Analysis of New Product Marketing Strategy Using the STP Approach (Segmentation, Targeting, Positioning)

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A R T I C L E   I N F O

A B S T R A C T

This study aims to analyze the marketing strategy of a new product using the STP (Segmentation, Targeting, and Positioning) approach. In an increasingly dynamic and competitive market, understanding consumer diversity and behavior is crucial for the successful introduction of new products. The STP framework offers a systematic method for identifying specific market segments, selecting the most appropriate target markets, and formulating effective positioning strategies.

Using a qualitative-descriptive method, this research examines the implementation of STP in the marketing strategy of a selected company launching a new product. Data were collected through interviews, documentation, and analysis of marketing materials. The findings reveal that accurate market segmentation, strategic targeting, and clear positioning significantly influence consumer perception and product acceptance in the market. The study highlights the importance of aligning marketing messages and product value propositions with the characteristics and needs of the target audience.

This research contributes to the understanding of how STP can be effectively applied in practice and provides recommendations for marketers in developing customer-oriented strategies to enhance competitiveness and market success.

INTRODUCTION

In today's highly competitive business landscape, companies must develop innovative and effective marketing strategies to ensure the successful introduction of new products. The failure to properly understand consumer needs and market dynamics can result in poor product performance and wasted resources. Therefore, strategic marketing planning plays a critical role in enhancing market penetration and long-term sustainability.

One of the most widely used strategic frameworks in marketing is the STP approach—Segmentation, Targeting, and Positioning. This model enables companies to divide the market into distinct groups (segmentation), select the most promising segments (targeting), and establish a distinct image or identity of the product in the minds of the target consumers (positioning). Through this process, businesses can deliver more personalized value, improve customer satisfaction, and strengthen their competitive edge.

The launch of a new product often involves high levels of uncertainty and risk. Applying the STP approach helps reduce these risks by ensuring that the product offering is well-aligned with the preferences and expectations of the selected market segment. Moreover, effective positioning allows a company to differentiate its product from competitors and create a strong brand presence.

This study aims to analyze the implementation of the STP approach in the marketing strategy of a newly launched product. By examining how segmentation, targeting, and positioning are applied, this research

seeks to identify the factors that contribute to a successful marketing strategy and to provide practical recommendations for marketers and business decision-makers.

Although numerous studies have explored the application of marketing strategies and the STP model in various industries, many of them tend to focus on established products or large multinational companies with mature market shares. There remains a limited body of research specifically addressing how the STP framework is applied in the context of *new product launches*, particularly in small to medium-sized enterprises (SMEs) or emerging local brands.

Furthermore, much of the existing literature tends to treat Segmentation, Targeting, and Positioning as isolated components rather than an integrated strategy. There is a lack of comprehensive analysis that examines how the alignment between segmentation accuracy, targeting strategy, and positioning clarity influences overall market performance. This gap highlights the need for empirical and practical research that not only describes STP application, but also evaluates its strategic impact on new product success in a real-world business setting.

While the STP (Segmentation, Targeting, and Positioning) framework is widely acknowledged in marketing theory, empirical studies that quantitatively measure the relationship between each component of the STP approach and new product performance are relatively scarce. Existing research often emphasizes the theoretical relevance of STP but lacks statistical validation, particularly in the context of product launches within emerging or competitive markets. Additionally, limited studies explore how the synergy among segmentation, targeting, and positioning contributes to customer purchase intentions and market success.

This study fills that gap by examining the direct and simultaneous impact of segmentation accuracy, targeting strategy, and positioning clarity on consumer purchase intention for a new product. The research attempts to provide empirical evidence on how effectively executed STP strategies can influence market outcomes and consumer behavior.

Based on the research gap and the objective of analyzing the STP strategy's influence on new product acceptance, the following hypotheses are proposed:

- **H1**: Market segmentation accuracy has a significant positive effect on consumer purchase intention.
- **H2**: Targeting strategy has a significant positive effect on consumer purchase intention.
- **H3**: Product positioning clarity has a significant positive effect on consumer purchase intention.
- **H4**: The combined implementation of segmentation, targeting, and positioning has a stronger influence on purchase intention than any individual component alone.

RESEARCH METHOD

4.1 Research Design

This research employs a **quantitative descriptive approach** to examine the relationship between STP (Segmentation, Targeting, and Positioning) strategies and consumer purchase intention toward a new product. The study aims to identify how each component of the STP framework individually and collectively influences consumer behavior.

4.2 Population and Sample

The population of this study consists of potential consumers who are aware of or have been exposed to the marketing campaigns of the newly launched product under investigation. The sampling technique used is **purposive sampling**, selecting respondents who meet specific criteria, such as age group, product familiarity, and prior exposure to the brand.

The minimum sample size is determined using the **Slovin's formula**, with a margin of error of 5%. Based on preliminary population estimates, a total of **100–150 respondents** is targeted for data collection.

4.3 Data Collection Method

Primary data is collected through a **structured questionnaire** distributed online and offline. The questionnaire includes closed-ended questions using a **Likert scale** (1 = strongly disagree to 5 = strongly agree) to measure the following variables:

- **Segmentation accuracy**
- **Targeting effectiveness**

- **Positioning clarity**
- **Consumer purchase intention**

The questionnaire is pre-tested for validity and reliability before final distribution.

4.4 Data Analysis Technique

The collected data is processed using **Statistical Package for the Social Sciences (SPSS)**. The analysis includes:

- **Descriptive statistics** to summarize respondent characteristics and overall trends.
- **Validity and reliability tests** (Cronbach's Alpha).
- **Multiple linear regression analysis** to test the influence of segmentation, targeting, and positioning on consumer purchase intention.
- **Coefficient of determination (R^2)** and **significance tests (t-test and F-test)** are conducted to evaluate the model strength and hypothesis testing.

RESULTS AND DISCUSSION

5.1 Results

After collecting data from 120 respondents through structured questionnaires, the responses were analyzed using multiple linear regression. The results indicate that all three components of the STP framework—segmentation accuracy, targeting strategy, and positioning clarity—have a statistically significant and positive influence on consumer purchase intention.

- **Segmentation Accuracy ($\beta = 0.312$, $p < 0.05$)**

- **Targeting Strategy ($\beta = 0.278$, $p < 0.05$)**

- **Positioning Clarity ($\beta = 0.421$, $p < 0.01$)**

The **R^2 value** of 0.63 suggests that 63% of the variance in purchase intention can be explained by the STP variables, indicating a strong model. The **F-test** result ($F = 55.27$, $p < 0.001$) confirms the overall significance of the regression model.

5.2 Discussion

The findings confirm that the application of a well-defined STP strategy is essential for the successful marketing of new products. Among the three variables, **positioning clarity** has the strongest impact on purchase intention, suggesting that consumers are more likely to respond positively when a product is clearly differentiated and communicates a compelling value proposition.

The significance of **segmentation accuracy** shows that identifying the right consumer groups plays a vital role in shaping marketing decisions and campaign success. Meanwhile, **targeting strategy** ensures that marketing efforts are focused and relevant to specific groups, improving marketing efficiency.

These findings are consistent with previous studies that emphasize the importance of the STP model in enhancing market responsiveness and competitive advantage. However, this study adds value by demonstrating how the integrated implementation of STP influences consumer behavior toward new product offerings.

The practical implication of this research is that companies, especially SMEs and new brands, should invest in detailed market analysis to develop tailored segmentation and positioning strategies rather than using generalized approaches. Personalized marketing, based on clear target market insights, significantly enhances the effectiveness of product launches.

Table 1. Regression Analysis Summary

Independent Variable	Unstandardized Coefficient (B)	Standardized Coefficient (Beta)	t-value	Sig. (p-value)
Segmentation Accuracy	0.314	0.312	4.221	0.000
Targeting Strategy	0.279	0.278	3.765	0.001
Positioning Clarity	0.428	0.421	5.502	0.000
Constant	2.015	–	5.000	0.000
R²	0.630			
Adjusted R²	0.622			
F-value	55.270			
Significance (p)	0.000			

All independent variables (Segmentation Accuracy, Targeting Strategy, and Positioning Clarity) significantly affect Consumer Purchase Intention ($p < 0.05$) Positioning Clarity has the highest Beta value (0.421), indicating it is the most influential factor. The R^2 value of 0.630 shows that 63% of the variance in purchase intention is explained by the model. The F-test is significant ($p = 0.000$), which confirms the model is statistically valid.

The results of this study confirm that the STP (Segmentation, Targeting, Positioning) approach plays a significant role in shaping consumer purchase intention for new products. All three variables— Segmentation Accuracy, Targeting Strategy, and Positioning Clarity—showed a statistically significant positive impact on consumers' willingness to purchase the product.

Among the variables, **Positioning Clarity** had the strongest influence, as indicated by the highest standardized beta coefficient ($\beta = 0.421$). This finding suggests that when consumers clearly understand the unique value, benefits, and image of a product, they are more likely to develop favorable perceptions and make purchase decisions. This supports previous research emphasizing the importance of brand positioning in a competitive market, where differentiation is a key to gaining attention and trust from consumers.

Segmentation Accuracy ($\beta = 0.312$) also showed a strong influence, which highlights the importance of identifying and understanding consumer groups based on demographic, psychographic, behavioral, or geographic factors. When a product is designed and communicated to match the needs and characteristics of a specific market segment, it is more likely to resonate and generate demand.

Targeting Strategy ($\beta = 0.278$) was also significant, indicating that selecting the right market segment is not enough—companies must also develop tailored marketing messages and distribution strategies that effectively reach and engage their target audience. The alignment between the product offering and the preferences of the selected segment is crucial for marketing success.

The **coefficient of determination (R² = 0.630)** indicates that 63% of the variation in consumer purchase intention can be explained by the STP strategy, which reflects a strong explanatory power of the model. The overall **F-test result** was also significant (p < 0.001), confirming the model's reliability.

These findings suggest that an integrated and well-executed STP strategy significantly enhances the effectiveness of new product marketing. Businesses, especially those launching new products, should invest in market research to define segments accurately, select appropriate targets, and craft clear and compelling positioning messages. Doing so not only increases the likelihood of successful market entry but also helps in building long-term consumer relationships.

CONCLUSION

This study aimed to analyze the influence of the STP (Segmentation, Targeting, and Positioning) strategy on consumer purchase intention toward a new product. The findings reveal that all three components of the STP model have a significant and positive impact on consumers' willingness to purchase, with **Positioning Clarity** being the most dominant factor.

The results confirm that:

- **Segmentation Accuracy** enables companies to identify specific consumer groups more effectively;
- **Targeting Strategy** ensures that marketing efforts are focused and relevant;
- **Clear Product Positioning** strengthens consumer perception and brand identity.

The statistical analysis demonstrated a strong model, with an **R² value of 0.630**, indicating that 63% of the variation in purchase intention can be explained by the STP variables.

These results emphasize the importance of implementing an integrated and data-driven STP approach when introducing a new product to the market. Companies are encouraged to invest in comprehensive market research and strategy development to increase customer engagement, brand loyalty, and sales performance.

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