially available drones is amateur – and even professional – racing. Having started in Germany in 2011, so-called FPV drone (racing has been steadily gaining in popularity – in 2019 the global drone racing market was valued at \$411.8 million (about \$1 per person in the US) and is anticipated to grow by 22% by 2026.

While not exactly a huge niche market, it does have a very enthusiastic customer base, as evidenced by the countless drone racing federations that have popped up over the years, and even several podcasts dedicated exclusively to FPV racing.

There are not too many companies that make drones specifically for racing now, which means there is quite a bit of potential for inexperienced players.

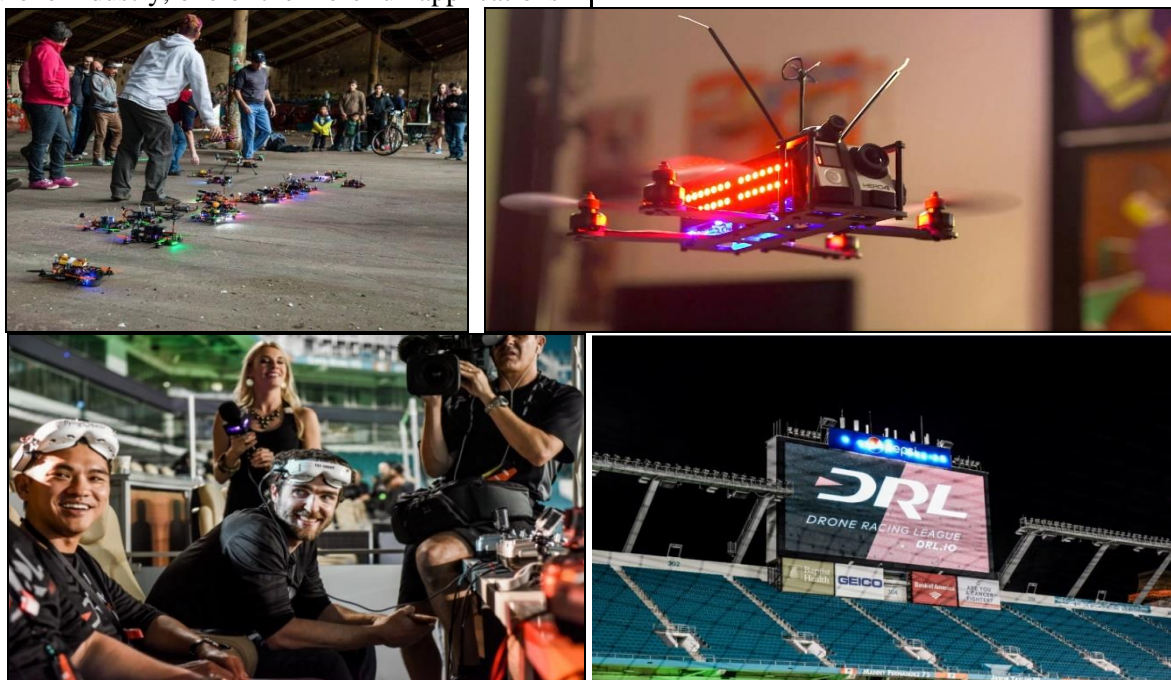


Fig (3): FPV Drone Racing and stage for the first DRL race in Miami. (Online: www.dronethusiast.com/fpv-drone-racing.com)

5. The difference between niche marketing and several types of marketing:



Fig (4): difference between niche marketing and several types of marketing.

a. Niche Marketing and Mass Marketing:

The majority of marketers were taught that mass marketing was the most advanced and efficient technique of manufacturing and marketing

products.

In today's competitive world, there is still a strategic discussion regarding whether mass marketing, which emphasizes standardization, or

niche marketing, which emphasizes customization or personalized products for specific markets, is more desirable, so we try to distinguish between

mass marketing and specialty marketing in the following table:

Table (1): deference between Niche Marketing and Mass Marketing

| Mass Marketing | Niche Marketing |
|--|--|
| <u>Definition:</u> Mass marketing engage in the mass manufacture, mass distribution, and mass promotion of one product for all buyers | a "small market consisting of an individual target group or a small group of target groups with similar characteristics or needs." |
| <u>Organizational distinctions:</u> A mass marketing firm might be described as bureaucratic and centrally managed, which can lead to inflexibility. | If the company is large, niche marketing companies can be described as decentralized, with multiple strategic business units. If the company is small, it can be focused on a single market segment. |
| Some companies continue to focus on excessively broad segments; however, this varies depending on whether the product is regarded as a commodity or a specialty. | Many corporations are altering or adapting from what was once considered as a single mass market to a plethora of smaller markets |
| Mass Marketing depends on Economies of scale and experience curve effects and Mechanism of strategic pricing can be used to generate economic advantages. | Although mass marketing has its advantages, niche marketing may be better able to deal with existing and rapidly evolving small markets |
| mass marketers occasionally revert to niche marketing. | niche marketers frequently evolve into mass marketers |

most institutions appear to start out as specialized marketers and then evolve into mainstream marketers. When a market reaches maturity and saturation, innovation occurs, and former mass markets become specialist markets. The fact that they both dominate a vast market is a significant resemblance between a huge niche marketer and a mass marketer. (Tevfik Dalgic, Maarten Leeuw, 1994)

b. niche marketing and market segmentation:

When it comes to segmentation vs. niche marketing, the initial stage is often assumed to be segmentation. On the other hand, segmentation is:

- the process of breaking down a large market

into smaller segments.

It is a top-down approach, it was believed that "niche marketing is a bottom-up strategy where the marketer starts with the desires of a few clients and gradually builds up a larger consumer base," as opposed to dividing a market into smaller markets. (Tevfik Dalgic, Maarten Leeuw, 2014)

In this situation, niche marketing could be regarded as inverted or reversed segmentation, this perspective challenges the idea that specialist marketing is the final or highest level of segmentation.

There are also the following distinctions:

Table (2): deference between Niche Marketing and market segmentation

| niche marketing | Market segmentation |
|--|---|
| A niche is typically smaller in size of markets | Segmentation has bigger markets |
| niche focuses on a specific target group. | a segment focuses on a so-called homogeneous group of recipients. |
| niche is focused on fulfilling a specific demand or product. | segment focuses on being a manageable part of the hall market. (Tevfik Dalgic, Maarten Leeuw, 2014) |

6. advantages and disadvantages of niche marketing:

niche marketing has many Pros and cons can be summarized as follows:

a. advantages of niche marketing:

There are various documented advantages to pursuing niche marketing:

- Niche marketing requires uniqueness, high quality, relationships, dedication, dynamic capacities, partial protection from competition, and consumer value.

- Niche marketing can be used in a variety of situations and industries.
- increased profits, prices, sales, growth, market share, and competition
- increased value generation, competitiveness, and competition protection
- Profits, improved sales, pricing, and market shares, target group retention/loyalty, more competition, some degree of protection, higher buy frequency, and performance are all chances for growth.

b. disadvantages of niche marketing:

numerous challenges are mentioned in relation to the potential problems of pursuing niche marketing, potential niche marketing issues such as:

- product cannibalization, a lack of market and consumer knowledge, competitor attacks and aggressive generalist responses, pricing pressure, and the temptation to go public.
- Concerns about losing control of distribution channels, declining specialized demand, and attracting large competitors in the niche market

- as well as how to manage the niche market's long-term viability, are all mentioned as potential challenges. (Kjell Toften , Trond Hammervoll , 2012)

7. Factors that influence the efficiency of niche marketing:

There are two main factors affects affect the success of niche marketing and considered a major importance to niche marketers:

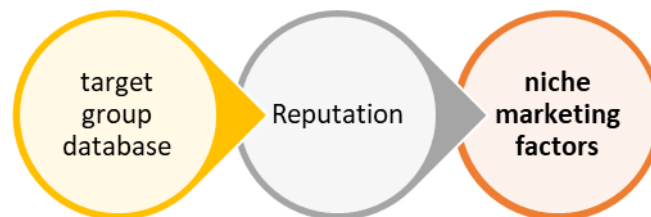


Fig (5): niche marketing factors

- the need for a target group database: to keep track of target group preferences and improve marketing effectiveness, without going into detail about the method, it should be evident that the basic principle in relationship marketing is that organizations that can relate to and please target groups in the most thorough way over time will survive and prosper in the marketplace.
- Reputation: In niche marketing, marketers not only market their products, but also their businesses; reputation is important because niche marketing relies on word-of-mouth referrals and infrastructure development, as well as a broadening of people in related industries whose opinions are critical to the product's success, we can conclude that a solid reputation in the minds of target groups is

required to be a successful niche marketer.(Tevfik Dalgic, Maarten Leeuw, 2014)

A another great example of identifying real problems that people face in their daily lives, and finding an innovative way to solve them, thereby creating a brand new market niche that benefits business and new-found customers alike and building an impartial reputation for its connection to the religion and culture of a community is (Pushpay) application, according to one of its co-founders Chris Heaslip, was developed “to bring people together by strengthening community, connection, and belonging”. What started out as a mobile giving app for church congregations has evolved into a full mobile giving and engagement solution that serves over 7,000 churches around the world. (Online: www.pendalgroup.com)

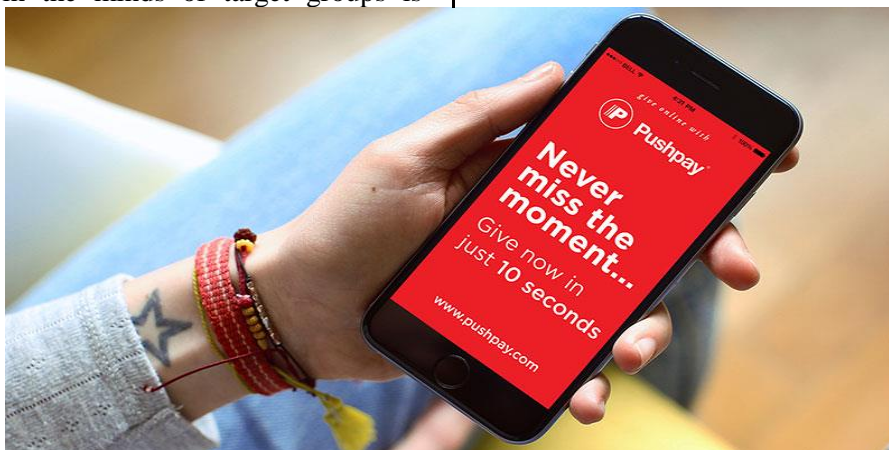


Fig (6): Pushpay application. (Online: www.pendalgroup.com)

8. The basics of a successful niche marketing strategy:

Niche marketing allows companies to carve an essential space for themselves in a broader market.

Some businesses even create new niches by discovering and fulfilling target group needs that have not been addressed, to use a niche marketing strategy There are numerous risks to niche

marketing; however, there are some recommendations for developing and implementing niche marketing strategies that are appropriate for any company:

- Comprehensive research: Marketing to a hyper-focused audience means conducting enough research to determine whether the business is feasible, and Narrow markets must be broad enough to generate profit.
- strengths and weaknesses: discovering company's strengths and weaknesses, Its uniqueness, competitive advantages, distinctive competencies, regional and traditional characteristics. (Tevfik Dalgic, Maarten Leeuw, 2014)

BMC Software Inc. jumped into a niche which IBM created through producing mainframe software that is not as efficient as it could be. BMC filled that gap with packages that let mainframes run faster, pack more data onto disks and make databases easier to update. This saved the target group money and helped BMC into a niche of US\$90 million (about \$0.28 per person in the US), The company's earnings jumped by 50 per cent to \$1 million in one year.

- Defining the characteristics of the target group: It is necessary to know the target market and the characteristics of competitors, as this could be the key to success.

American Express introduced several credit cards applicable to as many niches, e.g. The gold card for moderate users, the corporate card for business users, and the platinum card for heavy users. Other credit card issuers, such as Visa and Access, have

followed suit. (Tevfik Dalgic, Maarten Leeuw, 1994)

- Knowing competitors: identifying the reasons why consumers tend to competitors' products and creating a competitive advantage to differentiate them
- Application of differentiation: Marketing must be distinctive and innovative and provide great advantages to the target group by defining what the consumer appreciates and the values of the target group and attracting these values more than others and competitors.
- Versatility in platforms: Brands with a niche marketing strategy must find the best method of promotion to suit their target groups. Some target groups may respond better to email marketing, while others engage most with a combination of social platforms.
- Establish a haven: by Creating high entry barriers through building a close relationship with target group. (Tevfik Dalgic, Maarten Leeuw, 2014)

As an example of successful niche marketing when Razer realized that gaming had grown into a huge industry, there would be more people playing casually on their smartphones than gamers or PC gamers. Razer has developed a video game console called the Kishi that wraps around your smartphone, turning it into a mini game console, then neatly folds down into a small size when not in use.



Fig (7): Razer Smartphone accessories. (Online: www.sproutsocial.com)

Second: The relationship between competitive advantage and niche marketing:

Company's success or failure is determined by competition. The suitability of a company's activities that can contribute to its performance, such as innovation, a cohesive culture, or good implementation, is determined by competition. The search for a good competitive position in an industry, the fundamental area in which

competition happens, is known as competitive strategy. The goal of competitive strategy is to develop a profitable and long-term position in the face of the dynamics that create industry competition.

Competitive Advantage can be defined as:

- the way a company can choose and implement a generic strategy to achieve and sustain competitive advantage. (Michael E. Porter,

1985)

- what makes an entity's products or services more desirable to customers than that of any other competitor, Competitive advantages can be broken down into:
 - ❖ Comparative advantage: means a company's ability to produce something more efficiently than a rival, which leads to greater profit margins.
 - ❖ A differential advantage: is when a company's products are seen as both unique and of higher quality, relative to those of a competitor. (Online: www.investopedia.com)

When a company develops or acquires a set of characteristics that enable it to outperform its competitors, it gains a competitive advantage. In other words, a company's competitive advantage is disclosed when its activities are more profitable than those of its market competitors, or when it excels them in other major activity results, such as market share, product quality, or technical advancement. Many businesses are unable to meet or exceed such requirements by nature. Ascribing aspects of uniqueness and exceptionality to competitive advantages is what this entails. Competitive advantage refers to a company's ability to select and implement a generic strategy to gain and maintain a competitive edge.

According to Porter, competitive advantage stems from a company's ability to produce value for its customers that exceeds the cost of doing so. Recent strategic management research has shifted to a focus on understanding the strategic mechanisms that can create competitive advantage like niche marketing strategy, as well as explaining the company-level mechanisms for achieving long-term competitive advantage, based primarily on the framework of core competitive capabilities. (Cegliński, Paweł, 2017)

Niche competitive advantage aims to target and reach a specific section of the market by reducing emphasis to one or two areas of specialization and utilizing those to the fullest. Smaller and fledgling businesses who lack the means to go after larger segments of the market can benefit from this strategy. (Online: www.accountingtoday.com)

There are many reasons that encourage marketers to choose niche marketing and prefer it over other types of marketing, especially when they can determine the competitive advantage that distinguishes products from other competitors, but there are a few main reasons that encourage marketers to turn to this type of marketing specifically when thinking seriously to outperform their competitors, including: (Online: www.greedhead.net.com)

www.greedhead.net.com)

- If the company can create a considerable amount of goodwill in a brief period, to deter potential competitors.
- to avoid competition or confrontation with larger competitors and to devote its energy to serving a unique market; and enhance its opportunity in success and survival.
- Another reason for choosing a niche strategy, is its use as a competitive strategy.
- It can be used to break into huge markets or established segments, as ORAL-B, the children's toothpaste, did when a weak point in the toothpaste industry was located and filled by positioning ORAL-B as a niche brand.
- If the company can approach a niche in a unique and superior way than the competition. (Tevfik Dalgic, Maarten Leeuw, 1994)

Marketers must develop specialized competitive advantage strategies to outpace competitors in the competitive environment in which we now live. small businesses have many ways to develop competitive advantages, stand out from the crowd, and outsmart them by recognizing the importance of specialized marketing tactics, and analyzing competitors' strengths and weaknesses to identify unresolved and actionable opportunities.

In the real world, competition is fierce in all marketing sectors, especially in competitive business areas where the success or failure of the organization's goals is determined by the ability to gain a competitive advantage in a niche market or local area.

There are many diverse types of specialized competitive advantage strategies, and the list below is far from exhaustive, as there are many ways to improve production visibility to build competitive advantages that enable business owners to outperform competitors and generate profit within a specialized and specific framework of the target group and market, for example What Powell's City of Books (Portland, U.S.) did was focus on selling real books from local authors. In addition to advertising online, the bookstore also hosts regular in-person events and connects with its audience through social media. Today, Powell's spans an entire city block, and visitors find their way around the store by using fold-up maps. And it achieved a remarkable success although the book market is obviously exceptionally large, and much of the e-commerce side of things is now dominated by marketplaces like Amazon. (Online: www.contentmarketingspot.com)



Fig (8): Powell's books in Portland, U.S. (Online: www.google.com)

Analytical study:

Through the theoretical study, the researcher conducted an analytical study of a set of models to conclude how niche marketing are applied and

these models are:

First Analytical Model: Pet owners:

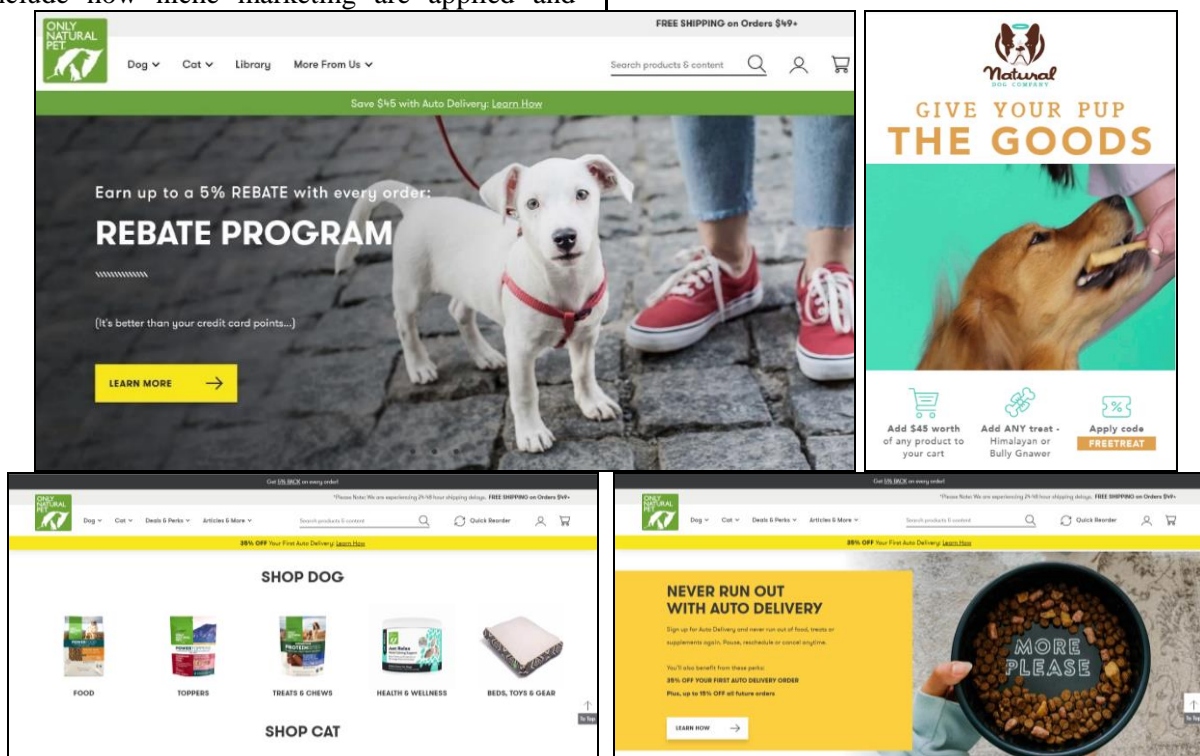



Fig (9): Only Natural Pet application and website. (Online: www.onlynaturalpet.com)

| | |
|---|---|
| Company name: | Only Natural Pet company. |
| Introduction Information: | The pet industry reached a milestone in 2020, with total sales exceeding \$100 billion (about \$310 per person in the US) for the first time – and this is just in the U.S. Furthermore, pet food and treat sales increased by 10% during the pandemic and are projected to keep growing at a higher-than-historical rate. Research estimates Americans will spend \$99 billion (about \$300 per person in the US) on their pets in 2020 alone. |
| Target group: | The Natural Dog Company caters to a special type of pet owner: the environmentally concerned pet owner who pampers their canine companion. They put puppies first by naming their organic and all-natural skin care products PAWDicure Pack and offering coupon codes for free dog treats, just like their customers do. |
| Niche idea that support competitiveness: | Only Natural Pet is a notable example of a niche business in this market because it sells everything from natural food to flea and tick |

| | |
|-------------------------------------|---|
| | <p>repellent to outdoor gear, toys, and beds, among other things. A pet owner can visit the website and find everything they require for their pet.</p> <p>Other examples include pet accessories (such as chew toys and winter gear), healthy pet food, and pet cameras that monitor your pets while you are away.</p> <p>Pet owners spend thousands of dollars on everything from food and toys to booties and high-end beds, giving the sector a valued (and profitable) niche.</p> <p>It can be considered a competitive advantage in relation to the rest of the pet care centers or medical clinics that do not offer these products.</p> |
| More niche products related: | <ul style="list-style-type: none"> • GPS pet trackers: The Whistle Go Explore is one of the best GPS pet trackers on the market, with high location accuracy, network reliability, durable yet lightweight hardware, long battery life, and an easy-to-use interface.  <p>Fig (10): GPS pet trackers (Online: www.onlynaturalpet.com)</p> <p>Pet cameras to watch and interact with pets while you are not at home.</p> <p>Personalized products with pets' photos.</p> <p>Organic pet food and treats.</p> <p>Pet accessories and clothing.</p> |

Second Analytical Model: Conscious consumers:

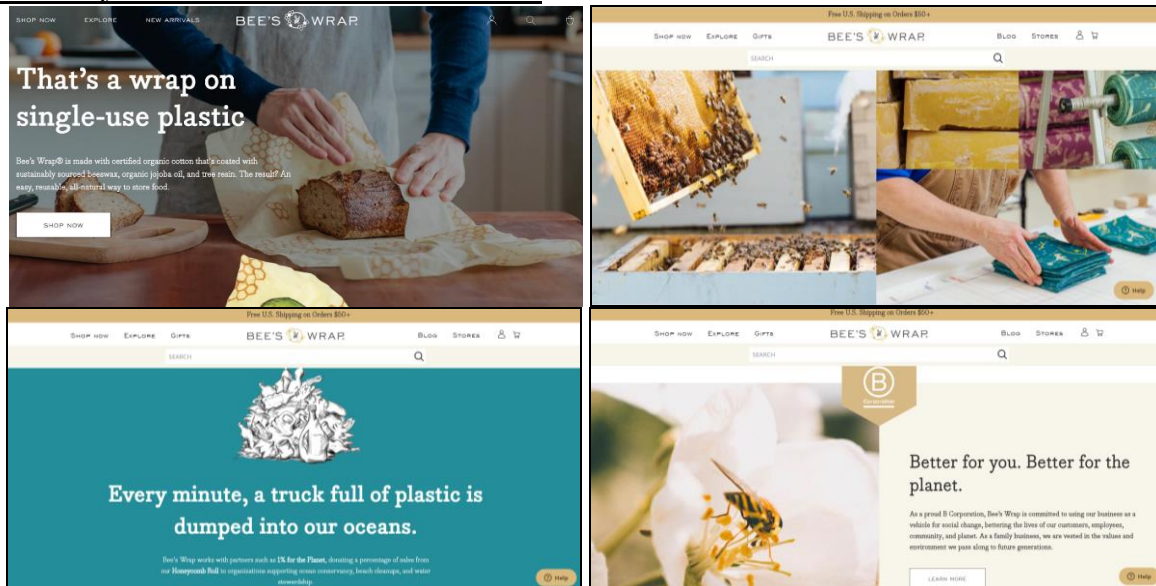


Fig (11): Bee's Wrap company website. (Online: www.beeswrap.com)

| | |
|----------------------------------|--|
| Company name: | Bee's Wrap company. |
| Introduction Information: | <p>Consumers have recently been interested in sustainability. Vegan, eco-friendly, and cruelty-free versions of conventional products have paved the way thanks to the rise of the conscientious consumer. If a product is commonly purchased by the public, there is a segment of environmentally concerned consumers who will embrace a greener option.</p> <p>In the past, businesses seeking to cater to this niche market would</p> |

| | |
|---|--|
| | have donated a portion of their profits to a charity, but today's consumers are more concerned about how items are obtained and manufactured. |
| Target group: | Bee's Wrap has developed its entire business strategy on a message that appeals to people who share a particular point of view. Everything they sell is based on ethical practices, transparency, and environmentally sustainable processes. Even if the things they sell are the same as those sold by most of their competitors, it appeals to a certain audience. |
| Niche idea that support competitiveness: | Bee's Wrap, for example, aims to replace plastic wrap with beeswax-based alternatives. Because it is reusable, this natural alternative to food storage is not only ecologically beneficial but also more cost effective for consumers. The fact that they do so with environmentally friendly packaging and organic materials is enough to set them apart. They were also doing this before the latest plastic-free craze. This has given them a significant advantage over their competitors. |
| More niche products related: | More niche product ideas for conscious consumers <ul style="list-style-type: none"> • Reusable drinking straws. • Cruelty-free cosmetics. • Vegan-friendly apparel. • Menstrual cups. |

Third Analytical Model: Gamers:

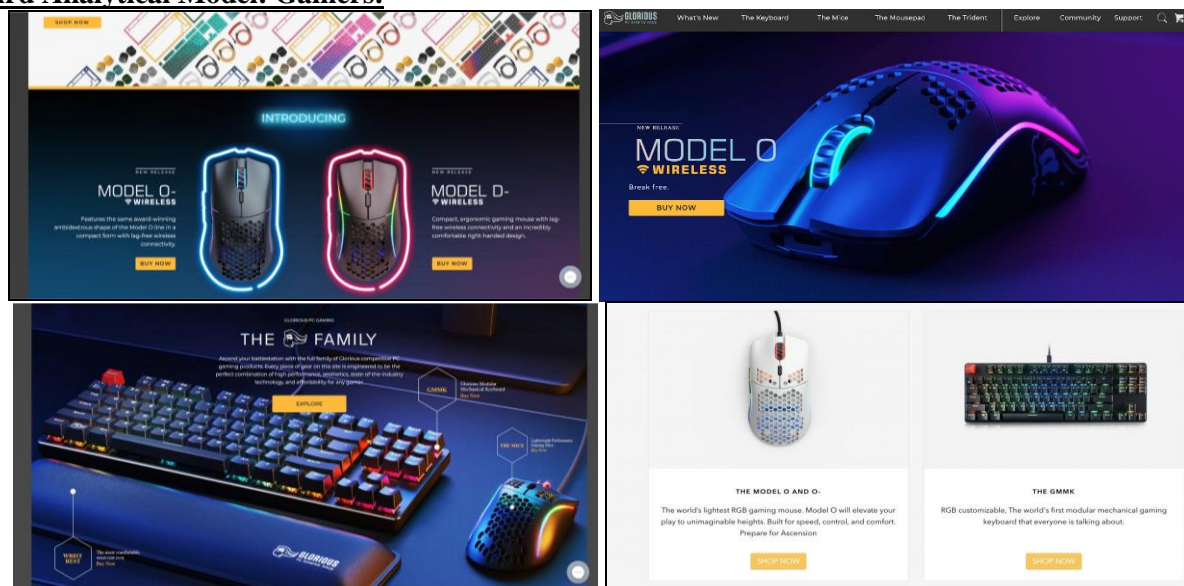


Fig (12): Glorious PC Gaming Race website. (Online: www.pcgamingrace.com)

| | |
|----------------------------------|--|
| Company name: | Glorious PC Gaming Race website. |
| Introduction Information: | Gaming, which began as a niche interest in the 1980s and 1990s, has grown into a \$200 billion industry (about \$620 per person in the US) by 2023. A third of the world's population – 2.7 billion people – consider themselves to be gamers. Gamers is a broad phrase that encompasses several subgroups, including mobile gamers, PC players, console gamers, and tabletop gamers. There are many alternatives available to a corporation in such a broad industry - PC gamers, console gamers, mobile gamers, hardware, game development/distribution, live events, and so on. |
| Target group: | Gaming has long been thought of as a niche sector dominated by a younger male demographic. However, the epidemic has changed that by focusing on the true customer persona niches and the sub-niches that exist. Women, middle-aged women, and mothers are all |

| | |
|---|---|
| | gamers. |
| Niche idea that support competitiveness: | <p>Glorious PC Gaming Race, Shazim Mohammad's online store, started with merchandise tailored to PC gamers. It is evolved into a niche firm that operates on autopilot.</p> <p>With 91 percent of the market, mobile gaming is gaining traction. Furthermore, more women are entering the workforce than ever before, a trend that shows no indications of abating and considered a competitive advantage.</p> <p>You may also specialize down based on popular genres (like first-person shooters) or systems within this category (like the Nintendo Switch).</p> |
| More niche products related: | <p>More niche product ideas for gamers</p> <ul style="list-style-type: none"> • Ergonomic products for long gaming sessions (controllers, chairs, blue-light blocking glasses) • Decals to personalize consoles, controllers, etc. • T-shirts referencing aspects of gamer culture • Accessories for mobile gamers |

fourth Analytical Model: Vegan baking:



Fig (13): savoury vegan baskets website. (Online: www.youtube.com)

| | |
|---|--|
| Company name: | savoury vegan baskets |
| Introduction Information: | Once tiny, the vegan foods niche market has seen healthy growth in recent years and is currently estimated to reach \$31.4 billion (about \$97 per person in the US) by 2026, registering a CAGR of 10.5% from 2019-2026. |
| Target group: | It does not rule out the possibility of focusing on smaller niches with greater success. Vegan baking, for example, which was huge a few years ago, appears to have peaked about 2018. |
| Niche idea that support competitiveness: | <p>Since this Generation values healthy foods and more accountability from the businesses they frequent, one approach to make a huge profit and gain competitiveness by selling baked vegan dishes is to make them more nutritional.</p> <p>Délifrance, a major producer of frozen bakery products, has lately introduced vegan croissants made with spelt and quinoa instead of wheat flour, as well as savoury vegan puff pastries free of palm oil and chemicals.</p> |
| More niche products related: | <p>Sometimes, the way forward is not simply abandoning an already established niche, but responding and adapting to changing consumer preference, such as:</p> <ul style="list-style-type: none"> • Gluten Free Bakery |

- Baked goods suitable for those who are on a diet.

Fifth Analytical Model: Left-handed people:

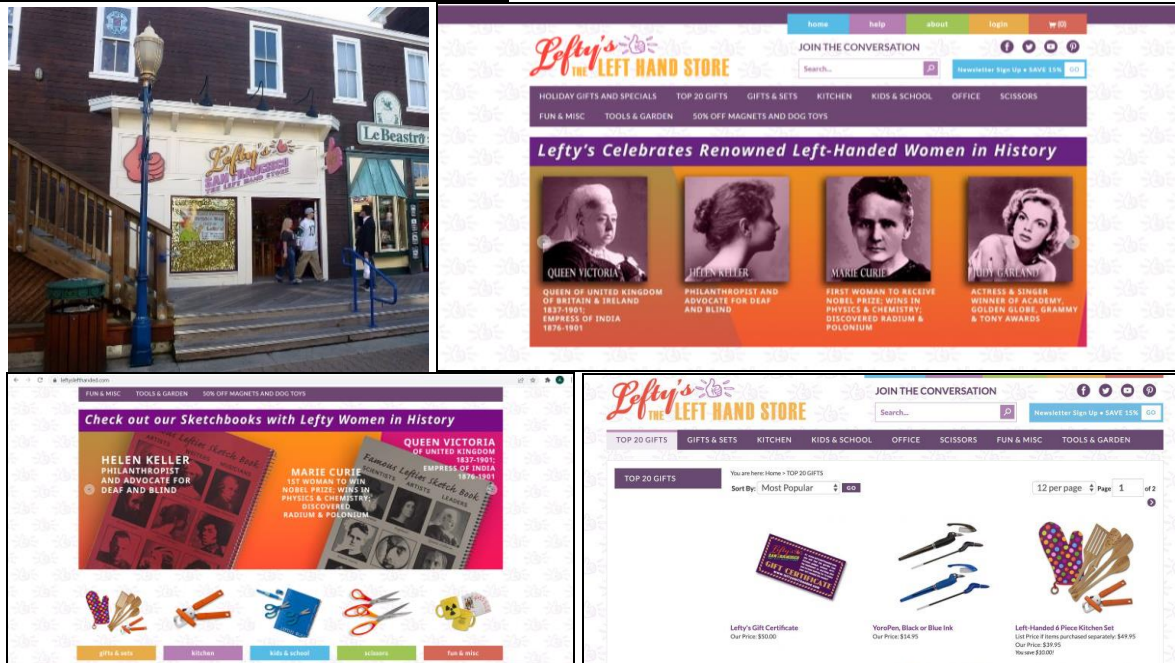


Fig (14): Lefty's left-handed market and website. (Online: www.leftyslefthanded.com)

| | |
|-------------------------------------|--|
| Company name: | Lefty's left-handed market. |
| Introduction Information: | According to published data, 790 million people, or 10% of the world's population, are left-handed. Most stores do not bother allocating a complete section for their lefty consumers, thus this creates a natural niche with a dedicated customer base. |
| Target group: | Targeting individuals online and through search engines is one of Lefty's main techniques. When someone searches for 'left-handed pens,' for example, they will come up an advertisement from Lefty's. |
| Niche idea: | Lefty's! Lefty's is a retail store in San Francisco that sells a variety of things that are right- or left-handed, such as office supplies, gardening tools, kitchen goods, and more. Niche marketing centered on PPC advertising for search terms that lefties are likely to employ online was a crucial component of the company's success. |
| More niche products related: | Everything that left-handed market need and use to make their lives easier and more enjoyable. |

Conclusion:

To stay ahead of the competition in today's competitive environment, marketers must build specialized competitive advantage strategies. The good news is that by recognizing the importance of specialized marketing tactics and analyzing competitors' strengths and weaknesses to identify unresolved and actionable opportunities, small businesses can develop competitive advantages, stand out from the crowd, and outsmart them, they can outsmart them.

Niche marketing is a continuous process, and Niche company's need to be specialists in their type of product. Thus, this skill needs to be developed and continuously improved by marketers.

Specialized firms may be target group specialists, by developing expertise related to the type of target group selected and selecting suitable product

characteristics for them to achieve a competitive advantage and overcome competitors.

The academic literature on niche marketing has focused primarily on the market, and the discussion focuses on the characteristics of what is a niche and what causes it. Considering these concerns, the purpose of this paper is to present a concise status of niche marketing Through a recent review of its concept, its characteristics, advantages and disadvantages, factors affecting its effectiveness, the extent of its relevance and impact on the concept of competition and how to enrich it and achieve a competitive advantage for the organization through specialized marketing.

Results:

- Niche marketing can be thought of as the application of the marketing concept, in that it necessitates a target group/market-oriented

organization that is focused on the target group, competitor-oriented, responsive, anticipative, and functions in balance with the market to achieve long-term relationships and sustainable profitability.

- adoption of niche marketing as a modern approach which it is used to attract and maintain the loyalty of the target group by creating a value for them that is better than what competitors achieve.
- Niche marketing is also known as target marketing, focused marketing, concentrated marketing, and micromarketing. Although they have a lot in common, they also have some differences.
- Large companies, as well as medium-sized and smaller ones, see the opportunities niche marketing can provide, so niche marketing can be used at several levels, both at the competitive strategy level and at the marketing decision-making level.
- knowing the actual target groups well makes it easier to understand the target groups' needs and to offer a superior product to each target group.

Recommendations:

- niche company's need to specialize and product specialization is particularly recommended also need to focus on offering the best possible product according to the needs of the target group in the niche marketing.
- Institutions must pay attention to specialized marketing and recognize its efficacy in influencing and deploying it to establish and enhance competitive advantages with the target group.
- For many specialized businesses, relying on just a few critical and long-term target groups is adequate, so they can forego regular marketing communication initiatives.
- Encouraging additional research and studies on the effectiveness of niche marketing, as it is an effective sort of marketing that is likely to become more widely used in the future due to its consistency in influencing effectiveness.

References:

1. Cegliński, Paweł, **The Concept of Competitive Advantages. Logic, Sources and Durability**, Journal of Positive Management Vol. 7(No. 3), May 2017
2. David Shani, Sujana Chalasani, **Exploiting Niches Using Relationship Marketing**, Journal of Consumer Marketing, Vol. 9 No. 3, pp. 33-42, 1992.
3. Fazal Akbar, Dr Abdul Razak Bin Omar, others, **The Niche Marketing Strategy Constructs (Elements) and its Characteristics - A Review of the Relevant Literature**, Galore International Journal of Applied Sciences and Humanities, Vol.1; Issue: 1; Jan.-March 2017.
4. Kjell Toften , Trond Hammervoll , **Niche marketing and strategic capabilities: an exploratory study of specialised firms**, Marketing Intelligence & Planning, Vol. 28 No. 6, ,pp. 736-753, 2010, Accepted October 2009.
5. Kjell Toften , Trond Hammervoll , **Niche marketing research: Status and challenges**, Marketing Intelligence & Planning, Vol. 31 No. 3, pp. 272-285, Accepted 10 October 2012.
6. Michael E. Porter, **COMPETITIVE ADVANTAGE Creating and Sustaining Superior Performance**, Library of Congress Cataloging in Publication Data, 1985.
7. Sandra Moriarty, Tom Duncan , **Marketing**, Prentice-Hall publisher, USA, 9 Jan. 1992.
8. Tevfik Dalgic, Maarten Leeuw, **Niche Marketing Revisited: Concept, Applications and Some European Cases**, European Journal of Marketing, Vol. 28 No. 4, pp. 39-55, 1994.
9. Tevfik Dalgic, Maarten Leeuw, **NICHE MARKETING REVISITED: THEORETICAL AND PRACTICAL ISSUES**, Proceedings of the 1993 Academy of Marketing Science (AMS) Annual Conference, pp 137-145, 06 December 2014.

Websites:

10. <https://blog.hubspot.com/marketing/niche-marketing-strategy>
11. <https://sixads.net/blog/niche-examples/>
12. <https://sproutsocial.com/glossary/niche-marketing/>
13. https://www.ownr.co/blog/niche-market-examples/#Home_organization
14. <https://www.shopify.com/blog/niche-markets>
15. www.beeswrap.com
16. www.greedhead.net.com
17. www.onetechtraveller.com
18. www.sproutsocial.com
19. www.accountingtoday.com
20. www.contentmarketingspot.com
21. www.dronethusiast.com/fpv-drone-racing.com
22. www.google.com
23. www.investopedia.com
24. www.leftyslefthanded.com
25. www.onetechtraveller.com
26. www.onlynaturalpet.com
27. www.pcgamingrace.com
28. www.pendalgroup.com
29. www.youtube.com