

# Concept of Managing a Competitive Advantage in the Product Customization Dimension of an Influencer Participation and Customer Experience Management in the Digital Era

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**Abstract:** The objective of this article is to synthesize the conceptual framework of managing a competitive advantage in the product customization dimension of an influencer. Participation and customer experience management using the synthesis of theories and related research. It was developed into a conceptual framework comprised of various factors, namely customer participation. Experience management cooperation management with customers. Leading to a competitive advantage in product customization dimensions. In addition, this article has shown that competitive advantage management can be developed from three key factors: customer engagement. Experience management cooperation management with customers

**Keywords:** conceptual framework, competitive advantage management, product customization

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## 1. Introduction

The business of producing products that meet the needs of consumers in order to create a competitive advantage in the digital age resulting from the rapid technology development. Running the same type of business requires consideration of the appropriate marketing strategies for different eras. As a result of the competitor side in the same production line, to create a competitive advantage in the market, it is necessary to create a product differentiation by product customization caused by continuous product development in the past, it was a production-oriented market in order to keep up with customer demand, where production was mainly on quantity. And customers or consumers still have no technology connection. Therefore, the manufacturer or business groups, therefore, focus on producing the products that they want to produce to the market in order to differentiate the products. This has to be different from the past marketing that produces a lot of products. Then use the method to set policies for salespeople try to sell the products that they produce. (Cohen et al., 2006, p. 261) but when more competitors began. Along with the consumers it can be connected by technology. In the area of wider social communication and create a network group that shares experiences gained from consuming products. Businesses therefore have to switch to a customer focus strategy. With the main intention being Product customization to meet the needs of the most customers (Dennis & Kambil, 2003, p.45) As a result, marketers have to research customer needs. Then bring to customize the product and forwarded to the production process to get the products that customers want the most. Which is loyalty to the brand. This is called loyalty in both attitudes and behavior (Kumar et al., 2008; Ryals, 2008, p.323).

## 2. Objective

This article aims to synthesize a conceptual framework. It consists of various factors that affect the management of competitive advantages in product customization dimensions.

## 3. Expected benefits

To get a conceptual framework for applying it for product customization. Which will affect Competitive advantage in the product customization dimension of an influencer. Participation and customer experience management in the digital age.

## 4. Literature review

Mass Customization refers to customizing a product. To meet customers or consumers who are different individually Which affects the administrative structure and production of the business to be flexible enough to operate to get product features in both physical dimensions They are perceived as physical, such as color, product appearance, size, taste, or emotional perception. The feeling of consumption, responsiveness to many different customers or consumers. Therefore it is difficult to manage as mentioned in the beginning Leading to the issue of applying this strategy Expanding from customized marketing to Mass Customization. The term "Mass" or mass production. It is associated with the term "Customization," a specific action or response (Salvador et al., 2009; McIntosh et al., 2010). "Mass Customization" combines manufacturing-oriented concepts with customer-oriented concepts. By finding the core consumer demand (Core Attribute), the excess demand that is different (Option Attribute) and then managing to meet the needs of different customers for a large amount of income.

The importance of product customization can help consumers get the products that meet their needs. And as a result, consumers are loyal to the brand Business customization is part of the demonstration of brand value. Hence, it is a type of marketing strategy used by many businesses where customers can opt for customized services (Lusch, Vargo & O'Brien, 2006, p. 8). Factors affecting the management framework, the competitive advantage in the product customization dimension of the influencer. Participation And customer experience management in the digital age. Many scholars have the opinion that managing a competitive advantage in the product customization dimension of an influencer Participation and customer experience management in the digital age to consider as follows.

Customer engagement Started to study in the year. 1980 by Toffler (1980); Toffler (1983); Gronroos (1990); Gummesson (19991); Davidow & Malone (1992); Pine (1993). From various dimensions that the customer wants per product in response to satisfaction And building ties This way of thinking is the source of contemporary logic in doing business. To manage matters successfully, it requires cooperation from the customer in the production chain (Solweig Wikstrom, 1995, pp.6-19). With direct and indirect business both in terms of revenue and knowledge that is beneficial to the business at a minimal cost

Components of customer engagement the use of customer relationship strategies, both to deliberately see results from consumption, barriers, usage problems Including the importance of improving the product to have a characteristic that responds to consumers Classified as valuable knowledge to lead to sustainable business practice. This is an important function that marketers must contribute to making this happen. The information needed from customers in terms of attitude and behavior are all influencing the adaptation of the entire business process. Can respond effectively Some businesses still implement this strategy. And successful loyalty with customers (Wikstrom and Lundkvist, 1995) such as laundry and another example of good business success. Japanese automobile industry in the early stages, there were rewards for salespeople who did not only make sales. However, customer knowledge of the purchased vehicle can be returned to the company for analysis in response to such demand (Womack et al., 1990).

Customer experience management refers to business ideas that can help a business be a customer-first organization. And deliver outstanding and personalized customer experiences. In today's digital world When

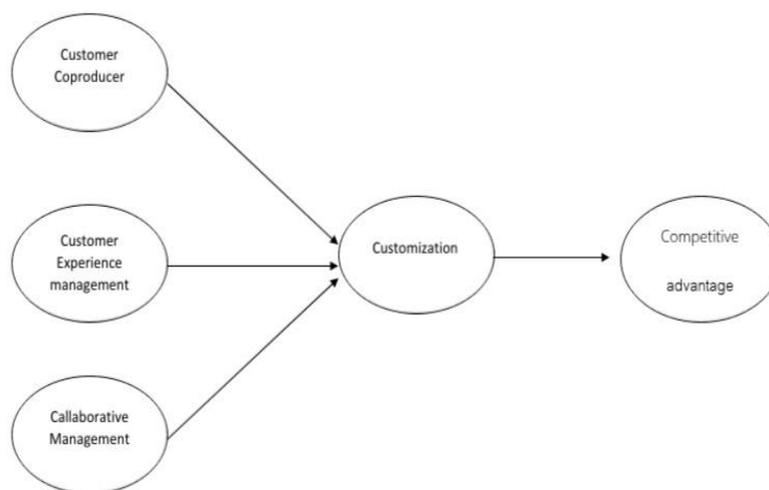
customers have multiple channels and touchpoints to access products Providing the first customer experience in every Interaction becomes more important. By covering the physical experience and not physical like Brand awareness. The presence of new discoveries in the product. Emphasizing the brand in a sense Loyalty to a customer's brand (Randall, 2000) requires an element of the 3 aspects of the brand image are the symbolic image. Image of use and emotional image. By the perception it can be positive or negative. Due to the image of the product being managed by the business owner (Verhoef et al., 2009), having a positive image will benefit the owner of the product. When so Therefore a marketing concept called Customer experience management, which is the process of converting the business strategy of managing the relevant customer experience with the product in order to benefit the business in fostering relationships. To lead product loyalty (Schmitt, 2010, p24), Frow and Payne (2007), a technology expert, explains that businesses must have the ability to understand customer needs by creating products. That was beyond expectations until the customer became the target 'Brand advocacy', Gentile et al. (2007). The importance of managing the customer experience From historical research data on the issue of marketing management, it was found that the topic of customer experience management. A study of 362 companies in the united States (Rajgopal, 2000) was studied, with 80 percent of them convinced they managed to deliver a "Superior experiecd" experience to their clients. Which influence the persistence of the customer Customer experience from participating in marketing strategies to make products with different attributes to meet customer needs. Until the effect on both physical perception and the emotional state of consumers (Gentile et al., 2007). Cooperation management with customers (Collaborative Management)The definition of managing cooperation with customers. (Collaborative Management) Cooperation management with customers It is developed by taking the concept that is customer oriented (Customer Oriented) by looking to meet the needs of customers up to the internal level (Customer Insight). Collaboration with customers is developed from the perception of the customer needs and the Customer. CoproducerIn the past, customer coproducer was considered passive management (Solweig Wikström, 1995, p. 14-15). Suggestions will be developed or designed as suggested by the customer. But nowadays, cooperation management with customers (Collaborative Management) It is the duty of the marketer to support and promote through all forms of communication, including the use of computer technology, so that customers can help them design products that meet their needs. With customers It is therefore something that has been used to solve the problem of customer needs in many organizations. To meet customer satisfaction in products / services by agranoff & McGuire (2003, p. 4) defined as collaborating with customers means "building a relationship between a company that owns a product with a customer, with the aim of obtaining a message that expresses the need to design the product to meet the needs of the customer, which will lead to the need for a product to be designed. A feeling of satisfaction in the product later when it receives the desired updates Taking this point of view in a strategic marketing by Thomson & Perry (2006) defines customer collaboration: Marketing strategies used in response to the main customers or target groups. The importance of managing a partnership with clients is to balance the investment of the business and the needs of the customer. The importance of management factors in cooperation with customers Studying the importance of customer collaboration, Schierholz, Kolbe & Brenner (2007) scholars have discussed the importance of customer collaboration: Balancing corporate investments and customer needs There is something important.

1. To increase sales of products and services of the company continuously for a period of time.
2. To create a positive attitude towards products or services and the company makes customers know how to use the products Can properly remember And have a good image for the company and its products or services in Long term.
3. To make customers loyal to a brand or service. If the company has products for sale Multiple product lines Customers purchasing the Company's products in a particular product line are impressed by On the positive side, there will be a large chance that the company will be able to successfully sell products in other product lines (Cross Seling).
4. To allow customers to recommend products or services to others. There was a word of mouth. (Words-of-Mouth) positively about a product which is more credible than the advertised claim.

From the concept of managing a partnership with customers to be successful, it is important to There is a mix of business strategies. Coordination from both the main line and the support line Including the use of technology and information systems Information in driving possible it to make action. The fruition (Mohammed & Rashid, 2012)

Competitive advantages, meaning strategies to create competitive advantages. In ways that result in the best product quality to provide services to consumers at a lower cost than competitors. There is a better suitable location. Or any other that can be compared to competitors There must be a difference in three areas: a low-cost leadership strategy, a differentiation strategy. (Differentiation strategy) and market focus strategy. Or only part (Focus or niche strategy) and marketing strategy or only part (Focus or niche strategy), Dunn, Norburn & Burley (1994, p.131-141) define a competitive advantage. Abilities resulting from obtaining valuable resources with such a high performance innovation ability. There is a special identity that is different from others. Cannot be imitated. It is a business strategy based on a competitive advantage. When does the business have a competitive advantage? Will be able to compete with competitors and retain customers. There are many ways to gain a competitive advantage, such as creating the highest quality products and services. In providing excellent customer service Achieving lower costs than competitors Providing a more suitable location. It's better to design branded products and services here. For the value Finances paid by the buyer Success in creating a competitive advantage. The organization must strive to provide the best for the customer. From the customer's point of view or consumers see it as something that is worthwhile and is willing to pay Whether in terms of product quality Cheaper price (John Collins, 2003, p. 102)

The conceptual framework gained from the study



**Figure 1** Concept of managing competitive advantage in the product customization dimension of the influencer Participation And customer experience management in the digital age

**Source:** from literature review Related theories And synthetic as a conceptual framework

**Sum up**

Adopting a competitive advantage management concept in the product customization dimension of an influencer. Participation And customer experience management in the digital age to develop a competitive advantage. Must consist of Customer engagement Customer experience management and cooperation management with customers That affect product customization to suit customers Another important issue for marketers to focus on is the competitive advantage in the digital age. Especially if the product cannot show its identity. Making the product not much different Branding can lead to differentiation in consumer perceptions.

For the reason that there are many competitors and the ability of production technology, resulting in product characteristics Physics can be similar or the same (Epstein, 2007; Varian, 2006), so it is difficult to make product differentiable physical differences. The fact that products can be easily imitated This makes creating an identity and intangible difference a problem. Therefore, the approach developed later is Emotional creation of product identity for customers such as Perceived Value, Brand Awareness and Brand Recognition (Fader & Hardie, 2007; Epstein & Yuthas), 2007) in order for customers / consumers to keep these things in mind, which becomes the behavior of buying that brand.

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