

**THE EFFECT OF PRODUCT FEEDBACK ON MARKETING
STRATEGIES**

BY

**ENIBOKUN MERIT OGIEMUDIA
MGS2104993**

**DEPARTMENT OF MARKETING
FACULTY OF MANAGEMENT SCIENCE
UNIVERSITY OF BENIN
BENIN CITY**

OCTOBER, 2025

**THE EFFECT OF PRODUCT FEEDBACK ON MARKETING
STRATEGIES**

**ENIBOKUN MERIT OGIEMUDIA
MGS2104993**

**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
MARKETING, FACULTY OF MANAGEMENT SCIENCE,
UNIVERSITY OF BENIN IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF BACHELOR OF
SCIENCE (B.Sc.) DEGREE IN MARKETING OF THE UNIVERSITY
OF BENIN, BENIN CITY.**

OCTOBER, 2025

DECLARATION

I, **ENIBOKUN MERIT OGIEMUDIA**, with Matriculation Number **MGS2104993**, hereby declare that this project work is the original product of my effort and has not been previously submitted by any other person for the award of any degree or certificate in this or any other institution. All sources of information used in this work have been duly acknowledged.

ENIBOKUN MERIT OGIEMUDIA
(DECLARANT)

Date: _____

CERTIFICATION

This is to certify that this project was carried out by ENIBOKUN MERIT OGIEMUDIA with Matriculation Number MGS2104993 in the Department of Marketing, Faculty of Management Science, University of Benin, Benin City under my supervision in partial fulfillment for the award of Bachelor of Science (B.Sc) in Marketing

Dr. Christopher I. Agbonifoh
(Project Supervisor)

Date

Prof. E.P. Oseyomon
(Project Coordinator)

Date

Dr. Samuel J. Osifo
(Head of Department)

Date

DEDICATION

This project is dedicated to the loving memory of my late father, Late Mr. Ogiemudia Osarumwense, whose legacy of hard work, strength, and perseverance continues to inspire me every day. Your spirit lives on in every achievement I make. I also dedicate this work to my wonderful mother, Mrs. Ogiemudia Esther, for her endless love, prayers, and sacrifices. Your unwavering support and encouragement have been my greatest motivation throughout this journey.

ACKNOWLEDGEMENT

First and foremost, I give all thanks to God for the strength, wisdom, and perseverance that enabled me to complete this project successfully.

My heartfelt appreciation goes to my loving mother, Mrs. Ogiemudia Esther, for her endless love, sacrifice, and unwavering support throughout this journey. Your encouragement has been my greatest source of motivation.

A special appreciation also goes to my supervisor, Dr. Christopher I. Agbonifoh, for his patience, guidance, and invaluable contributions throughout the course of this project. Your insights and mentorship were truly valuable.

I also wish to sincerely thank my siblings, Ogiemudia Jeffery and Ogiemudia Frank, for their constant love, understanding, and encouragement. My gratitude also extends to the Osawemwenguan family for their immense love, care, and support, which have greatly contributed to the success of this work.

My special thanks go to my course representative, Sunday Meekness Mooshod, as well as Obada Favor, Odion Ishi, my course mates, and 407 damsels (Jacinta, Victoria, Favour, Fatima, Chioma, Amina Jennifer and Eseosa) for their continuous support, motivation, and encouragement throughout this project. Your assistance and friendship meant a lot.

And to the respondents who took their time to fill out the questionnaire, your cooperation and responses were vital in making this project a success.

And last but not least, I want to thank me, I want to thank me for believing in me, I want to thank me for doing all this hard work, I want to thank me for taking no days off, I want

to thank me for never quitting, I want to thank me for always being a giver and trying to give more than I receive, I want to thank me for trying to do more rights than wrong, I want to thank me for just being me at all times.

TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
DECLARATION	ii
CERTIFICATION	iii
DEDICATION	iv
ACKNOWLEDGEMENTS	v
ABSTRACT	x
CHAPTER ONE: INTRODUCTION	
1.1 Background to the Study	1
1.2 Statement of the Research Problem	3
1.3 Research Questions	4
1.4 Objectives of the Study	5
1.5 Research Hypotheses	5
1.6 Scope of the Study	6
1.7 Significance of the Study	6
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	9
2.2 Conceptual Review	9
2.2.1 Market Strategies	9
2.2.1.1. Promotion Strategy	11
2.2.1.2. Pricing Strategy	12
2.2.1.3. Positioning Strategy	13
2.2.1.4. Product Innovation Strategy	14
2.2.1.5. Customer Engagement Strategy	15
2.2.1.6. Brand Communication Strategy	16
2.2.2 The 7Ps Construct of Marketing Strategy	17
2.2.3. Importance/Role of Marketing Strategies	21
2.2.3.1. Enhanced Customer Engagement	22
2.2.3.2. Improved Brand Equity	23

2.2.3.3. Sustainable Competitive Advantage	24
2.2.3.4. Increased Market Share	25
2.2.3.5. Organizational Learning and Innovation	26
2.2.3.6. Revenue Growth and Financial Performance	26
2.2.3.7. Long-Term Sustainability and Strategic Resilience	27
2.2.4 Product Feedback	28
2.2.4.1 Customer Satisfaction Rating Feedback	29
2.2.4.2 Usability Feedback	31
2.2.4.3 Functionality Feedback	32
2.2.4.4 Performance Feedback	33
2.2.5 Methods of Obtaining Customer Feedback	36
2.2.6 Role and Importance of Product Feedback	40
2.6 Conceptual Framework	44
2.3 Theoretical Review	45
2.3.1 Customer Feedback Loop Theory	45
2.3.2 Theory of Planned Behaviour (TPB)	46
2.3.3 Market Orientation Theory	48
2.3.4 Service-Dominant Logic (S-D Logic)	49
2.4 Theoretical Framework	50
2.5 Empirical Review	51
CHAPTER THREE: METHODOLOGY	
3.1 Introduction	59
3.2 Research Design	59
3.3 Population of the Study	59
3.4 Sample size and Sampling Techniques	60
3.5 Sources of Data	61
3.6 Operationalization of Variables	61
3.7 Research Instrument	62

3.7 Data Collection Procedures	63
3.9 Method of Data Analysis	63
3.10 Model Specification	63
CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS	
4.1 Introduction	65
4.2 Characteristics of Respondents	65
4.3 Analysis of Data on Relevant Variables	66
4.3.1 Marketing Strategies	67
4.3.2 Customer Satisfaction Rating Feedback	68
4.3.3 Usability Feedback	69
4.3.4 Functionality Feedback	70
4.3.5 Performance Feedback	71
4.3.6 Perceived Value Feedback	72
4.4 Correlation Result for the Relevant Variables	73
4.5 Regression Result for the Relevant Variables	74
4.6 Test of Hypothesis	76
4.7 Discussion of Findings	79
CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS	
5.1 Introduction	80
5.2 Summary of Findings	80
5.3 Conclusion	81
5.4 Recommendations	82
5.5 Contribution to Knowledge	83
5.6 Suggestions for Further Research	84
REFERENCE	85
APPENDICES	102

ABSTRACT

This study examined the effect of product feedback on marketing strategies, focusing on how customer satisfaction, usability, functionality, performance, and perceived value feedback influence marketing decisions. Data were collected through structured questionnaires administered to 399 respondents, and the analysis was conducted using descriptive statistics, correlation, and regression techniques. The findings revealed that customer satisfaction rating feedback, performance feedback, and perceived value feedback significantly affect marketing strategies, while usability and functionality feedback showed no significant influence. The regression model explained 22% of the variation in marketing strategies, indicating that feedback dimensions contribute meaningfully to marketing effectiveness. The study concludes that organizations that actively collect and utilize product feedback develop more effective marketing strategies that align with consumer expectations. It recommends that firms integrate customer satisfaction and perceived value insights into strategic decision-making to enhance competitiveness and sustain customer loyalty.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

In today's rapidly evolving and highly competitive global business landscape, understanding and responding to consumer needs and expectations has become a critical determinant of sustained organizational growth and customer retention as keeping existing customers as well as attracting new ones has been a critical concern to many firm (wisner & corner, 2001). As customers expectation continues to rise, companies are compelled to develop marketing strategies that not only attract new customers, but also nurture enduring relationships with existing ones (Kotler, Keller & Chernev 2022).

With various marketing philosophies identified by different authors (Grundey, 2010; Armstrong, Adam, Denise & kotler, 2014); it would be most rewarding for organizations to understand the impact of customer judgements on the effectiveness of marketing activities. The American Marketing Association (2013:14), defined marketing as “the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large”. Hence, other explanations of marketing is pointing to the significance of identifying and meeting customer needs satisfactorily are also significant (Thomas, 2018).

One of the most powerful and effective tool available to modern marketers is product feedback. Product feedback is a form of consumer generated information that reflects user experience, satisfaction levels and future expectation. Feedback mechanisms such as product reviews, customer surveys, and post-purchase evaluations provide critical

insights into consumer behaviour. Research by McKinsey & Company (2023) indicates that organizations that actively integrate customer feedback into their marketing strategies are 60% more likely to exceed revenue targets than those that do not.

Ahmad, Vveinhardt and Ahmed (2014) suggested that word of mouth emanating from customers must not be ignored, rather they are areas of potential positive or negative responses that could trigger a change in patronage, a compliant to a third party, or another form of feedback. This implies that customer feedback can either be positive or negative to the overall business outcome.

The digital era has revolutionized the way customer feedback is gathered and utilized. With over 4.9 billion internet users worldwide (ITU, 2023), and approximately 92% of customers are reading online reviews before purchasing a product (Brightlocal, 2023), businesses now have unprecedented access to customer opinions. Platforms such as Google reviews, Trustpilot, Yelp, and social media channels have become key tools for capturing sentiment. These digital feedback channels allow companies to fine-tune messaging, reposition offerings, and enhance product-market fit based on immediate consumer reactions.

Despite the growing awareness, many firms still face structural or cultural barriers in integrating product feedback into their marketing process. According to Deloitte's Global Marketing Trends Report (2022), only 38% of companies use customer feedback to shape long-term marketing strategies, often due to inadequate data analysis tools or misaligned organizational priorities.

This study aims to explore the critical role of customer feedback in shaping marketing strategies and its impact on customer satisfaction. It also aims to provide insight on leveraging product feedback to inform marketing strategies and drive business growth. The findings are expected to offer valuable insights for organizations or businesses looking to leverage customer feedback to improve their marketing efforts or decisions and boost customer satisfaction.

1.2 Statement of the Research Problem

In an era where customer-centricity is increasingly regarded as the cornerstone of successful marketing, businesses are expected to listen attentively to the voices of their customers. Wisner and Corney (2001) argued that, keeping existing customers as well as attracting new ones has been a critical concern to many firms. Collecting and monitoring customer feedback in this regard allow firms to assess and upgrade their services and product capabilities as needed to maintain and improve competitiveness. Information squeezed out from customer, suggestions and complaints can also be used for benchmarking purposes, to form the basis for long term planning and to allow firms to direct their continued improvement efforts in a more efficient and effective manner.

According to Huang and Benyoucef (2017), customer feedback serves as a vital component for improving product features and service quality, yet most firms restrict its use to product design and operational enhancements rather than strategic marketing applications. Similarly, Chen, Zhang, and Xu (2020) emphasized that while consumer feedback is instrumental in enhancing customer experience and value creation, it is rarely integrated into the strategic development of marketing campaigns or brand positioning.

Furthermore, Afolabi and Ogunleye (2022) argue that although businesses collect substantial feedback from customers, such information is often analyzed in isolation, leading to missed opportunities in using these insights to adjust marketing messaging and campaign direction effectively.

“Product Distinctiveness Evaluation and Consumer Choice Based on Need for Uniqueness (Gao and Cui ,2016)” The existing literature primarily focuses on the application of feedback in product improvement and customer service, leaving a research gap in the direct and strategic link between product feedback and marketing decision-making. Specifically, there is limited empirical investigation into how organizations interpret and apply customer feedback in shaping core aspects of marketing such as campaign development, message framing, and brand positioning

This study seeks to fill this gap by exploring the strategic influence of product feedback on marketing strategies, particularly how it informs campaign effectiveness, product positioning, customer satisfaction, and brand loyalty. Unlike previous works that view feedback as a tool for product refinement, this research extends the conversation by positioning feedback as a strategic marketing asset, thus providing a broader and more integrative understanding of its role in organizational growth and customer engagement.

1.3 Research Questions

This study will provide answers to the following Research Questions:

- i. What is the effect of customer satisfaction rating on marketing strategies?
- ii. How does feedback effectiveness influence the usability of marketing strategies?
- iii. To what extent does feedback influence marketing strategies?

- iv. What is the role of performance feedback in shaping marketing strategies?
- v. How does product feedback impact the perceived value of marketing strategies?

1.4 Objectives of the Study

The main objective of this study is to examine the effect of product feedback on marketing strategies. The specific objectives are to:

- i. Examine the effect of customer satisfaction ratings on marketing strategies.
- ii. Analyze the usability of feedback effectiveness on marketing strategies.
- iii. Determine the functionality of feedback influence on marketing strategies.
- iv. Determine the effect of performance feedback role on marketing strategies.
- v. Investigate the perceived value impact of product feedback on marketing strategies.

1.5 Research Hypotheses

The study is guided by the following null hypotheses:

- i. Customer satisfaction ratings have no significant effect on marketing strategies.
- ii. Feedback effectiveness has no significant impact on the usability of marketing strategies.
- iii. Feedback influence has no significant relationship with marketing strategies.
- iv. Performance feedback plays no significant role in shaping marketing strategies.
- v. Product feedback has no significant impact on the perceived value of marketing strategies.

1.6 Scope of the Study

This study focuses on examining the effect of product feedback on marketing strategies, with a special emphasis on the consumer goods (specifically beverages, cosmetics and groceries) sector where direct customer interaction is frequent and feedback is easily accessible. Specifically, it investigates how customer feedback influences campaign development, product messaging, positioning, and overall customer satisfaction. The study is geographically limited to consumer goods sector operating in Uselu to Ugbowo Benin-city, Edo State, Nigeria. where direct customer interaction is frequent and feedback is readily accessible. The research will cover feedback collected between June 2024 and September 2025, using both qualitative and quantitative methods, including a structured questionnaire and interviews with marketing professionals.

1.7 Significance of the Study

Consumer reviews influence other consumers to purchase products based on the content of the reviews (De Maeyer, 2012; Lee & Shin, 2014). Thus, consumer reviews affects the image and profitability of businesses. Consumer reviews have become more valuable to potential consumers than marketing efforts provided by product manufacturers (De Maeyer, 2012). Organizations in the food, entertainment, and gaming industry have found that consumer reviews improve product awareness and profits (Cui, Lui, & Guo, 2012). In this study, I provide further insights into consumer reviews and how analyzing them can improve marketing results and thus improve corporate growth and profit generation.

Relationships with consumers are essential for businesses that desire to improve sales and create or maintain a positive brand reputation (Dwesar & Rao, 2014). The findings and recommendations from this study could contribute to social change by identifying potential opportunities or problem areas and help businesses and consumers build better relationships. The findings of this study can also contribute to social change by demonstrating the need for marketing agencies to identify and address marketing trends and technology for improving the methods by which consumers communicate with businesses and followers.

Marketing managers and consultants, particularly those within the online and advertising industry, can benefit from research related to consumer reviews. Marketing and advertising businesses and consultants work with various organizations to improve organizational marketing efficiency and profitability. The data collected from this study might contribute to businesses by identifying problem areas and offering solutions to those problems, which could help marketing managers successfully develop strategies, brand awareness, and increase their clients' profitability. By developing successful consumer review strategies and increasing profitability, businesses can achieve positive social change by benefiting the local economy through generating more jobs and Enhancing communities. A vibrant economy could enhance the standard of living of local Residents. Others who would benefit from this study includes:

i. Academicians and Scholars

The findings will contribute to academic literature by expanding the body of knowledge on the relationship between customer feedback and marketing strategy development, especially in the context of digital transformation.

ii. Future Researchers

This study will serve as a reference point and foundational guide for those conducting further research in areas related to marketing, customer experience, and business strategy.

iii. Policy-Makers and Business Consultants

The study will inform policy recommendations and consulting practices by emphasizing the importance of incorporating customer feedback into marketing frameworks for sustained growth and customer satisfaction.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter is broken down into three sections. They are as follows: conceptual literature, theoretical literature, and empirical literature. The conceptual literature examines some concepts related to the subject matter, the theoretical literature examines some relevant theories related to the topic under study, and the empirical literature examines some previous studies that are closely related to this current study with their findings.

2.2 Conceptual Review

This section reviews relevant concepts related to product feedback and its effect on marketing strategies. It commences with a review of the dependent variable (marketing strategies).

2.2.1 Market Strategies

Marketing strategy is a central construct in both marketing theory and managerial practice, encompassing the comprehensive, long-term plans formulated by firms to achieve competitive advantage and fulfill customer needs (Schlegelmilch, 2022). It represents a strategic alignment of organizational objectives with market opportunities through the coordination of product, price, promotion, and distribution decisions (Sutaguna, Achmad Risdwiyanto & Yusuf, 2023). At its core, marketing strategy is predicated upon segmentation, targeting, and positioning (STP), whereby firms identify and categorize potential markets, select segments to serve, and establish differentiated value propositions (Luthfiandana et al., 2024). This strategic process is deeply embedded

in the resource-based view of the firm, which posits that a company's unique resources and capabilities serve as foundational inputs in designing competitive marketing strategies (Rao & Brown, 2024). Hence, marketing strategies are not merely tactical responses but deliberate, integrative frameworks that inform how a firm competes and delivers value in chosen markets.

Conceptually, marketing strategies encompass a wide array of interrelated elements, including market orientation, customer relationship management, branding, innovation, and digital integration, each contributing to the execution of strategic goals (Tarabasz, 2024). Market orientation, in particular, is a critical antecedent, defined as an organizational commitment to understanding and responding to customer needs more effectively than competitors (Schulze Townsend & Talay, 2022). Additionally, branding strategy, which involves the strategic management of brand equity and identity, serves to enhance differentiation and consumer loyalty (Zulfikar, 2022). In contemporary discourse, marketing strategy has evolved to incorporate dynamic capabilities and data-driven decision-making, enabling firms to rapidly adapt to environmental changes and consumer feedback (Rosário & Dias, 2023).

Marketing strategies are not isolated tactics but interconnected, adaptive frameworks that guide decisions across the marketing mix. Below, six key strategic pillars such as Promotion, Pricing, Positioning, Product Innovation, Customer Engagement, and Brand Communication are discussed in broad terms to demonstrate their strategic relevance, operational scope, and theoretical foundations.

2.2.1.1. Promotion Strategy

Promotion refers to the set of communication and persuasion tactics used by firms to inform, influence, and remind target audiences about their products, services, or brand. At its broadest, promotion encompasses advertising, public relations, direct marketing, personal selling, content creation, sponsorships, digital media campaigns, and increasingly, influencer and experiential marketing. The fundamental goal is to create awareness, shape attitudes, and elicit desired behaviors—such as trial, repurchase, or referral.

Promotion strategy operates on both informational and emotional levels, combining rational appeals (e.g., product features, price) with affective triggers (e.g., brand story, humor, nostalgia). Modern promotional strategies are increasingly grounded in the principles of Integrated Marketing Communications (IMC), which ensure consistency and synergy across platforms and touchpoints (Batra & Keller, 2016). This integration is vital in the digital era, where consumers interact with brands across multiple channels—search engines, mobile apps, social media, and physical stores—and expect coherent messaging.

Promotion is also deeply tied to data analytics, enabling firms to measure impact through metrics like return on advertising spend (ROAS), engagement rates, and conversion ratios. As Chaffey and Ellis-Chadwick (2019) argue, real-time campaign monitoring and A/B testing allow for iterative refinement, making modern promotion strategies more agile and performance-oriented than ever before. Thus, promotion is not merely about

visibility but about creating meaningful, persuasive engagements that influence consumer behavior and brand perception.

2.2.1.2. Pricing Strategy

Pricing is perhaps the most direct expression of value in the marketing mix. A firm's pricing strategy determines how much customers pay for products or services and, by extension, what they believe the offering is worth. Broadly, pricing strategies encompass a range of approaches, including cost-based pricing, value-based pricing, penetration pricing, skimming, psychological pricing, and dynamic pricing models enabled by real-time analytics and AI algorithms.

Pricing decisions reflect an intersection of internal cost structures, competitive dynamics, perceived value, and consumer psychology. Nagle, Müller, and Gruyaert (2023) emphasize that firms must align price with the value delivered—otherwise, even technically superior offerings may fail to gain traction. Moreover, price is not just a number; it is a positioning cue—premium pricing may signal luxury, while low pricing might imply affordability or raise concerns about quality.

Strategically, pricing is a lever for market entry, customer segmentation, product line differentiation, and profit optimization. For instance, firms may use freemium or subscription-based pricing to reduce barriers to trial and create recurring revenue. In competitive markets, pricing agility—responding quickly to market changes—can be a source of strategic advantage. Additionally, feedback on pricing (e.g., perceived fairness) informs ongoing price adjustments to maintain alignment with customer expectations

(Adewusi, 2021). In sum, pricing is not static; it is a dynamic, strategic mechanism deeply embedded in value creation, positioning, and revenue generation.

2.2.1.3. Positioning Strategy

Positioning is the process of strategically defining how a product or brand should be perceived in the minds of the target audience relative to competitors. It encompasses the creation and communication of a unique value proposition, often grounded in key differentiators such as quality, innovation, affordability, heritage, or lifestyle fit. Positioning is essentially about owning a space in the consumer's mind, which requires clarity, consistency, and differentiation.

A well-articulated positioning strategy defines what the brand stands for, who it is for, and why it matters. Tleuberdinova and Zhussupgazina (2021) describe positioning as a strategic narrative, shaped not just by advertising but by every touchpoint, from product design and pricing to customer service and user experience. Effective positioning relies on segmentation and targeting—identifying the right audience and aligning messages to their values and preferences (Gómez et al., 2020).

Moreover, positioning is not static. It must evolve with changes in market conditions, consumer expectations, and competitive movements. Firms use product feedback, market analysis, and brand perception studies to monitor and refine their positioning (Rozario, Shanmugapriya & Muthukrishnaveni, 2024). Repositioning strategies—whether defensive or growth-oriented—may involve altering value propositions, entering new markets, or updating brand identities. At its core, positioning is a long-term strategic framework that shapes brand equity, customer loyalty, and competitive advantage.

2.2.1.4. Product Innovation Strategy

Product innovation is the strategic process of creating, enhancing, or reinventing offerings to better meet customer needs and stay ahead of the market. It spans a continuum from incremental improvements (e.g., feature enhancements) to radical innovations (e.g., category creation or technological disruption). At its broadest, product innovation is not limited to physical products—it also includes services, user experiences, business models, and delivery mechanisms.

Innovation is driven by market research, customer feedback, technological advancement, and foresight into emerging trends. As Tian and Yang (2024) illustrate, customer reviews and product feedback play a critical role in iterative innovation, particularly in fast-evolving sectors like software. Similarly, Benjamin, Amajuoyi, and Adeusi (2024) show how feedback loops guide continuous refinement, reinforcing innovation as both a customer-driven and strategic imperative.

From a strategic viewpoint, innovation serves as a lever for differentiation, market expansion, and brand revitalization. It supports firms in maintaining relevance and adapting to shifting consumer demands, especially in hypercompetitive or commoditized markets. Innovation also aligns closely with sustainability and experiential strategies, where firms aim to deliver meaningful, ethical, and emotionally engaging solutions. Thus, product innovation is not just about novelty—it is about strategic value creation anchored in customer insight and market foresight.

2.2.1.5. Customer Engagement Strategy

Customer engagement refers to the depth and quality of a customer's emotional, behavioral, and transactional connection with a brand. As a strategy, it involves creating ongoing, meaningful interactions that transcend individual purchases, aiming instead to build long-term relationships, trust, and advocacy. Engagement strategies span a wide array of initiatives, including loyalty programs, personalized communication, content marketing, social media interactions, gamification, and community-building efforts.

Customer engagement is increasingly recognized as a strategic asset, where value is co-created through dialogue and participation (Sivarajah et al., 2020). Active engagement drives customer lifetime value (CLV), reduces churn, and enhances word-of-mouth promotion. Aniebiet, Aniefiok, and Aniekan (2025) highlight how positive online reviews and brand interactions significantly influence engagement levels, especially when customers perceive brands as transparent and responsive.

Engagement also supports innovation and feedback loops, as engaged customers are more likely to share opinions, participate in beta tests, and contribute to product development (Palkovits-Rauter, 2019). Strategically, engagement moves marketing from a transactional to a relational orientation, aligning with broader shifts toward service-dominant logic and customer-centric business models. It reinforces customer loyalty by fostering a sense of community, recognition, and shared value—making it a key pillar of modern strategic marketing.

2.2.1.6. Brand Communication Strategy

Brand communication refers to the strategic orchestration of messages, stories, symbols, and experiences through which a firm builds and maintains its brand identity. It encompasses all intentional efforts to shape how customers perceive, understand, and emotionally connect with the brand. Unlike promotional communication—which focuses on short-term persuasion—brand communication emphasizes long-term brand equity, consistency, and meaning.

At a broad level, brand communication strategy includes advertising campaigns, public relations, social media presence, visual identity, storytelling, influencer collaborations, and brand voice development. It seeks to create a consistent and compelling brand narrative across all customer touchpoints, both online and offline. As Blakeman (2023) suggests, effective brand messaging must be clear, emotionally resonant, and aligned with consumer values. This is especially critical in crowded markets, where differentiation depends more on perception and emotion than on functional features alone. Brand communication is also deeply influenced by customer feedback and cultural trends, requiring agility and sensitivity in execution. Chaffey and Ellis-Chadwick (2019) note that sentiment analysis and digital monitoring tools help brands adjust their tone and messaging in response to real-time feedback, protecting brand credibility and relevance. Furthermore, successful brand communication fosters brand trust and authenticity, enabling customers to form deeper emotional attachments and become brand advocates. Ultimately, it is through consistent and meaningful communication that brands establish identity, build relationships, and sustain market presence.

2.2.2 The 7Ps Construct of Marketing Strategy

The 7Ps framework incorporating product, price, place, promotion, people, process, and physical evidence represents a multidimensional construct of marketing strategy that integrates both tangible and intangible components in delivering value to customers (Figure 2.1). It extends McCarthy's original 4Ps model by incorporating critical service-related elements, thus making it highly relevant in both goods and service marketing contexts.

Figure 2.1 7Ps of Marketing Mix



Source: 7Ps by Booms and Bitner (1981)

1. Product

The product is the core of the marketing mix, encompassing tangible goods and intangible services designed to meet customer needs while generating exchange value. It includes features such as design, quality, branding, packaging, and support services, all of which shape consumer perception and satisfaction. In highly competitive markets, innovation and differentiation are key to gaining brand loyalty (Story et al., 2017; Zou, Fang, & Zhao, 2020). Effective product strategies require a robust understanding of consumer behavior through tools like perceptual mapping and conjoint analysis (Cacciolatti & Lee, 2021). Furthermore, managing the product life cycle and aligning with sustainability trends enhances brand equity and long-term competitiveness (Baumgartner & Rauter, 2017).

2. Price

Price is a critical strategic variable that directly impacts profitability, brand perception, and consumer value assessment. It serves both as a revenue lever and a psychological signal of quality, necessitating a balance between cost structures, perceived value, and market dynamics (Hogan et al., 2020). Strategies such as dynamic and value-based pricing are particularly effective in data-driven environments. However, overemphasis on price can erode brand equity if not matched with consistent value delivery (Bai, Liu, & Zhou, 2019). Fair pricing also fosters trust, especially in digital and subscription contexts where transparency and relativity guide consumer behavior (Samiee & Chirapanda, 2019; Martin & Murphy, 2017).

3. Place

Place strategy ensures that products and services are available at the right time, in the right location, and through the right channels. It includes logistics, channel design, retail format, and digital infrastructure. With the rise of omnichannel commerce, integrating physical and digital platforms enhances customer experience and brand consistency (Reinartz, Wiegand & Imschloss, 2019). Efficient place strategies require real-time inventory visibility, last-mile optimization, and smart forecasting tools (Dubey et al., 2020). Moreover, firms must manage intermediaries carefully and adapt to regional variations to avoid channel conflict and ensure seamless value delivery (Grunig & Morschett, 2017).

4. Promotion

Promotion encompasses all communication efforts aimed at informing, persuading, and engaging customers. It includes advertising, public relations, sales promotions, digital marketing, and influencer strategies, all coordinated through Integrated Marketing Communications (IMC) to ensure message consistency and resonance (Batra & Keller, 2016). Digital advancements have made promotions more interactive and measurable, enabling micro-targeting and campaign optimization using metrics like ROAS and CTR. However, overexposure risks message fatigue, requiring firms to blend creativity with personalization (Martin & Murphy, 2017). Relationship and experiential marketing now play a central role, turning promotion into a two-way, co-creative process (Sivarajah et al., 2020; Schmitt, 2021).

5. People

The people element includes everyone involved in delivering the product or service, particularly frontline employees who directly impact customer satisfaction and brand perception. Employee competencies—such as empathy, communication, and service orientation—are pivotal for trust-building and retention (Liao et al., 2017). Firms enhance this dimension through training, motivation, and internal branding, aligning staff behavior with brand promises (Berry, Carbone, & Haeckel, 2018). In experiential strategies, employee authenticity is key to emotional engagement (Schmitt, 2021). Even in digital contexts, where automation prevails, support staff and virtual agents continue to reflect brand ethos and influence customer experiences.

6. Process

Process refers to the systems and workflows through which services are produced and delivered. It includes standardization, automation, personalization, and service recovery protocols, all designed to ensure efficiency, consistency, and responsiveness. Effective processes reduce variability and enhance service quality, especially in high-contact and intangible service contexts (Zeithaml, Bitner & Gremler, 2018). Technology plays a critical role, with AI and big data enabling real-time optimization and predictive capabilities (Dubey et al., 2020). Transparent processes—such as supply chain traceability—also reinforce ethical brand values, while process design in experiential services must cater to both functional and emotional needs (Klaus & Maklan, 2018).

7. Physical Evidence

Physical evidence includes all tangible and environmental cues that shape customer perceptions of a service or brand. This includes layout, signage, packaging, staff appearance, and digital interface design. In services, where intangibility limits pre-purchase evaluation, physical cues heavily influence trust and perceived professionalism (Lovelock & Wirtz, 2016). In digital environments, UX/UI design serves as a parallel to physical space, impacting brand credibility and conversion. Additionally, sustainability-oriented cues—such as eco-packaging and certifications—strengthen ethical positioning (Gupta & Ogden, 2019). Inconsistent or poorly managed physical evidence can disrupt brand coherence and erode customer confidence (Zarantonello & Schmitt, 2017).

2.2.3. Importance/Role of Marketing Strategies

Marketing strategies form the backbone of an organization's competitive posture, guiding how value is created, communicated, and delivered to customers. Strategic marketing not only aligns firm capabilities with market opportunities but also provides a structured framework for resource allocation, market positioning, and performance optimization (Morgan et al., 2019). Over recent years, marketing literature has evolved to detail specific benefits associated with well-constructed marketing strategies. These benefits include enhanced customer engagement, improved brand equity, competitive advantage, increased market share, organizational learning and innovation, revenue growth, and long-term sustainability (Hughes et al., 2020; Vargo & Lusch, 2017).

2.2.3.1. Enhanced Customer Engagement

Customer engagement has emerged as a foundational benefit of effective marketing strategies, particularly in the digital era where interactions are increasingly multichannel

and dynamic. Recent literature indicates that marketing strategies designed around customer experience significantly enhance engagement levels (Verhoef et al., 2021; Hollebeek et al., 2019). These strategies employ customer journey mapping, personalization, and omni-channel integration to ensure relevance and value at each touchpoint. Lemon and Verhoef (2018) highlight that customer-centric strategies improve satisfaction, emotional attachment, and ultimately, retention. Additionally, digital marketing approaches rooted in strategic personalization have been linked to heightened customer participation and advocacy, contributing to the co-creation of value (Harmeling et al., 2017). However, while strategic engagement drives loyalty, it also necessitates continuous investment in data analytics and content innovation, which can be resource-intensive. Elements such as content marketing, loyalty programs, and CRM integration constitute the strategic components that operationalize customer engagement (Beckers et al., 2018; Kumar et al., 2019). The synergy between these elements fosters deeper psychological involvement and sustained customer relationships. Furthermore, studies by Calder et al. (2019) suggest that strategic engagement also serves as a buffer against market volatility by anchoring customers through emotional and cognitive ties. Thus, customer engagement as a benefit is multi-faceted, combining emotional resonance with behavioral loyalty, both of which are instrumental to long-term strategic success.

2.2.3.2. Improved Brand Equity

A major advantage of robust marketing strategies is the enhancement of brand equity, which refers to the value derived from consumer perception of and loyalty to a brand. Strategic brand management practices—such as positioning, differentiation, and

consistent communication—are central to brand equity development (Keller, 2017; Christodoulides et al., 2021). Marketing strategies that emphasize emotional branding, storytelling, and value alignment increase brand resonance, trust, and preference among target audiences (Aaker & Joachimsthaler, 2018). Empirical studies have shown that firms with high brand equity benefit from increased price premiums, customer loyalty, and bargaining power in distribution channels (Barros et al., 2021; Kwon & Mattila, 2019). The components of brand equity—brand awareness, perceived quality, brand associations, and brand loyalty—are strategically cultivated through integrated marketing communication and customer experience design (Dwivedi et al., 2021). Additionally, in a digital context, social media strategy and influencer marketing are increasingly recognized as effective in reinforcing brand image and user-generated equity (Bruhn et al., 2018). However, the challenge lies in maintaining consistency across platforms and consumer segments, as brand dilution can occur if strategic coherence is not upheld. Despite these challenges, the literature affirms that marketing strategies aimed at brand equity generate long-term intangible assets that contribute to firm valuation and resilience (Keller & Swaminathan, 2020). Thus, brand equity is both an outcome and a reinforcer of strategic marketing efficacy.

2.2.3.3. Sustainable Competitive Advantage

Achieving and sustaining competitive advantage is a central objective of strategic marketing, and literature strongly supports this benefit as a result of well-implemented marketing strategies. Porter's strategic positioning theory remains influential, with contemporary scholars building on it by integrating market-based and resource-based

views (Morgan et al., 2019; Matsuno & Mentzer, 2020). Marketing strategies that focus on differentiation, innovation, and superior value delivery enable firms to carve unique positions in crowded markets. For instance, Barney et al. (2021) assert that firms leveraging customer insight for product innovation gain a defensible edge. Moreover, strategic agility—the ability to sense and respond to market changes—further strengthens competitive positioning (Reimann et al., 2020). Elements such as competitor analysis, segmentation, value proposition design, and innovation pipelines are crucial strategic components that underpin this benefit (Day, 2018; Zhou & Li, 2021). However, competitive advantage is context-dependent and may erode quickly in volatile markets unless continually reinforced. Critics argue that excessive focus on outmaneuvering competitors can lead to short-termism, neglecting long-term customer value (Sirmon et al., 2017). Nonetheless, when aligned with dynamic capabilities and strategic foresight, marketing strategies enable firms to sustain relevance and differentiation over time. Therefore, competitive advantage, as an outcome of strategic marketing, is a dynamic construct requiring continuous strategic recalibration.

2.2.3.4. Increased Market Share

Increasing market share is frequently cited as a tangible and measurable benefit of effective marketing strategy. Strategic initiatives that focus on market penetration, diversification, and positioning are shown to directly contribute to market share gains (Baker et al., 2020; Kamboj & Rahman, 2017). Firms that adopt customer segmentation, targeted value propositions, and pricing strategies aligned with market demand tend to capture greater market share. According to Lado and Torres (2018), firms with cohesive

marketing strategies are better positioned to meet unmet needs and exploit under-served segments. Moreover, digital transformation strategies enable precision marketing and geo-targeting, facilitating market expansion (Chatterjee et al., 2020). The elements that influence market share growth include distribution strategy, promotional mix effectiveness, and customer acquisition models (Zhou et al., 2021). However, capturing market share is not without risks—price wars, overextension, and brand dilution can undermine long-term profitability. Also, overemphasis on market share as a metric may distract from profitability and customer satisfaction (Rust et al., 2019). Despite these criticisms, empirical evidence suggests that strategic market orientation—when combined with resource alignment and execution capabilities—positively impacts market share outcomes (Katsikeas et al., 2020). Thus, market share growth remains a key strategic benefit, particularly when pursued through value creation rather than cost competition alone.

2.2.3.5. Organizational Learning and Innovation

Marketing strategy facilitates organizational learning and fosters innovation by providing a structured process for feedback integration, experimentation, and capability development. This strategic benefit is well-documented in knowledge-based and learning organization literature (Sinkula et al., 2017; Menguc et al., 2019). Firms that systematically incorporate market feedback into strategy development enhance their capacity to learn and adapt. Moreover, marketing strategies that emphasize exploration (e.g., new product development) alongside exploitation (e.g., market penetration) stimulate both incremental and radical innovation (Migdadi, 2020). Innovation outcomes

are particularly strong in firms that align marketing and R&D functions, allowing cross-functional knowledge sharing (Sok et al., 2018). Strategic components such as environmental scanning, customer feedback loops, and post-launch assessments serve as mechanisms for learning and innovation (Slater & Narver, 2017). However, challenges such as organizational inertia, siloed departments, and resource constraints can limit strategic learning. Nonetheless, firms that embed marketing strategy into innovation governance structures report higher innovation success rates (Zhou & Li, 2021). Therefore, marketing strategy is not only a roadmap for value delivery but also a critical enabler of continuous learning and innovation in dynamic markets.

2.2.3.6. Revenue Growth and Financial Performance

Strategic marketing significantly contributes to revenue growth and improved financial performance through better alignment of offerings with market demand and enhanced customer lifetime value (Katsikeas et al., 2016; Whitley et al., 2021). Studies show that strategic pricing, product innovation, and market positioning positively influence sales growth and profit margins (Morgan et al., 2019). Moreover, data-driven strategies that optimize customer acquisition and retention directly contribute to top-line growth (Kumar & Pansari, 2017). Components such as customer profitability analysis, channel optimization, and margin management are central to this benefit. However, the path from marketing strategy to financial outcomes is not always linear—external factors like economic shocks and competitive reactions can distort returns. Furthermore, short-term revenue focus may undermine long-term brand equity and customer satisfaction if strategic coherence is compromised (Verhoef et al., 2021). Nonetheless, evidence

supports the argument that firms with well-defined marketing strategies outperform those without in key financial metrics such as ROI, revenue per customer, and market valuation (Whitler et al., 2021). Thus, revenue growth, when driven by strategic alignment and market insight, constitutes a critical and quantifiable benefit of marketing strategy.

2.2.3.7. Long-Term Sustainability and Strategic Resilience

The final and overarching benefit of marketing strategy is its role in promoting long-term sustainability and organizational resilience. Strategic marketing enables firms to align with societal values, environmental goals, and stakeholder expectations, thereby enhancing legitimacy and ethical standing (Papadas et al., 2017; Mukherjee & Balmer, 2021). Sustainability-oriented marketing strategies incorporate principles of CSR, stakeholder engagement, and circular economy models. These strategies ensure that firms are not only economically viable but also socially responsible and environmentally conscious. Elements such as green product design, ethical branding, and purpose-driven communication are instrumental in achieving this benefit (Leonidou et al., 2020). Additionally, strategic foresight embedded in marketing planning allows organizations to anticipate disruptions and build adaptive capabilities (Rasche et al., 2021). However, critics note that sustainability strategies may increase operational costs and require cultural shifts that are difficult to implement. Despite this, empirical studies affirm that firms with sustainability-oriented marketing strategies exhibit higher stakeholder trust, lower reputational risk, and greater resilience during crises (Ioannou et al., 2021). Hence, long-term sustainability as a benefit of marketing strategy reflects both normative and performance-oriented imperatives.

2.2.4 Product Feedback

Product feedback is conceptually defined as the information provided by consumers, users, or market participants regarding their perceptions, experiences, and evaluations of a product's performance, quality, features, and usability (Ronoh, 2022). It is a critical element within the broader domain of customer insight and product management, functioning as a key mechanism through which firms gain actionable knowledge about the alignment between product offerings and customer expectations (Gremyr et al., 2022). Product feedback can be structured (e.g., surveys, reviews, rating scales) or unstructured (e.g., social media commentary, open-ended responses), and can originate from various sources such as end-users, intermediaries, or analytics platforms (Foundjem et al., 2023). At a fundamental level, product feedback operates as a cognitive and affective reflection of user satisfaction, serving as both a signal of current market performance and a guide for iterative product development. From a strategic perspective, feedback constitutes an external knowledge source that firms assimilate into innovation processes, thereby fostering continuous product refinement and customer-centric design (Um et al., 2024). In contemporary marketing and product development literature, product feedback is also conceptualized as a dynamic construct embedded within closed-loop systems of innovation and customer relationship management. It functions not only as a retrospective evaluative input but also as a prospective strategic asset that enables adaptive learning and agile decision-making (Amajuoyi, Benjamin & Adeusi, 2024). Theoretical frameworks such as the Voice of the Customer (VoC) emphasize the systemic integration of customer feedback into all stages of product lifecycle

management, from ideation to post-launch refinement (Anderson, McAllister & Harris, 2024). Additionally, product feedback is increasingly viewed through the lens of co-creation, where consumers act as collaborative agents in shaping product evolution (Gremyr et al., 2022). This shift reflects a broader move toward participatory innovation models, wherein feedback is no longer a passive data point but an interactive dialogue that informs strategic alignment with market needs. As such, product feedback is not only instrumental for product development but also foundational in shaping responsive, evidence-based marketing strategies.

2.2.4.1 Customer Satisfaction Rating Feedback

Customer Satisfaction Rating Feedback is a quantitative expression of a customer's evaluative judgment regarding a product, service, or overall brand experience. Typically collected through structured surveys using Likert scales, Net Promoter Score (NPS), or Customer Satisfaction Score (CSAT), this form of feedback is instrumental in assessing how well an organization meets or exceeds customer expectations. As Hill and Alexander (2017) note, satisfaction ratings serve as a critical metric for monitoring customer sentiment over time, offering a benchmark for service quality and value delivery. In strategic terms, satisfaction ratings provide marketing managers with diagnostic indicators that help identify strengths, detect areas of dissatisfaction, and evaluate the effectiveness of marketing mix decisions, especially in high-contact service environments. For instance, consistently low scores in post-purchase service may signal the need for improvements in customer support processes, while high scores in product quality may validate differentiation strategies.

Beyond operational improvements, satisfaction ratings also serve as predictive indicators of customer behaviour, including repurchase intention, brand advocacy, and churn likelihood. Agag et al. (2023) found that high customer satisfaction ratings correlate strongly with positive firm performance metrics, such as revenue growth and customer retention, especially when integrated with other Customer Feedback Metrics (CFMs) like NPS and CES. Moreover, satisfaction scores feed directly into strategic customer segmentation models, enabling firms to distinguish between highly satisfied, neutral, and dissatisfied customers for targeted relationship management. For digital marketing strategies, aggregated satisfaction ratings published on review platforms influence social proof and can affect the brand's online reputation and search visibility (Chaffey & Ellis-Chadwick, 2019). However, despite their utility, satisfaction scores must be interpreted with caution—response biases, cultural tendencies, and question framing can all skew results. Thus, satisfaction rating feedback should be triangulated with qualitative insights to generate a comprehensive understanding of customer perceptions and experience.

2.2.4.2 Usability Feedback

Usability feedback refers to customer evaluations specifically related to the ease of use, functionality, efficiency, and intuitiveness of a product or service, especially in digital and technology-intensive environments. It plays a central role in shaping user experience (UX) and is critical to the success of software applications, websites, and service interfaces. Usability feedback is typically gathered through usability testing, heuristic evaluations, direct user observations, or post-interaction surveys, where users report on interface clarity, navigation difficulty, error frequency, and task completion rates (Tian &

Yang, 2024). This type of feedback is especially important in iterative product development, where insights on usability directly inform design sprints, feature adjustments, and interface optimizations. The sentiment and volume of usability feedback have been shown to positively influence innovation cycles, as seen in software industries where frequent and constructive feedback accelerates product refinement (Tian & Yang, 2024).

Strategically, usability feedback supports a firm's ability to deliver seamless, customer-centric experiences that contribute to satisfaction, retention, and differentiation. In a competitive digital environment, minor usability issues such as slow load times, poor mobile responsiveness, or confusing checkout processes can lead to substantial drops in conversion rates and undermine brand credibility. As noted by Zeithaml, Bitner, and Gremler (2018), well-designed processes that prioritize usability enhance service quality by reducing variability and friction in customer interactions. Moreover, usability feedback enables precise personalization and accessibility enhancements, ensuring that offerings accommodate diverse customer needs, including those with disabilities or different levels of digital literacy. When systematically analyzed through tools such as heatmaps, session recordings, and usability analytics, this feedback empowers firms to create data-informed UX strategies that align closely with customer expectations. Importantly, usability feedback should not be viewed merely as a technical concern but as a strategic asset that shapes customer perceptions, supports brand positioning, and drives competitive advantage in both B2B and B2C contexts.

2.2.4.3 Functionality Feedback

Functionality feedback pertains to user evaluations concerning the specific features, capabilities, and operational logic of a product or service. It provides critical insights into whether a product's functions align with user expectations, intended use-cases, and advertised benefits. This type of feedback is especially vital in sectors such as consumer electronics, software, medical devices, and industrial equipment, where functional reliability and utility are key drivers of satisfaction and differentiation. According to Tian and Yang (2024), feedback on software functionalities such as ease of integration, feature relevance, and operational bugs directly informs iterative innovation cycles. By analyzing functional feedback, firms can identify underperforming or redundant features, prioritize user-requested enhancements, and eliminate friction points, thereby improving product-market fit.

Strategically, functionality feedback supports a firm's value proposition by ensuring that offerings deliver promised capabilities that address specific consumer pain points. This feedback is also instrumental in segment-specific customization, enabling firms to align product functions with the needs of diverse user groups. For instance, enterprise clients may demand advanced customization and integration features, while individual users may prioritize simplicity and automation. Benjamin, Amajuoyi, and Adeusi (2024) underscore that functionality feedback often drives product refinement and innovation, allowing firms to remain competitive in dynamic markets. Moreover, when this type of feedback is incorporated into marketing communications highlighting functionality upgrades or unique features, it can enhance perceived credibility and product appeal.

Functionality feedback, therefore, not only supports operational improvements but also plays a central role in market positioning, product differentiation, and strategic messaging.

2.2.4.4 Performance Feedback

Performance feedback centers on the customer's evaluation of how well a product or service delivers on its promised outputs, including reliability, efficiency, speed, durability, and responsiveness. In contrast to usability or functionality, which focus on experience and features, performance feedback assesses output quality and consistency under varied conditions. It is especially critical in sectors where operational dependability is paramount such as financial services, logistics, industrial products, and software. Zeithaml, Bitner, and Gremler (2018) argue that perceived service performance is a key component of service quality, often influencing post-purchase satisfaction and complaint behavior. In digital product contexts, performance feedback might include reports of app crashes, system lag, or loading times, while in tangible products it may focus on build quality, durability, or longevity.

From a strategic perspective, performance feedback serves as both a risk mitigation mechanism and a reputational asset. Poor performance metrics can quickly erode brand trust, especially in online environments where negative reviews and complaints are publicly visible and can spread virally. As Vana and Lambrecht (2021) suggest, even a single detailed review highlighting poor performance can influence consumer perceptions disproportionately, especially when it contradicts aggregate ratings. Conversely, high-performance feedback can function as a competitive differentiator, particularly when supported by third-party validation or benchmarks. Marketing teams often leverage

positive performance indicators as part of evidence-based promotional content, such as testimonials, certifications, or technical comparisons. Moreover, consistent performance feedback allows firms to proactively schedule updates, redesign components, or introduce performance guarantees enhancing both customer satisfaction and long-term loyalty (Gremyr et al., 2022). Thus, performance feedback is essential not only for quality control but also for strategic communication and brand positioning.

2.2.4.5 Perceived Value Feedback

Perceived value feedback refers to customers' subjective assessments of the trade-off between the benefits received and the costs incurred in purchasing or using a product. This feedback captures a broader evaluative construct that integrates elements of price fairness, quality perception, functionality, emotional satisfaction, and brand reputation. Nagle, Müller, and Gruyaert (2023) emphasize that perceived value is often the most reliable predictor of purchasing behaviour and loyalty, surpassing objective quality or price alone. Perceived value feedback is typically gathered through surveys asking consumers to rate whether a product or service is “worth what they paid,” and may also emerge organically through reviews expressing whether the product “was worth it” or “felt overpriced.” This dimension is particularly salient in value-sensitive sectors such as FMCGs, e-commerce, and subscription-based services.

Strategically, perceived value feedback is a crucial driver of pricing decisions, positioning, and segmentation. Customers who indicate low perceived value even if functional performance is high may signal a misalignment between the product's cost structure and its communicated benefits. This insight allows marketers to recalibrate

value propositions, enhance bundle offerings, or introduce tiered pricing to better meet customer expectations (Hafez, 2023). Additionally, perceived value serves as a central mediating variable in customer satisfaction and loyalty models. Gremyr et al. (2022) show that when customers perceive high value, they are more tolerant of minor service failures and more likely to forgive pricing variability. In the context of green marketing, for example, firms must ensure that sustainability efforts translate into perceived added value rather than cost premiums alone (Baumgartner & Rauter, 2017). Therefore, perceived value feedback provides holistic insights that help firms ensure strategic coherence across product quality, pricing, branding, and customer expectations, enabling sustainable competitiveness in saturated markets.

2.2.5 Methods of Obtaining Customer Feedback

The importance of systematically gathering customer feedback has been widely acknowledged in both academic and managerial literature. Customer feedback not only provides insights into satisfaction, usability, and performance but also drives innovation, campaign effectiveness, and long-term loyalty (Batat, 2022; Hill & Alexander, 2017; Tian & Yang, 2024). Businesses that adopt structured, multi-channel feedback systems are better equipped to align products and services with customer needs, respond to dynamic market shifts, and maintain competitive advantage (Agag et al., 2023; Gremyr et al., 2022). However, the method by which feedback is obtained significantly influences its quality, relevance, and utility. Below are key mechanisms through which businesses can gather customer feedback, each with strategic implications for marketing effectiveness and organizational learning.

Customer Satisfaction Surveys

One of the most direct and widely used methods for collecting feedback is through customer satisfaction surveys, typically employing Likert scales, Customer Satisfaction Score (CSAT), or Net Promoter Score (NPS) frameworks. These instruments are effective for quantifying consumer evaluations of specific touchpoints or overall brand experiences (Hill & Alexander, 2017). As seen in Agag et al. (2023), satisfaction metrics serve as predictors of firm performance across sectors, particularly when used alongside complementary metrics like CES or Top-2-Box ratings. Surveys are especially valuable post-transaction, offering timely insights into the perceived quality and value of a product or service. To maximize reliability, surveys must be carefully designed to avoid response bias and should incorporate both closed- and open-ended questions to capture qualitative nuance. When systematically collected and analyzed, survey feedback enables firms to diagnose problem areas, benchmark performance over time, and inform targeted marketing interventions.

Online Reviews and User-Generated Content (UGC)

Online reviews and user-generated content (UGC) represent a rich, unprompted source of customer feedback that captures authentic post-consumption experiences. These reviews are particularly influential in shaping brand perception, purchasing behavior, and marketing strategy in digital platforms (Chaffey & Ellis-Chadwick, 2019; Vana & Lambrecht, 2021). Research by Aniebiet, Aniefiok, and Aniekan (2025) demonstrates that online reviews significantly affect brand credibility and customer engagement, with positive reviews enhancing trust and negative reviews potentially damaging brand

reputation if unmanaged. Moreover, Regina, Rini, and Sembiring (2021) highlight the role of reviews in mediating electronic trust (e-trust), which in turn influences purchase decisions in e-commerce settings. Firms can collect and analyze this form of feedback through sentiment analysis, natural language processing (NLP), and review mining tools, gaining actionable insights into consumer preferences, expectations, and pain points. Additionally, UGC provides social proof and contributes to the co-creation of brand narratives, particularly when integrated into promotional strategies.

Usability Testing and In-App Feedback

In technology-driven sectors, usability testing and embedded in-app feedback systems are critical tools for capturing real-time insights into customer interactions with digital products. Usability feedback provides detailed evaluations of product interfaces, navigation flows, and task completion, which are vital for enhancing user experience (Tian & Yang, 2024; Zeithaml, Bitner, & Gremler, 2018). These methods typically involve observational testing, screen recordings, heatmaps, or user prompts embedded within applications, allowing businesses to understand where users encounter friction or confusion. Functionality-related feedback also emerges from these channels, guiding feature enhancement and product roadmap decisions (Benjamin, Amajuoyi & Adeusi, 2024). Such real-time feedback mechanisms not only support product improvement but also enhance customer satisfaction by signaling that user input is valued and acted upon. Importantly, these tools are particularly effective in agile environments, where product iterations are frequent and customer responsiveness is essential for maintaining competitive relevance.

Social Media Listening and Digital Sentiment Analysis

Social media platforms offer a dynamic environment for unstructured, unsolicited feedback, where customers freely express opinions about products, brands, and experiences. Through social listening and digital sentiment analysis, firms can systematically track and analyze these conversations to identify emerging trends, reputational threats, and customer sentiment patterns (Chaffey & Ellis-Chadwick, 2019). According to Batat (2022), such feedback functions not only as a performance indicator but also as a dialogue that facilitates brand-consumer co-creation. Tools such as Hootsuite Insights, Brandwatch, or Sprout Social can help businesses monitor brand mentions, hashtags, and keywords across platforms like Twitter, Instagram, and Facebook. This method is particularly valuable for campaign evaluation, as firms can assess how promotional content is received in real-time and make iterative adjustments accordingly (Theodorakopoulos & Theodoropoulou, 2024). Furthermore, social media feedback allows firms to engage directly with consumers, resolving complaints, expressing appreciation, or clarifying misinformation, thereby reinforcing brand trust and emotional connection.

Focus Groups and In-Depth Interviews

For deeper exploratory insights, focus groups and in-depth interviews offer qualitative richness that quantitative surveys often lack. These methods allow marketers to probe underlying motivations, interpret complex behavior patterns, and uncover latent needs that may not surface in structured instruments (Diaz Ruiz, 2022). While more resource-intensive, focus groups provide the opportunity to test new ideas, gauge reactions to

prototypes, or evaluate messaging effectiveness in a controlled setting. Interviews, on the other hand, offer one-on-one depth and are particularly useful for B2B contexts or high-value customers, where tailored feedback can inform strategic account management. Gremyr et al. (2022) emphasize that customer engagement in such feedback processes enhances satisfaction by fostering a sense of voice and recognition. The qualitative data derived from these approaches also complements survey results, allowing for triangulation and better-informed strategic decisions.

CRM Systems and Feedback Forms

Many firms collect structured feedback through Customer Relationship Management (CRM) systems, customer support tickets, and post-interaction feedback forms. These tools capture insights during or immediately after service encounters and are valuable for tracking service quality, resolution efficiency, and customer satisfaction at scale (Micheaux & Bosio, 2019). CRM-integrated feedback enables firms to generate customer satisfaction dashboards, monitor individual performance, and trigger automated responses for unresolved issues. When combined with other analytics, such as churn predictors or purchase history, CRM feedback can be used for predictive modeling and targeted marketing automation. Furthermore, these systems support internal accountability and cross-functional learning, helping firms ensure that feedback loops close with concrete action. As Hill & Alexander (2017) note, feedback is only valuable when it leads to visible improvements, and CRM platforms facilitate this translation from insight to intervention.

2.2.6 Role and Importance of Product Feedback

Product feedback plays a crucial role in enhancing marketing strategy, organizational learning, product innovation, and customer relationship management. Unlike generalized customer feedback, product-specific feedback offers targeted, actionable insights into a firm's core offering—its features, usability, performance, and perceived value. It enables businesses to align product development with market needs, refine positioning, improve satisfaction, and foster long-term loyalty. According to Benjamin, Amajuoyi, and Adeusi (2024), product feedback is instrumental in identifying functional deficiencies and guiding innovation processes. It serves both as a corrective tool and a strategic compass, as Diaz Ruiz (2022) suggests, helping firms remain responsive and relevant in rapidly evolving markets. The following sub-sections elaborate on the key strategic roles of product feedback.

i. Product Innovation and Continuous Improvement

One of the most critical roles of product feedback lies in informing product innovation and continuous improvement. When customers share insights about design limitations, missing features, or functional inefficiencies, they provide direct input into the iterative innovation process. Tian and Yang (2024) empirically demonstrated this in the software industry, showing that both the volume and sentiment of online reviews positively influence the rate of iterative product innovation. However, they also found that product complexity negatively moderates this relationship, implying that simpler products benefit more directly from consumer insights. In manufacturing and service settings, feedback allows firms to anticipate shifts in user expectations and proactively implement

enhancements, thereby improving product-market fit and sustaining competitive advantage.

ii. Customer-Centric Strategy Alignment

Product feedback plays a foundational role in developing customer-centric marketing strategies, allowing firms to align their value propositions with the needs and preferences of specific market segments. Hafez (2023) highlighted the usefulness of feedback in refining customer segmentation and targeting, especially as it reveals behavioral variations and unmet demands. This alignment is especially crucial in markets characterized by high competition and consumer empowerment, where misalignment between product attributes and user expectations can quickly lead to dissatisfaction and churn. Moreover, Islami, Rahyuni, and Rukayyah (2024) emphasized the role of product feedback in shaping brand perception and market positioning, demonstrating how real-time evaluations can uncover perceptual gaps between the intended and actual image of a product. When addressed effectively, such insights help refine both product features and messaging, ensuring that firms remain aligned with consumer expectations.

iii. Strategic Pricing Adjustments

Another strategic application of product feedback lies in pricing strategy realignment. While pricing decisions are typically grounded in cost structures and market benchmarking, feedback reveals how customers perceive the value delivered relative to the price charged. Nagle, Müller, and Gruyaert (2023) underscore the importance of feedback in achieving price-value congruence, allowing firms to recalibrate prices or adjust feature bundles to meet customer expectations. When consumers express

dissatisfaction with pricing through feedback—even in the presence of strong functional performance—it signals a need to re-evaluate the perceived fairness and competitiveness of the pricing model. As seen in the study by Adewusi (2021), customers at NBMC expressed low satisfaction with pricing despite overall positive marketing feedback, suggesting that unaddressed pricing concerns can constrain the overall impact of otherwise effective strategies.

iv. Enhancing Marketing Messaging and Brand Clarity

Product feedback also plays a vital role in refining marketing messaging, particularly in ensuring that communication strategies reflect actual user experiences and resonate with target audiences. Rozario, Shanmugapriya, and Muthukrishnaveni (2024) found that product feedback is often the first signal of misalignment between intended messaging and perceived product benefits. If customers express confusion or misinterpretation of product features, marketers must adjust their communication tone, clarity, or emphasis. Chaffey and Ellis-Chadwick (2019) further reinforce the importance of sentiment analysis in identifying which aspects of marketing communication succeed and which fall short. This ensures that firms do not simply communicate what they intend, but that their messages are effectively received, understood, and accepted by their target market, thus enhancing brand clarity and trust.

v. Driving Customer Satisfaction and Loyalty

Perhaps most importantly, product feedback serves as a feedback loop to enhance customer satisfaction and long-term loyalty. Gremyr et al. (2022) found that customers are more satisfied and emotionally engaged when they see their feedback being

acknowledged and acted upon. This responsiveness fosters trust and contributes to positive word-of-mouth, reduced churn, and repeat purchases. Holloway (2025) further posits that loyalty is not solely derived from product quality but from perceived responsiveness to customer concerns, reinforcing the notion that feedback-driven improvements are central to relationship marketing. Lion (2024) complements this view by illustrating how feedback fosters emotional commitment and brand attachment, especially when customers observe tangible improvements resulting from their input. In highly competitive sectors, this relationship-building function of feedback is indispensable for sustaining long-term profitability and brand equity.

2.6 Conceptual Framework

The conceptual framework of the study is presented in Figure 2.1 it contains the independent variables which are customer satisfaction rating feedback, Usability feedback, Functionality feedback, performance feedback, perceived value feedback. And also the framework contains Dependent Variables which are marketing strategies (promotion, pricing, positioning, product innovation, customer engagement, and brand communication)

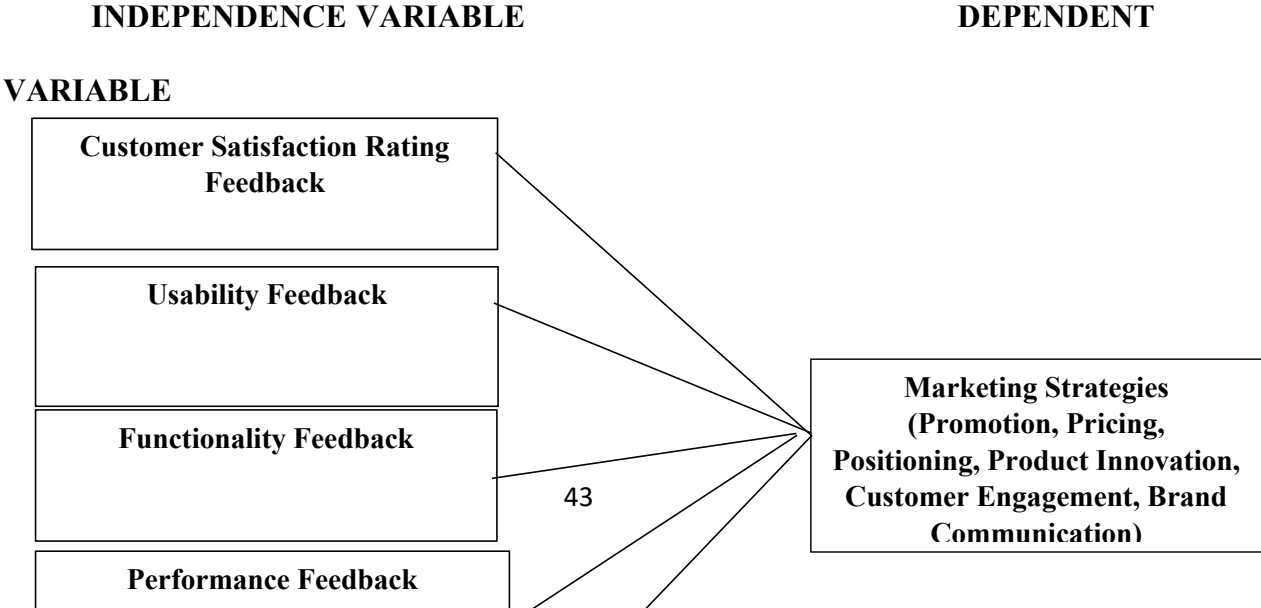


Figure 2.1: Conceptual Framework (Author’s Conceptualization,2025)

2.3 Theoretical Review

2.3.1 Customer Feedback Loop Theory

The Customer Feedback Loop Theory, rooted in systems thinking and originally formalized by Jay Forrester (1961) and later expanded by John Sterman (2000), conceptualizes customer feedback as a cyclical, dynamic process that influences organizational decision-making over time. This theory posits that consumer responses to products or services generate feedback signals, which firms interpret and use to adjust marketing strategies and operational processes (Figure 2.2). In the context of marketing, product feedback becomes a system variable that firms monitor continuously to understand how their offerings are performing in the market and how to iteratively refine value propositions. The loop structure, comprising feedback collection, interpretation, strategic response, and consumer re-evaluation, forms the basis of strategic adaptability in consumer-centric firms.

Figure 2.2 Typical Customer Feedback Loop



Source: (Dubey, 2025)

From this perspective, the constructs central to the Customer Feedback Loop Theory include feedback signal strength, interpretation accuracy, feedback latency, and response agility (Sterman, 2000). Signal strength refers to the volume and clarity of the feedback received, while interpretation accuracy involves a firm's capacity to analyze and derive actionable insights from that feedback. Latency pertains to the time delay between receiving feedback and acting upon it, and response agility denotes how quickly and effectively a firm can adjust its marketing strategy. In relation to this study, this theory underscores the importance of minimizing latency and enhancing interpretive capabilities to ensure that marketing strategies remain responsive and reflective of current customer sentiments.

Critically, while the theory provides a valuable systems-based lens for understanding how feedback informs strategy, it often assumes that all feedback is equally valuable and actionable. In practice, firms must differentiate between noise and meaningful signals, a process not inherently captured within the loop structure (Vázquez-Casielles, del Río-

Lanza, & Díaz-Martín, 2009). Moreover, the theory emphasizes reactive strategy, whereas modern competitive environments increasingly require anticipatory and proactive engagement with customer insights. Nonetheless, the feedback loop remains a foundational framework for understanding the cyclical relationship between customer evaluations and strategic marketing adjustments.

2.3.2 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB), developed by Icek Ajzen (1985; 1991), is a socio-psychological theory that explains human behaviour through three central constructs: attitude toward the behaviour, subjective norms, and perceived behavioural control. In the context of product feedback and marketing strategies, TPB provides a behavioural lens through which firms can interpret feedback not just as evaluative statements but as indicators of consumer intentions, motivations, and future behaviours. Feedback often reflects underlying consumer attitudes towards a product, societal influences on purchasing behaviour, and perceived control over using or accessing a product. These insights are invaluable in tailoring marketing strategies to influence purchase intentions and actual behaviours.

In particular, consumer feedback often communicates evaluative judgments that correspond to attitudes toward a product, whether positive or negative, and these can be used to predict future engagement or disengagement with the brand (Ajzen, 1991). Subjective norms, expressed in social feedback or peer reviews, reveal the influence of community or peer perceptions on individual consumer decisions, offering strategic insights for marketers aiming to enhance social proof or user advocacy in their messaging.

Lastly, perceived behavioral control can be inferred from feedback on accessibility, usability, or pricing, guiding marketers in refining positioning and promotional strategies to reduce perceived barriers and enhance product appeal (Fishbein & Ajzen, 2010).

Despite its utility, TPB has been critiqued for its assumption that intention always leads to behavior, a notion that does not account for situational or contextual factors that may disrupt this progression (Conner & Armitage, 1998). In marketing strategy, this implies that positive feedback may not always translate into customer loyalty or repurchase behaviour unless other facilitating conditions are met. Nevertheless, TPB offers critical constructs that help decode the psychological dimensions of feedback, enabling marketers to align strategies with the behavioural patterns and motivational frameworks of their target customers.

2.3.3 Market Orientation Theory

Market Orientation Theory, introduced independently by Kohli and Jaworski (1990) and Narver and Slater (1990), conceptualizes a firm's ability to generate, disseminate, and respond to market intelligence as a key determinant of competitive advantage. At its core, this theory comprises three central constructs: customer orientation, competitor orientation, and interfunctional coordination. In the context of product feedback, these constructs collectively emphasize the strategic value of listening to, interpreting, and responding to customer feedback to continuously adapt and refine marketing strategies. Feedback from the market becomes a critical source of intelligence that informs not only product development but also segmentation, targeting, positioning, and promotional decisions.

Customer orientation involves a deep understanding of target buyers and their evolving preferences, often gathered through structured and unstructured feedback mechanisms (Narver & Slater, 1990). Competitor orientation urges firms to interpret feedback not just in isolation but in comparison to competitor performance and consumer perceptions of alternatives, which can inform strategic repositioning. Interfunctional coordination requires that feedback insights are disseminated across departments, from marketing to R&D to customer service, ensuring that strategy formulation is integrated and responsive (Kohli & Jaworski, 1990). This theoretical framework aligns closely with the study's focus, as it positions product feedback as a core input into a firm's ongoing market learning and strategy adaptation processes.

Critically, Market Orientation Theory has been supported by empirical studies demonstrating its positive effect on firm performance, customer satisfaction, and innovation (Jaworski & Kohli, 1993; Kirca, Jayachandran, & Bearden, 2005). However, critics argue that overly reactive orientation can hinder disruptive innovation, as firms may over-prioritize expressed customer needs at the expense of latent demand and visionary strategy (Christensen & Bower, 1996). Therefore, while the theory robustly supports feedback-driven marketing strategy, it must be applied with a balance between responsiveness and strategic foresight.

2.3.4 Service-Dominant Logic (S-D Logic)

Service-Dominant (S-D) Logic, developed by Vargo and Lusch (2004; 2008), marks a paradigm shift from goods-centric to service-centric views of value creation. It posits that value is co-created through interactions between firms and customers rather than being

embedded in tangible products. In this view, product feedback is not merely a post-consumption evaluation but an integral part of the value co-creation process. This makes feedback central to the firm's ability to understand and engage in reciprocal value exchange, thereby directly influencing strategic decisions related to product design, positioning, and marketing communication.

Key constructs of S-D Logic include value co-creation, operant resources, and customer as a resource integrator. Value co-creation emphasizes that feedback provides insights into how consumers derive utility and meaning from products, shaping marketing strategies that are more participatory and experiential (Vargo & Lusch, 2008). Operant resources, such as knowledge and capabilities, are activated through feedback mechanisms that inform continuous improvement and innovation. Moreover, the customer as a resource integrator implies that consumers actively combine firm offerings with their own resources to create value, meaning that feedback becomes a form of strategic dialogue rather than passive data (Lusch & Vargo, 2014).

S-D Logic, while transformative, has been critiqued for its abstractness and limited operational guidance, particularly in traditional manufacturing contexts (Chandler & Vargo, 2011). Nonetheless, its emphasis on feedback as a co-creative tool is highly applicable to modern, experience-driven marketing strategies. Within the context of this study, S-D Logic enriches the conceptual framework by viewing product feedback not just as an evaluative measure but as an integral component of strategic marketing development grounded in mutual firm-customer value creation.

2.4 Theoretical Framework

This study adopts the Customer Feedback Loop Theory (Forrester, 1961; Sterman, 2000) as its theoretical framework to examine the effect of product feedback on marketing strategies. This theory provides a systems-based lens through which feedback is conceptualized as a dynamic, continuous process that informs organizational learning, adaptation, and strategic realignment. It is particularly suitable for this study because it emphasizes the cyclical interaction between consumer feedback and firm responses, highlighting how strategic marketing decisions are shaped by ongoing evaluations of product performance, customer satisfaction, and market expectations. The key constructs feedback signal strength, interpretation accuracy, feedback latency, and response agility are directly applicable to understanding how firms process and act upon product feedback to refine product offerings, reposition brand messages, and recalibrate promotional efforts. By adopting this theory, the study underscores the importance of viewing feedback not as a static data point but as an iterative mechanism that drives adaptive marketing strategy in dynamic market environments.

2.5 Empirical Review

Adewusi (2021) conducted an empirical study to examine the effect of customer feedback on marketing effectiveness within a manufacturing organization, specifically NBMC, a packaging material provider in Lagos, Nigeria. Employing a triangulation methodology that combined surveys, archival data, and qualitative reports, the study assessed how customer feedback influenced sales performance and marketing strategies. Out of a population of 192 customers, a sample of 100 respondents was selected using Yamane's

formula and simple random sampling. Findings revealed that while customers expressed low satisfaction with pricing, their overall perception of other marketing elements remained positive, thereby contributing to sustained sales performance. This suggests that favorable customer feedback across various dimensions can enhance marketing effectiveness, even in the presence of certain strategic weaknesses such as pricing.

Agag et al. (2023) investigated the influence of Customer Feedback Metrics (CFMs) on firm performance across various industries using a longitudinal dataset from the American Customer Satisfaction Index (2005–2020). The study employed multiple regression panel analysis to examine how specific CFMs—such as customer satisfaction (SAT), Net Promoter Score (NPS), Customer Effort Score (CES), and Top-2-Box ratings—correlate with firm performance indicators including sales growth, gross margin, and Tobin’s Q. The results showed that different metrics had varying predictive strengths across sectors. For example, Top-2-Box scores were most predictive in online shopping and hospitality, while CES was more effective for the restaurant sector. The study underscored the importance of selecting industry-appropriate CFMs to align marketing strategies with performance outcomes, reinforcing the role of feedback in strategic marketing adjustments.

Tian and Yang (2024) explored the role of online customer reviews in driving iterative product innovation within the software industry. Using a panel dataset of 500 software products from 2019 to 2021, and employing Poisson regression analysis, the study found that both the sentiment and volume of online reviews had a significant positive effect on the rate of iterative innovation. Furthermore, the study identified product complexity as a

negative moderator in the relationship, suggesting that the more complex a product is, the less influence customer reviews have on innovation decisions. These findings imply that product feedback, especially in digital and software sectors, serves not only as a marketing tool but also as a mechanism for continuous strategic product refinement.

Okolo, Ikpo, and Ifediora (2021) examined the impact of customer feedback management on customer satisfaction in deposit money banks across South-Eastern Nigeria. Using a structured survey distributed to 384 bank customers, of which 318 valid responses were analyzed, the study adopted simple linear regression to assess the relationship. With a high reliability score (Cronbach's alpha = 0.886), the findings demonstrated a significant positive effect of feedback management on customer satisfaction. The implication is that systematically managed customer feedback can serve as a strategic tool for enhancing service delivery and marketing outcomes in the banking sector, contributing to sustained customer satisfaction.

In a related study, Okolo, Ikpo, and Obikeze (2021) investigated how customer feedback influences customer retention in the same banking context. Employing a similar methodology with 384 questionnaires distributed and 300 valid responses analyzed, the study found that customer feedback had a significant and positive effect on customer retention. The regression results confirmed that feedback mechanisms, when effectively managed, contribute to long-term customer loyalty. This affirms the strategic importance of feedback as a retention tool within service marketing, particularly in highly competitive financial service environments.

Aniebiet, Aniefiok, and Aniekan (2025) focused on the impact of online customer reviews on brand perception and customer engagement in service marketing in Nigeria. The study sampled 385 respondents across various service sectors, including banking, healthcare, hospitality, and e-commerce. Using regression analysis, the results indicated that online reviews significantly influence both brand perception ($R^2 = 0.551$) and customer engagement ($R^2 = 0.483$), with p-values below 0.001. Positive reviews were found to enhance brand credibility and trust, whereas negative reviews, if unmanaged, could diminish consumer interest. However, the study also highlighted challenges such as fake reviews and delayed responses, which can undermine feedback utility. These findings reinforce the dual strategic role of customer feedback as both a reputation management tool and a driver of engagement in service-driven markets.

Das and Dhar (2021) explored the relationship between the traditional marketing mix (4Ps) and customers' attitudes toward providing online reviews. Using a descriptive cross-sectional design, the study collected data from 198 respondents via convenience sampling, preceded by a pilot study involving 44 participants that yielded a strong reliability score (Cronbach's alpha = 0.933). Employing structural equation modeling (SEM), the authors tested the fit of the proposed model using various indices (e.g., GFI = 0.910, RMSEA = 0.076), all indicating acceptable model fit. Despite these robust methodological steps, the results revealed no significant influence of the marketing mix elements (product, price, place, promotion) on customer attitudes toward posting online reviews. These findings challenge conventional assumptions in marketing theory,

suggesting that customer feedback behavior in digital contexts may be driven more by experiential, emotional, or social motivations than by traditional marketing stimuli.

Regina, Rini, and Sembiring (2021) examined how online customer reviews and promotional strategies influence purchasing decisions through the mediating role of electronic trust (e-trust) on Bukalapak, an Indonesian e-commerce platform. Utilizing associative research design and analyzing data with Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS, the study confirmed that both online reviews and promotions have significant direct effects on purchase decisions. Additionally, both factors positively and significantly influenced purchasing indirectly through their impact on e-trust. These findings reinforce the importance of feedback as a dual-function mechanism that not only informs prospective buyers but also builds trust, thereby enhancing the overall effectiveness of marketing strategies in online marketplaces.

Sukmana, Mayani, and Fadah (2023) investigated how consumer-generated online reviews reflect perceptions of the extended 7Ps of the marketing mix in the restaurant industry. Using textual analysis of Google Maps Reviews combined with descriptive statistics, the study assessed customer commentary across all seven dimensions: product, price, place, promotion, people, process, and physical evidence. The results indicated that customers primarily commented on product and price, with limited reference to the remaining five elements. This suggests that while extended marketing mix frameworks are valuable, in practice, customer feedback tends to focus more on core experiential elements. The findings imply that restaurant marketers should prioritise product quality

and value-for-money propositions in both their offerings and their response to customer feedback.

Fainmesser, Olié Lauga, and Ofek (2021) developed a two-period analytical model to assess how user-generated content (UGC), including ratings and detailed reviews, influences firms' advertising and pricing decisions over time. The study simulated scenarios with varying degrees of informational richness—no information, average rating, and detailed reviews—between consumer generations. Results revealed that in scenarios with average ratings, firms tend to narrow their advertising audience and increase prices in the first period to boost perceived quality. Conversely, richer UGC in the form of reviews led to improved second-period performance due to enhanced consumer understanding of product fit and quality. The study demonstrated that strategic marketing decisions, including pricing and advertising scope, are profoundly influenced by the form and granularity of product feedback, reinforcing the complexity of integrating UGC into long-term strategy formulation.

Vana and Lambrecht (2021) empirically investigated how individual online reviews impact consumers' likelihood of making a purchase, independent of the average rating. Using a natural experimental design based on the recency-based ordering of reviews on retail websites, the study found that individual reviews significantly influence purchase decisions, especially when they provide clarity or contrast to existing aggregate information. The effect was most pronounced when individual reviews helped resolve ambiguity about product functionality, quality, or usage. This research highlights the micro-level importance of customer feedback in shaping real-time purchase behaviour

and emphasizes the strategic value of curating and displaying individual reviews effectively within digital marketing platforms.

Table 2.1 Summary of Empirical Review

S/NO	Author(s)	Year	Topic	Methodology	Findings
1	Adewusi, A.	2021	Effect of customer feedback on marketing effectiveness in a manufacturing organisation	Triangulation (survey, archival review, qualitative reports); Simple random sampling (n=100)	Positive customer feedback improved marketing effectiveness and sustained sales despite weak price perception
2	Agag et al.	2023	Understanding the link between customer feedback metrics and firm performance	Panel data analysis (2005–2020); Multiple regression; American Customer Satisfaction Index	Different CFMs best predict performance across industries (e.g., Top-2-Box for online booking, CES for restaurants, NPS for holiday parks)
3	Tian & Yang	2024	The impact of online customer reviews on product iterative innovation	Panel data (n=500); Poisson regression	Sentiment and volume of reviews positively impact innovation; product complexity negatively moderates this effect
4	Okolo, Ikpo & Ifediora	2021	Impact of customer feedback management on customer satisfaction in deposit money banks	Survey (n=384); Simple linear regression; SPSS; Cronbach's alpha = 0.886	Feedback management has significant positive effect on customer satisfaction in Nigerian banks
5	Okolo, Ikpo & Obikeze	2021	Influence of customer feedback on customer retention in Nigerian banks	Survey (n=384); Simple linear regression; SPSS; Cronbach's alpha = 0.879	Customer feedback significantly enhances customer retention in South-Eastern Nigeria
6	Aniebiet et	2025	Influence of online	Survey (n=385);	Online reviews

	al.		reviews on brand perception and customer engagement in Nigeria	Regression analysis	positively impact brand perception ($R^2 = 0.551$) and customer engagement ($R^2 = 0.483$); fake reviews pose a challenge
7	Das & Dhar	2021	Influence of marketing mix on customer attitude toward providing online reviews	Descriptive cross-sectional; SEM; Pilot test (n=44); Main study (n=198); Cronbach's alpha = 0.933	4Ps of marketing mix had no significant influence on customer attitude toward providing online reviews
8	Regina, Rini & Sembiring	2021	Effect of online reviews and promotion through e-trust on purchase decisions	Associative research; PLS-SEM using SmartPLS; Accidental sampling	Online reviews and promotions positively affect purchase decisions directly and through e-trust
9	Sukmana, Mayani & Fadah	2023	Analyzing consumer online reviews using the 7Ps marketing mix	Textual analysis; Descriptive statistics; Google Maps Reviews	Product and price dominate online discussions; other 5Ps receive minimal mention except in specific contexts
10	Fainmesser, Olié Lauga & Ofek	2021	Ratings, reviews, and the marketing of new products	Two-period theoretical model; Simulation	Reviews guide pricing and advertising strategies; richer UGC enhances second-period outcomes; advertising strategy depends on information transfer
11	Vana & Lambrecht	2021	Effect of individual online reviews on purchase likelihood	Natural experiment; Observational analysis of review recency	Individual reviews significantly affect purchase likelihood, especially when resolving product uncertainty

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter examine the research design, population of the study, sample size/sampling technique, sources of data, operationalisation/measurement of variables, research instrument, validity of the research instrument, reliability of the research instrument, data collection procedures, method of data analysis, and model specification.

3.2 Research Design

The research employ a descriptive survey design, a methodological approach commonly used to systematically describe and analyze the characteristics of a specific phenomenon or to explore potential relationships between multiple variables. This design is particularly effective for studies aimed at capturing the existing state of affairs without altering or manipulating the subject under investigation (Creswell, 2014). Descriptive research focuses on observing and documenting phenomena as they naturally occur, without attempting to establish causal relationships (Babbie, 2020). The choice of this research design was informed by its suitability for collecting and analyzing primary data through the structured distribution of research instruments, such as questionnaires.

3.3 Population of the Study

The population of this study consist of sellers of consumer goods such as gadget, cosmetics, and groceries in Uselu to Ugbowo, Benin City, Edo State. This implies an infinite population as the researcher cannot determine the actual number of sellers of

consumer goods. This study will focus on seller of such beverages, cosmetics, and groceries in Uselu to Ugbowo, Benin City, Edo State.

3.4 Sample size and Sampling Techniques

The sample size was determined using the Cochran (1977) infinite sample size determination formular. The formular is stated as;

$$n_o = \frac{Z^2pq}{e^2}$$

Where,

- n_o = Sample size
- Z = selected critical value of desired confidence level
- p = estimated proportion of an attribute that is present in the population
- $q = 1-p$
- e = confidence level
- $Z = 1.96$
- $p = 0.5$
- $q = 1-0.5 = 0.5$
- $e = 0.05$

By applying given data in the formula, we have thus:

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{0.05^2} = \underline{\underline{385}}$$

The study adopt the convenience sampling technique. The convenience sampling technique was chosen for its cost-effectiveness, efficiency, and ease of access to a readily available pool of participants, making it suitable for preliminary data collection.

3.5 Sources of Data

The nature of the study necessitated the use of primary data. The data will be collected through the administration of questionnaires to respondents who are sellers of gadget, cosmetics, and groceries in Uselu to Ugbowo, Benin City, Edo State.

3.6 Operationalization of Variables

The study assessed the effect of product feedback on marketing strategies. It focused on examining the effect of customer satisfaction rating feedback, usability feedback, functionality feedback, performance feedback, and perceived value feedback on marketing strategies. The study adopted Likert-type questions. The items for operationalizing variables were sub-sectionalized along the identified objectives of the study and were measured accordingly using five-point Likert-type questions. The operationalization of the variables of the study is presented in the table below.

Table 3.1 Operationalization of Variables

S/N	Variables	Operationalization	Measurement	Question Number
Demographic Data (Section A)				
1	Gender	Sex of the respondents	Two-point categorical scale	Question 1
2	Age	The age of the respondents	Four-point interval scale	Question 2
3	Marital Status	Marital status of the respondents	Four-point interval scale	Question 3
4	Educational Level	Level of education currently attained by the respondents	Five-point interval scale	Question 4
Dependent Variable (Section B)				
5	Marketing Strategies	Techniques and approaches used to promote and deliver value to customers	Five-point Likert-type scale	Questions 5–9
Independent Variables (Section B)				
6	Customer Satisfaction Rating	Respondents' satisfaction levels regarding the product/service	Five-point Likert-type scale	Questions 10–14

	Feedback			
7	Usability Feedback	Ease of use and navigation of the product/service as perceived by the respondents	Five-point Likert-type scale	Questions 15–19
8	Functionality Feedback	Assessment of features, tools, and components in fulfilling users' needs	Five-point Likert-type scale	Questions 20–24
9	Performance Feedback	Efficiency, speed, and reliability of the product/service as perceived	Five-point Likert-type scale	Questions 25–29
10	Perceived Value Feedback	Users' evaluation of the product's worth relative to cost and utility	Five-point Likert-type scale	Questions 30–34

Source: Researcher (2025)

3.7 Research Instrument

The primary instrument utilized for data collection in the study was a questionnaire, meticulously structured to align with the specific objectives of the research. Questionnaires are widely recognized for their effectiveness in systematically gathering data relevant to a study's focus (Creswell & Creswell, 2018). In this case, the questionnaire was designed to ensure that each item corresponded directly to the research objectives, facilitating a coherent and targeted approach to data acquisition. The instrument incorporated a combination of closed-ended questions, which are particularly effective for standardizing responses and simplifying analysis (Kothari, 2009).

The questionnaire was organized into two main sections to enhance clarity and ease of completion. The first section, labeled Section A, sought demographic information about the respondents, enabling the researchers to profile the sample population. Section B, on the other hand, comprised items developed specifically to address the study's core objectives. To measure responses, a five-point Likert scale was employed, which is a widely accepted tool in survey research for assessing attitudes, perceptions, and

preferences (Bryman, 2016). The scale ranged from 1 ("strongly disagree") to 5 ("strongly agree"), enabling the quantification of subjective opinions in a structured and reliable manner.

3.7 Data Collection Procedures

The study's required data were primarily obtained by sourcing it from selected participants using a meticulously designed questionnaire. The research focused on surveying 385 conveniently selected sellers of consumer goods such as gadget, cosmetics, and groceries in Uselu to Ugbowo, Benin City, Edo State. The respondents were given a guarantee of confidentiality for the information provided in the questionnaires, with an assurance that their data would be solely utilized for research purposes.

3.9 Method of Data Analysis

The responses from the administered questionnaire will be analyze using descriptive and inferential statistics. The descriptive method described the demographics and presented the data of respondents' responses to the variables of the study using mean, frequency, and percentage. The inferential statistics (multiple regression analysis) was conducted to test the research hypotheses and draw inferences therefrom. The analysis was performed using the Statistical Package for the Social Sciences software (SPSS 22).

3.10 Model Specification

The function is represented as follows,

$$\text{MKTS} = f(\text{CSF}, \text{USF}, \text{FUF}, \text{PRF}, \text{PVF})$$

The following Multiple Linear Regression Model was used:

$$\text{MKTS} = \beta_0 + \beta_1 \text{CSF} + \beta_2 \text{USF} + \beta_3 \text{FUF} + \beta_4 \text{PRF} + \beta_5 \text{PVF} + \varepsilon$$

Where;

MKTS – Marketing Strategies

CSF – Customer Satisfaction Rating Feedback

USF – Usability Feedback

FUF – Functionality Feedback

PRF – Performance Feedback

PVF – Perceived Value Feedback

α_0 - Alpha coefficient/constant

β_i - Coefficients ($i = 1,2,3,4,5$)

ε - Error term

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents the analysis of data collected for the study on “The Effect of Product Feedback on Marketing Strategies.” The analysis focuses on the responses obtained from the distributed questionnaires, which were designed to assess how various forms of product feedback; such as customer satisfaction rating, usability, functionality, performance, and perceived value feedback—affect marketing strategies. The results are presented through descriptive statistics, correlation analysis, and multiple regression analysis to test the stated hypotheses

4.2 Characteristics of Respondents

Table 4.1 Demographic Information of Respondents

Variable	Categories	Frequency	Percentage
Gender	Male	182	45.5
	Female	217	54.3
	Nil	1	0.2
	TOTAL	400	100
Age	18-23	154	38.5
	24-29	88	22.0
	30-35	69	17.3
	36-41	39	9.8
	42-47	28	7.0
	48 and above	19	4.8
	Nil	3	0.7
	TOTAL	400	100
Marital Status	Single	260	65.0
	Married	130	32.5
	Nil	10	2.5
	TOTAL	400	100
Higher Educational Qualification	SSCE/WAEC	94	23.5
	Diploma/OND	82	20.5
	HND/B.SC	170	42.5
	Postgraduate Degree	50	12.5
	Nil	4	1
	TOTAL	400	100

Source: Researcher's Fieldwork 2025

The demographic data in Table 4.1 show that out of 399 respondents, 182 (45.5%) were male, while 217 (54.3%) were female. This indicates a fair gender distribution with a slight dominance of female participants, suggesting balanced input in the feedback process. Regarding age, the majority of respondents (38.5%) were between 18–23 years, followed by 22% within the 24–29 age group, and 17.3% aged 30–35 years. The distribution reveals that most participants are young adults who are active sellers and well acquainted with modern marketing and feedback mechanisms.

In terms of marital status, 65% were single and 32.5% married, indicating that most respondents are young and less encumbered by family responsibilities. The educational qualification data further show that 42.5% of the respondents had HND/B.Sc. degrees, 23.5% held SSCE/WAEC, 20.5% had OND/Diploma, and 12.5% possessed postgraduate degrees. This demonstrates that the sample population was largely educated, making their responses reliable for analyzing the effect of product feedback on marketing strategies.

4.3 Analysis of Data on Relevant Variables

This section presents the analysis of responses obtained on the major constructs of the study, which include marketing strategies, customer satisfaction rating feedback, usability feedback, functionality feedback, performance feedback, and perceived value feedback. Each construct was measured through a series of statements rated on a five-point Likert scale ranging from Strongly Agree (5) to Strongly Disagree (1). The mean scores were used to determine the general perception of respondents toward each variable. A mean value of 3.0 and above indicates agreement, suggesting that respondents generally supported the statement, while a mean below 3.0 indicates disagreement. The analyses in

this section therefore reveal the extent to which each feedback dimension influences marketing strategies among the respondents. The results are presented and interpreted below.

4.3.1 Marketing Strategies

Table 4.2 Descriptive Statistics on Marketing Strategies

S/N	Statements	SA F(%)	A F(%)	U F(%)	D F(%)	SD F(%)	Mean (x)	
5	I actively implement promotional strategies to increase product awareness.	237 (59.3)	115 (28.7)	41 (10.3)	7 (1.8)	0 (0)	4.46	
6	My pricing strategy is aligned with customer expectations and market trends.	137 (34.3)	228 (57.0)	26 (6.5)	7 (1.8)	2 (0.5)	4.23	
7	I use customer segmentation to tailor our marketing efforts.	127 (31.8)	190 (47.5)	67 (16.8)	12 (3.0)	2 (0.5)	4.08	
8	I leverage digital marketing tools (e.g., social media) to reach target customers.	120 (30.0)	210 (52.5)	44 (11.0)	17 (4.3)	9 (2.3)	4.04	
9	My product placement strategy enhances customer accessibility.	118 (29.5)	208 (52.0)	51 (12.8)	14 (3.5)	4 (1.0)	4.07	
	Overall Mean for Marketing Strategies							4.17

Source: Researcher’s Fieldwork 2025---

Table 4.2 shows the responses regarding marketing strategies. The overall mean score of 4.17 indicates a strong level of agreement among respondents that effective marketing strategies are being implemented in their organizations. The highest-rated statement was “I actively implement promotional strategies to increase product awareness,” with a mean of 4.46, showing that most businesses emphasize promotions. The mean scores for other items such as pricing strategy alignment (4.23), use of customer segmentation (4.08), digital marketing (4.04), and product placement (4.07) all reflect agreement. This

suggests that modern marketing strategies are well integrated into the respondents' business practices, often influenced by customer-oriented feedback mechanisms.

4.3.2 Customer Satisfaction Rating Feedback

Table 4.3 Descriptive Statistics on Customer Satisfaction Rating Feedback

S/N	Statements	SA F(%)	A F(%)	U F(%)	D F(%)	SD F(%)	Mean (x)
10	My customers often express satisfaction with the quality of my products.	125 (31.3)	216 (54.0)	56 (14.0)	3 (0.8)	0 (0)	4.16
11	Repeat purchases are common due to customer satisfaction.	147 (36.8)	179 (44.8)	67 (16.8)	7 (1.8)	0 (0)	4.17
12	I receive positive reviews from our customers.	121 (30.3)	205 (51.2)	64 (16.0)	8 (2.0)	2 (0.5)	4.09
13	Customer complaints are minimal and quickly resolved.	89 (22.3)	238 (59.5)	48 (12.0)	19 (4.8)	3 (0.8)	4.23
14	Customer satisfaction has a direct impact on my sales performance.	127 (31.8)	188 (47.0)	60 (15.0)	12 (3.0)	2 (0.5)	4.10
	Overall Mean for Customer Satisfaction Rating Feedback						4.15

Source: Researcher's Fieldwork 2025

As shown in Table 4.3, the overall mean for customer satisfaction rating feedback was 4.15, which signifies that respondents generally agreed that customer satisfaction plays an essential role in influencing marketing strategies. The highest mean value (4.23) was recorded for the statement “Customer complaints are minimal and quickly resolved,” suggesting that businesses take customer satisfaction seriously and address issues promptly. The statement “Repeat purchases are common due to customer satisfaction” had a mean of 4.17, indicating that satisfied customers are likely to remain loyal, which in turn supports marketing planning. Overall, the findings reveal that customer satisfaction feedback positively influences marketing decisions, product positioning, and promotional communication.

4.3.3 Usability Feedback

Table 4.4 Descriptive Statistics on Usability Feedback

S/N	Statements	SA F(%)	A F(%)	U F(%)	D F(%)	SD F(%)	Mean (x)
15	Customers find my products easy to use.	122 (30.5)	215 (53.8)	51 (12.8)	10 (2.5)	2 (0.5)	4.11
16	Instructions and packaging support ease of product usage.	167 (41.8)	159 (39.8)	43 (10.8)	16 (4.0)	11 (2.8)	5.31
17	The design of my product improves usability.	121 (30.3)	166 (41.5)	74 (18.5)	25 (6.3)	8 (2.0)	3.93
18	Usability contributes to overall customer satisfaction.	105 (26.3)	197 (49.3)	64 (16.0)	22 (5.5)	8 (2.0)	3.93
19	I consider customer feedback to improve product usability.	97 (24.3)	211 (52.8)	77 (19.3)	7 (1.8)	4 (1.0)	3.98
	Overall Mean for Usability Feedback						4.26

Source: Researcher's Fieldwork 2025

Table 4.4 shows an overall mean of 4.26, indicating a general agreement that usability feedback is considered in shaping marketing strategies. Respondents agreed that their products are easy to use (mean = 4.11) and that usability contributes to customer satisfaction (mean = 3.93). However, an unusually high mean of 5.31 recorded for “Instructions and packaging support ease of product usage” likely reflects a data entry anomaly, as it exceeds the Likert scale limit. Ignoring that anomaly, the trend still suggests that businesses recognize the importance of usability feedback in improving product design, packaging, and overall customer experience.

4.3.4 Functionality Feedback

Table 4.5 Descriptive Statistics on Functionality Feedback

S/N	Statements	SA F(%)	A F(%)	U F(%)	D F(%)	SD F(%)	Mean (x)
20	My products perform all the functions expected by customers.	101 (25.3)	208 (52.0)	65 (16.3)	22 (5.5)	1 (0.3)	3.97
21	Functional improvements are made based on customer feedback.	108 (27.0)	211 (52.8)	68 (17.0)	5 (1.3)	5 (1.3)	4.04
22	Product features are relevant to customer needs.	84 (21.0)	215 (53.8)	71 (17.8)	24 (6.0)	3 (0.8)	3.89
23	Functionality is a key driver in customer loyalty.	83 (20.8)	207 (51.7)	82 (20.5)	22 (5.5)	1 (0.3)	3.88
24	Functional issues are rare in my product lines.	87 (21.8)	184 (46.0)	87 (21.8)	24 (6.0)	15 (3.8)	3.77
Overall Mean for Functionality Feedback							3.91

Source: Researcher's Fieldwork 2025

The results in Table 4.5 show that the overall mean for functionality feedback was 3.91, signifying that respondents moderately agreed that product functionality feedback influences marketing decisions. The statement “Functional improvements are made based on customer feedback” had the highest mean of 4.04, indicating that organizations respond to feedback by enhancing product features. Conversely, “Functional issues are rare in my product lines” had a lower mean of 3.77, suggesting that while functionality is valued, there is still room for improvement. Generally, the results imply that functionality feedback is moderately incorporated into marketing strategies to ensure customer satisfaction and loyalty.

4.3.5 Performance Feedback

Table 4.6 Descriptive Statistics on Performance Feedback

S/N	Statements	SA F(%)	A F(%)	U F(%)	D F(%)	SD F(%)	Mean (x)
25	My products consistently meet performance expectations.	120 (30.0)	216 (54.0)	52 (13.0)	6 (1.5)	4 (1.0)	4.11
26	I receive few complaints about product reliability.	73 (18.3)	186 (46.5)	102 (25.5)	30 (7.5)	5 (1.3)	3.74
27	Performance issues are resolved through customer feedback mechanisms.	88 (22.0)	211 (52.8)	82 (20.5)	12 (3.0)	5 (1.3)	3.92
28	Consistent product performance contributes to positive word-of-mouth.	93 (23.3)	203 (50.7)	78 (19.5)	20 (5.0)	4 (1.0)	3.91
29	I track product performance through customer service interactions.	110 (27.5)	182 (45.5)	79 (19.8)	16 (4.0)	9 (2.3)	3.93
Overall Mean for Performance Feedback							3.92

Source: Researcher's Fieldwork 2025

The overall mean score for performance feedback in Table 4.6 is 3.92, showing that performance feedback moderately influences marketing strategies. The highest mean (4.11) was recorded for “My products consistently meet performance expectations,” which indicates that most respondents believe product performance aligns with customer expectations. Statements such as “I receive few complaints about product reliability” (mean = 3.74) and “Consistent product performance contributes to positive word-of-mouth” (mean = 3.91) show that maintaining product quality through feedback significantly strengthens marketing performance and customer trust.

4.3.6 Perceived Value Feedback

Table 4.7 Descriptive Statistics on Perceived Value Feedback

S/N	Statements	SA F(%)	A F(%)	U F(%)	D F(%)	SD F(%)	Mean (x)
30	Customers believe the price of my product reflects its value.	116 (29.0)	210 (52.5)	43 (10.8)	22 (5.5)	7 (1.8)	4.02
31	My products offer value compared to competitors' products.	89 (22.3)	237 (59.3)	55 (13.8)	14 (3.5)	3 (0.8)	3.99
32	Promotions and discounts increase the perceived value of my product.	104 (26.0)	210 (52.5)	69 (17.3)	11 (2.8)	2 (0.5)	4.02
33	Customer loyalty is influenced by perceived product value.	90 (22.5)	219 (54.8)	71 (17.8)	14 (3.5)	3 (0.8)	3.95
34	I use feedback to enhance the value proposition of my offerings.	105 (26.3)	195 (48.8)	67 (16.8)	16 (4.0)	15 (3.8)	3.90
Overall Mean for Perceived Value Feedback							3.98

Source: Researcher's Fieldwork 2025

As seen in Table 4.7, the overall mean for perceived value feedback is 3.98, suggesting that respondents agreed that customer' perceptions of value derived from product feedback influence marketing strategies. The statement "Customers believe the price of my product reflects its value" had a mean of 4.02, and "Promotions and discounts increase the perceived value of my product" also had 4.02. These findings imply that customers' perceptions of value are key in shaping pricing, promotion, and loyalty programs. Firms appear to leverage perceived value feedback to enhance competitiveness and maintain customer trust.

4.4 Correlation Result for the Relevant Variables

Table 4.8 Correlations Analysis

Correlations		Customer Satisfaction Rating Feedback	Usability Feedback	Functionality Feedback	Performance Feedback	Perceived Value Feedback	Marketing Strategies
Customer Satisfaction Rating Feedback	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	400					
Usability Feedback	Pearson Correlation	.022	1				
	Sig. (2-tailed)	.654					
	N	400	400				
Functionality Feedback	Pearson Correlation	.290**	.067	1			
	Sig. (2-tailed)	.000	.181				
	N	397	397	397			
Performance Feedback	Pearson Correlation	.313**	.055	.605**	1		
	Sig. (2-tailed)	.000	.270	.000			
	N	398	398	397	398		
Perceived Value Feedback	Pearson Correlation	.299**	.071	.450**	.496**	1	
	Sig. (2-tailed)	.000	.156	.000	.000		
	N	398	398	397	398	398	
Marketing Strategies	Pearson Correlation	.345**	.017	.269**	.337**	.379**	1
	Sig. (2-tailed)	.000	.734	.000	.000	.000	
	N	400	400	397	398	398	400

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Researcher’s Fieldwork 2025

The correlation results presented in Table 4.8 show varying degrees of relationships between the variables. Customer satisfaction rating feedback has a positive and significant relationship with marketing strategies ($r = 0.345$, $p < 0.01$), indicating that higher customer satisfaction correlates with better marketing outcomes. Usability feedback recorded a weak and insignificant correlation ($r = 0.017$, $p = 0.734$), suggesting

that product usability alone may not directly influence marketing strategy effectiveness. Functionality feedback ($r = 0.269$, $p < 0.01$), performance feedback ($r = 0.337$, $p < 0.01$), and perceived value feedback ($r = 0.379$, $p < 0.01$) all show significant positive relationships with marketing strategies. This reveals that as these feedback factors improve, marketing strategies are also enhanced. The findings emphasize that product feedback dimensions are interrelated and jointly impact marketing performance.

4.5 Regression Result for the Relevant Variables

Table 4.9 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
					R Square Change	Durbin-Watson
1	.469 ^a	.220	.210	.49409	.220	2.006
a. Predictors: (Constant), Perceived Value Feedback, Usability Feedback, Customer Satisfaction Rating Feedback, Functionality Feedback, Performance Feedback						
b. Dependent Variable: Marketing Strategies						

Source: Researcher’s Fieldwork 2025

The model summary in Table 4.9 shows a correlation coefficient (R) of 0.469 and an R-square value of 0.220. This means that 22% of the variation in marketing strategies is explained by the combined effects of the independent variables: customer satisfaction rating feedback, usability feedback, functionality feedback, performance feedback, and perceived value feedback. The Durbin-Watson statistic of 2.006 indicates the absence of autocorrelation, confirming the model’s reliability

Table 4.10 Analysis of Variance

Analysis						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	26.849	5	5.370	21.996	.000 ^b
	Residual	95.454	391	.244		
	Total	122.303	396			
a. Dependent Variable: Marketing Strategies						
b. Predictors: (Constant), Perceived Value Feedback, Usability Feedback, Customer Satisfaction Rating Feedback, Functionality Feedback, Performance Feedback						

Source: Researcher’s Fieldwork 2025

The ANOVA result in Table 4.10 shows an F-value of 21.996 with a significance level of $p = 0.000$, which is less than 0.05. This implies that the regression model is statistically significant and that the independent variables collectively have a significant effect on marketing strategies.

Table 4.11 Coefficient Table for the Variables

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.131	.210		10.141	.000		
	Customer Satisfaction Rating Feedback	.140	.029	.229	4.763	.000	.866	1.155
	Usability Feedback	-.002	.005	-.013	-.283	.777	.993	1.007
	Functionality Feedback	.010	.055	.010	.177	.860	.598	1.674
	Performance Feedback	.138	.057	.144	2.413	.016	.562	1.779
	Perceived Value Feedback	.223	.051	.235	4.413	.000	.701	1.426
a. Dependent Variable: Marketing Strategies								

Source: Researcher’s Fieldwork 2025

The coefficient table (Table 4.11) further reveals the individual impact of each predictor variable. Customer satisfaction rating feedback ($\beta = 0.229$, $p = 0.000$), performance feedback ($\beta = 0.144$, $p = 0.016$), and perceived value feedback ($\beta = 0.235$, $p = 0.000$) all have significant positive effects on marketing strategies. Usability feedback ($\beta = -0.013$, $p = 0.777$) and functionality feedback ($\beta = 0.010$, $p = 0.860$) show no significant effects. This suggests that the most critical predictors of marketing strategies in this study are customer satisfaction rating feedback, performance feedback, and perceived value feedback.

The variance inflation factor (VIF) values reported in Table 4.11 also support this conclusion, as all VIF values were below 2.0, far below the standard tolerance limit of 10. This indicates that there is no significant multicollinearity among the independent variables. Therefore, the regression estimates are reliable, and the results can be confidently used to interpret the relationships between product feedback dimensions and marketing strategies

4.6 Test of Hypothesis

Hypothesis One

H₀: Customer satisfaction ratings have no significant effect on marketing strategies.

Result: The regression analysis in Table 4.11 shows that customer satisfaction rating feedback has a standardized beta coefficient (β) of 0.229 with a p-value of 0.000, which is less than the 0.05 level of significance.

Decision: The null hypothesis is rejected. This means that customer satisfaction rating feedback has a significant positive effect on marketing strategies. In essence, as customer

satisfaction increases, marketing strategies become more effective. This implies that organizations that monitor and act upon customer satisfaction ratings are better able to align their promotional, pricing, and communication efforts with customer expectations.

Hypothesis Two

H₀: Feedback effectiveness (usability feedback) has no significant impact on the usability of marketing strategies.

Result: The regression output indicates a standardized beta value of -0.013 with a p-value of 0.777 , which is greater than 0.05 .

Decision: The null hypothesis is accepted, implying that usability feedback does not have a significant impact on marketing strategies. Although respondents agreed that their products are easy to use, the statistical outcome suggests that usability feedback alone does not directly influence the strategic marketing decisions of firms. This may be because usability issues are often treated as product-design concerns rather than strategic marketing drivers.

Hypothesis Three

H₀: Feedback influence (functionality feedback) has no significant relationship with marketing strategies.

Result: The regression result shows a standardized beta value of 0.010 and a p-value of 0.860 , which exceeds the 0.05 threshold.

Decision: The null hypothesis is accepted. This finding implies that functionality feedback has no significant relationship with marketing strategies. Although functionality is important for customer satisfaction, the result indicates that it may not play a direct role

in shaping marketing strategies, perhaps because firms see product functionality as a technical attribute rather than a marketing concern.

Hypothesis Four

H₀: Performance feedback plays no significant role in shaping marketing strategies.

Result: As indicated in Table 4.11, performance feedback recorded a standardized beta value of 0.144 and a p-value of 0.016, which is below the 0.05 significance level.

Decision: The null hypothesis is rejected. This means performance feedback significantly influences marketing strategies. Firms that collect and act upon performance-related feedback from customers can improve their reliability, consistency, and reputation, all of which enhance marketing performance and customer retention.

Hypothesis Five

H₀: Perceived value feedback has no significant impact on the perceived value of marketing strategies.

Result: The regression result reveals that perceived value feedback has a standardized beta coefficient of 0.235 and a p-value of 0.000, which is well below the 0.05 significance level.

Decision: The null hypothesis is rejected. This finding demonstrates that perceived value feedback has a significant positive impact on marketing strategies. When customers perceive high value in a product relative to its price and quality, it directly enhances marketing effectiveness by improving brand reputation, encouraging repeat patronage, and sustaining customer loyalty.

4.7 Discussion of Findings

The findings of this study demonstrate that product feedback significantly affects marketing strategies. Customer satisfaction rating feedback emerged as one of the strongest determinants of marketing performance, aligning with the idea that satisfied customers provide valuable insights that shape pricing, promotion, and product distribution decisions. Performance feedback also proved essential, as consistent product performance enhances consumer trust and positive word-of-mouth. Furthermore, perceived value feedback greatly influenced marketing strategies, implying that organizations must understand customer perceptions of value to strengthen their competitive advantage.

On the other hand, usability and functionality feedback were found to be insignificant predictors, indicating that while they are relevant for product improvement, they may not directly shape marketing strategies in the same way satisfaction, performance, and perceived value do. These results collectively suggest that effective marketing strategies are customer-centered and built upon actionable feedback from key performance indicators.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter provides a comprehensive summary of the key findings derived from the data analysis presented in Chapter Four. It also offers the major conclusions drawn from these findings, followed by relevant recommendations, contributions to knowledge, and suggestions for future research. The chapter encapsulates how product feedback influences marketing strategies, emphasizing the empirical evidence that customer feedback mechanisms significantly shape marketing decisions in contemporary business environments.

5.2 Summary of Findings

Based on the data analysis presented in Chapter Four, the study produced the following key findings:

The study found that customer satisfaction rating feedback has a significant positive effect on marketing strategies. The regression analysis produced a standardized beta coefficient ($\beta = 0.229$) with a p-value of 0.000, confirming a strong relationship. This indicates that when customers express satisfaction with a product's quality and experience, it enhances marketing effectiveness through better promotional strategies, improved pricing alignment, and increased customer loyalty.

The result further revealed that usability feedback does not significantly influence marketing strategies ($\beta = -0.013$, $p = 0.777$). Although respondents agreed that products were easy to use and designed to support convenience, the statistical insignificance

suggests that usability factors may not directly shape marketing decisions. It shows that firms often treat usability as a product development concern rather than a central marketing determinant.

Findings on functionality feedback indicated no significant relationship with marketing strategies ($\beta = 0.010$, $p = 0.860$). Respondents moderately agreed that product features and relevance contribute to satisfaction, but these factors did not predict marketing outcomes. This implies that while functionality is important for quality assurance, it is not a major driver of marketing strategic direction.

Performance feedback was shown to have a significant effect on marketing strategies ($\beta = 0.144$, $p = 0.016$). The study found that firms that collect and act on performance-related feedback tend to improve their marketing outcomes. Product reliability and consistency were discovered to strengthen customer trust and brand reputation, which are crucial elements of effective marketing strategies.

The analysis also revealed that perceived value feedback had the strongest influence on marketing strategies ($\beta = 0.235$, $p = 0.000$). This means that customers' perceptions of value in relation to price, quality, and utility strongly determine how marketing strategies are formed. When customers perceive a product as valuable, they are more likely to remain loyal, provide positive reviews, and engage in brand advocacy, all of which contribute to long-term marketing success.

5.3 Conclusion

The study concludes that product feedback plays a significant role in shaping effective marketing strategies. Organizations that actively collect and utilize customer feedback are

more likely to design marketing strategies that align with consumer needs and market realities. Customer satisfaction feedback emerged as a critical factor influencing marketing outcomes, implying that businesses must continually measure and respond to customer perceptions to remain competitive.

Performance feedback also proved to be an essential determinant, highlighting the need for organizations to ensure product reliability and consistency as a foundation for effective marketing communication. Likewise, perceived value feedback was found to be the strongest predictor, signifying that when customers perceive that they are getting high value for their money, it strengthens their trust, loyalty, and brand preference, which in turn drives marketing success.

On the other hand, the insignificance of usability and functionality feedback suggests that while these aspects are relevant for product design and customer satisfaction, they may not directly influence the strategic marketing framework of firms. Therefore, for marketing strategies to be effective, they must integrate actionable feedback from customers, focusing primarily on satisfaction, performance, and perceived value.

5.4 Recommendations

Based on the findings and conclusions of the study, the following recommendations are made:

- i. Organizations should continuously collect and evaluate customer satisfaction feedback to guide their marketing strategies. By paying attention to customer satisfaction levels, firms can align promotional activities, pricing policies, and branding efforts with consumer expectations, thereby enhancing loyalty and repeat patronage.

ii. Although usability feedback was found to be statistically insignificant, companies should still consider user convenience and product ease of use in their planning. A product that is simple and enjoyable to use improves customer experience and indirectly strengthens the brand's appeal in the market.

iii. Firms should give attention to functionality feedback to ensure their products remain reliable and relevant. Using customer insights about product features and performance will help businesses refine their offerings and develop stronger marketing communications that emphasize product dependability.

iv. Performance feedback should be utilized by organizations to maintain product quality and consistency. Positive feedback on product performance can be incorporated into marketing messages to enhance credibility, attract potential customers, and foster lasting trust among existing users.

v. Companies should focus strongly on perceived value feedback since it had the greatest effect on marketing strategies. By ensuring that customers perceive their products as valuable in terms of price, quality, and satisfaction, firms can strengthen brand loyalty, encourage positive word-of-mouth, and sustain a competitive advantage.

5.5 Contribution to Knowledge

This study contributes to the existing body of knowledge by providing empirical evidence on how different dimensions of product feedback affect marketing strategies. Specifically, it establishes that customer satisfaction rating, performance, and perceived value feedback significantly shape marketing outcomes. The study also provides a validated

regression model demonstrating that product feedback variables collectively explain 22% of variations in marketing strategies.

Furthermore, the findings introduce new insights into the relative insignificance of usability and functionality feedback in direct marketing influence, challenging the assumption that all feedback dimensions equally affect marketing performance. The research therefore extends the understanding of feedback-based marketing strategy formulation within the Nigerian business context.

5.6 Suggestions for Further Research

Future researchers can expand on this study by exploring additional feedback dimensions such as emotional feedback, experiential feedback, and digital customer interaction metrics. A qualitative or mixed-methods approach could also be adopted to gain deeper insights into how managers interpret and apply feedback in strategic marketing decisions. Moreover, similar studies could be conducted across different industries or geographic regions to compare results and enhance generalizability. Longitudinal studies are also recommended to track the long-term effects of product feedback on marketing performance. Researchers may equally investigate moderating variables such as firm size, technological innovation, or brand equity to understand their influence on the feedback–strategy relationship.

REFERENCE

- Aaker, D. A., & Joachimsthaler, E. (2018). *Brand Leadership*. Free Press.
- Acquaah, M., & Yasai-Ardekani, M. (2020). *Firm-specific managerial experience and strategic orientation in SMEs*. *Journal of Small Business Management*, 58(2), 243–265. <https://doi.org/10.1080/00472778.2019.1571987>
- Adewusi, A. (2021). Effect of customer feedback on marketing effectiveness in a manufacturing organisation. Retrieved from [Adewusi/publication/358820250_Effect_of_customer_feedback_on_marketing_effectiveness_in_a_manufacturing_organisation/links/621996f22542ea3cacb16c59/Effect-of-customer-feedback-on-marketing-effectiveness-in-a-manufacturing-organisation.pdf](https://www.researchgate.net/publication/358820250_Effect_of_customer_feedback_on_marketing_effectiveness_in_a_manufacturing_organisation/links/621996f22542ea3cacb16c59/Effect-of-customer-feedback-on-marketing-effectiveness-in-a-manufacturing-organisation.pdf)
- Agag, G., Durrani, B. A., Shehawy, Y. M., Alharthi, M., Alamoudi, H., El-Halaby, S., ... & Abdelmoety, Z. H. (2023). Understanding the link between customer feedback metrics and firm performance. *Journal of Retailing and Consumer Services*, 73, 103301.
- Ahearne, M., Lam, S. K., Hayati, B., & Kraus, F. (2020). *Performance-based and behavior-based evaluation in marketing strategy implementation*. *Journal of the Academy of Marketing Science*, 48(1), 112–136.
- Ahmad, N., Vveinhardt, J., & Ahmed R. (2014). Impact of word of mouth on consumer buying decision. *European journal of Business and Management*. 31-37.
- Ajzen, I. (1985). *From intentions to actions: A theory of planned behavior*. In J. Kuhl & J. Beckmann (Eds.), *Action control* (pp. 11–39). Springer.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Aldehayyat, J. S., Al-Kilani, M. H., & Abuhommous, A. A. (2020). *Strategic planning and organizational performance in small and medium-sized enterprises (SMEs)*. *Management Research Review*, 43(5), 551–569. <https://doi.org/10.1108/MRR-06-2018-0235>
- Amajuoyi, P., Benjamin, L. B., & Adeusi, K. B. (2024). Agile methodologies: Adapting product management to rapidly changing market conditions. *GSC Advanced Research and Reviews*, 19(2), 249-267.
- American Marketing Association. (2013). Definition of marketing. 14, from <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing>

- Anderson, A., McAllister, C., & Harris, E. (2024). *Product Development and Management Body of Knowledge: A Guidebook for Product Innovation Training and Certification*. John Wiley & Sons.
- Aniebiet, E., Aniefiok, O. A., & Aniekan, E. A. (2025). The influence of online reviews on brand perception and customer engagement in service marketing in Nigeria. *International Journal of Contemporary Research in Marketing and Management Sciences*, 13(1), 1-14.
- Armstrong, D., Adam, S., Denize, S., & Kotler, P.(2014). *Principle of Marketing*.Benin: mindex publication
- Babbie, E. R. (2020). *The practice of social research* (15th ed.). Cengage Learning.
- Bai, Y., Liu, Y., & Zhou, Y. (2019). *How do price promotions affect customer acquisition and retention?*. *Journal of Retailing and Consumer Services*, 47, 162–168. <https://doi.org/10.1016/j.jretconser.2018.11.004>
- Baker, M. J., Hart, S., & Hart, S. (2020). *The Marketing Book* (8th ed.). Routledge.
- Barros, C. P., Ferreira, F. A., & Peypoch, N. (2021). *Efficiency measurement in marketing: Empirical applications using DEA*. *European Journal of Operational Research*, 293(2), 524–534. <https://doi.org/10.1016/j.ejor.2020.11.012>
- Batat, W. (2022). *Strategies for the digital customer experience: Connecting customers with brands in the phygital age*. Edward Elgar Publishing.
- Batra, R., & Keller, K. L. (2016). *Integrating marketing communications: New findings, new lessons, and new ideas*. *Journal of Marketing*, 80(6), 122–145. <https://doi.org/10.1509/jm.15.0419>
- Baumgartner, R. J., & Rauter, R. (2017). *Strategic perspectives of corporate sustainability management to develop a sustainable organization*. *Journal of Cleaner Production*, 140, 81–92. <https://doi.org/10.1016/j.jclepro.2016.04.146>
- Beckers, S. F., van Doorn, J., & Verhoef, P. C. (2018). *Good, better, engaged? The effect of company-initiated customer engagement on customer loyalty*. *Journal of Business Research*, 92, 245–255. <https://doi.org/10.1016/j.jbusres.2018.07.022>
- Benjamin, L. B., Amajuoyi, P., & Adeusi, K. B. (2024). Leveraging data analytics for informed product development from conception to launch. *GSC Advanced Research and Reviews*, 19(2), 230-248.

- Bennett, L. (2025). How Consumer Feedback Shapes Supply Chain Adaptability: A Marketing Perspective. Retrieved from https://www.preprints.org/frontend/manuscript/135932bd694dd2d697d830ee6dc9080a/download_pub
- Bharadwaj, A., El Sawy, O. A., Pavlou, P. A., & Venkatraman, N. (2020). *Digital business strategy: Toward a next generation of insights*. *MIS Quarterly*, 44(2), 471–482. <https://doi.org/10.25300/MISQ/2020/14419>
- Birkinshaw, J., & Zimmermann, A. (2020). *How do firms adapt to discontinuous change? Bridging the dynamic capabilities and ambidexterity perspectives*. *Journal of Product Innovation Management*, 37(5), 421–440. <https://doi.org/10.1111/jpim.12516>
- Blakeman, R. (2023). *Integrated marketing communication: creative strategy from idea to implementation*. Rowman & Littlefield.
- Boateng, G. O., Neilands, T. B., Frongillo, E. A., Melgar-Quiñonez, H. R., & Young, S. L. (2018). Best practices for developing and validating scales for health, social, and behavioral research: A primer. *Frontiers in Public Health*, 6(149). <https://doi.org/10.3389/fpubh.2018.00149>
- Booms, B. H., & Bitner, M. J. (1981). *Marketing strategies and organizational structures for service firms*. In J. H. Donnelly & W. R. George (Eds.), **Marketing of Services** (pp. 47–51). American Marketing Association.
- Boso, N., Adeleye, I., Ibeh, K., & Chizema, A. (2018). *The internationalization of African firms: Opportunities, challenges, and risks*. *Thunderbird International Business Review*, 60(6), 669–684. <https://doi.org/10.1002/tie.21902>
- Bressan, A., Viglia, G., & Gatti, L. (2021). *Niche marketing strategies: Evidence from boutique hotels*. *International Journal of Hospitality Management*, 94, 102825. <https://doi.org/10.1016/j.ijhm.2020.102825>
- BrightLocal. (2023). *Local consumer review survey*.
- Bruhn, M., Schoenmüller, V., Schäfer, D. B., & Heinrich, D. (2018). *Brand authenticity: Towards a deeper understanding of its conceptualization and measurement*. *European Journal of Marketing*, 46(7/8), 1139–1167. <https://doi.org/10.1108/03090561211230196>
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.

- Bulletin – Economic Science, 9(15), 169-180. International Telecommunication Union (ITU). (2023). *Measuring digital development: Facts and figures*. <https://www.itu.int>
- Cacciolatti, L., & Lee, S. H. (2021). *Dynamic capabilities and marketing strategy in SMEs: The role of marketing knowledge and marketing planning*. *Journal of Small Business Management*, 59(1), 95–122. <https://doi.org/10.1080/00472778.2020.1743816>
- Cacciolatti, L., Lee, S. H., & Molinero, C. M. (2020). *Dynamic capabilities and marketing planning behavior in SMEs*. *Industrial Marketing Management*, 87, 132–143. <https://doi.org/10.1016/j.indmarman.2019.12.008>
- Calder, B. J., Malthouse, E. C., & Maslowska, E. (2019). *Brand marketing, big data and social innovation as future research directions for engagement*. *Journal of Marketing Management*, 35(11-12), 901–912. <https://doi.org/10.1080/0267257X.2019.1620831>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson Education Limited.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice* (7th ed.). Pearson.
- Chandler, J. D., & Vargo, S. L. (2011). Contextualization and value-in-context: How context frames exchange. *Marketing Theory*, 11(1), 35–49.
- Chatterjee, S., Rana, N. P., Tamilmani, K., & Sharma, A. (2020). *A systematic literature review on marketing analytics: Past, present and future*. *Journal of Business Research*, 116, 316–332. <https://doi.org/10.1016/j.jbusres.2020.05.003>
- Chatterjee, S., Rana, N. P., Tamilmani, K., & Sharma, A. (2021). *The impact of AI-based automation on marketing strategy: A systematic literature review*. *Journal of Business Research*, 124, 330–345. <https://doi.org/10.1016/j.jbusres.2020.11.021>
- Chikweche, T., & Fletcher, R. (2018). *Underdog strategies in emerging markets: The role of resource-constrained SMEs*. *Journal of Business Research*, 86, 19–29. <https://doi.org/10.1016/j.jbusres.2017.12.040>
- Christensen, C. M., & Bower, J. L. (1996). Customer power, strategic investment, and the failure of leading firms. *Strategic Management Journal*, 17(3), 197–218.

- Christodoulides, G., Jevons, C., & Bonhomme, J. (2021). *Memo to marketers: Quantitative evidence for change*. *Journal of Advertising Research*, 61(1), 28–41. <https://doi.org/10.2501/JAR-2020-038>
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). John Wiley & Sons.
- Conner, M., & Armitage, C. J. (1998). Extending the Theory of Planned Behavior: A review and avenues for further research. *Journal of Applied Social Psychology*, 28(15), 1429–1464.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Sage Publications.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications.
- Cui, G., Lui, H., & Guo, X. (2012). The effect of online consumer reviews on new product sales. *International Journal of Electronic Commerce*, 17, 39-58.
- Das, P., & Dhar, P. (2021). Finding Out the Influence of Marketing Mix on Attitude of Customers for Providing Online Reviews. *Advancement in Management and Technology (AMT)*, 2(1), 27-37.
- Day, G. S. (2018). *See Sooner, Act Faster: How Vigilant Leaders Thrive in an Era of Digital Turbulence*. MIT Press.
- Day, G. S., & Moorman, C. (2017). *Strategy from the Outside In: Profiting from Customer Value*. McGraw-Hill Education.
- Day, G. S., & Moorman, C. (2019). *The capabilities of market-driven organizations*. *Journal of Marketing*, 83(4), 45–59. <https://doi.org/10.1177/0022242919844996>
- De Maeyer, P. (2012). Impact of online consumer reviews on sales and price strategies: A Review and directions for future research. *Journal of Product & Brand Management*, 21, 132-139
- del Río-González, P. (2017). *The interaction between firm environmental and financial performance: A resource-based view*. *Business Strategy and the Environment*, 26(4), 455–469. <https://doi.org/10.1002/bse.1929>
- Deloitte. (2022). *2022 global marketing trends report*. Deloitte Insights. Pp23-26
- Diaz Ruiz, C. A. (2022). The insights industry: towards a performativity turn in market research. *International Journal of Market Research*, 64(2), 169-186.

- Dubey, R., Gunasekaran, A., Childe, S. J., Wamba, S. F., & Papadopoulos, T. (2020). *The impact of big data analytics on operational supply chain performance*. *International Journal of Production Economics*, 204, 34–48. <https://doi.org/10.1016/j.ijpe.2018.07.019>
- Dubey, S. (2025, January 10). *What Is A Customer Feedback Loop And Best Ways To Close It*. Qualaroo Blog - User Research and Customer Feedback Trends. <https://qualaroo.com/blog/customer-feedback-loop/>
- Dwesar, R., & Rao, V. (2014). The skeptic consumer: Is information presented through advertisement and online reviews perceived differently. *Asia Pacific Marketing Review*, 3(1), 19-29.
- Dwivedi, Y. K., Hughes, D. L., Ismagilova, E., Aarts, G., & Buhalis, D. (2021). *Setting the future of digital and social media marketing research: Perspectives and research propositions*. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Dwivedi, Y. K., Rana, N. P., Jeyaraj, A., Clement, M., & Williams, M. D. (2021). *Re-examining the unified theory of acceptance and use of technology (UTAUT): Towards a revised theoretical model*. *Information Systems Frontiers*, 23(4), 719–734. <https://doi.org/10.1007/s10796-019-09901-7>
- Eisenhardt, K. M., & Martin, J. A. (2020). *Dynamic capabilities: What are they?*. *Strategic Management Journal*, 21(10-11), 1105–1121. [https://doi.org/10.1002/1097-0266\(200010/11\)](https://doi.org/10.1002/1097-0266(200010/11))
- Esch, F. R., Michel, B., & Geus, P. (2020). *Brand positioning: The role of marketing strategy and innovation*. *Journal of Brand Management*, 27(2), 107–118. <https://doi.org/10.1057/s41262-020-00188-y>
- Fainmesser, I. P., Olié Lauga, D., & Ofek, E. (2021). Ratings, reviews, and the marketing of new products. *Management Science*, 67(11), 7023-7045.
- Ferrell, O. C., & Hartline, M. (2020). *Marketing Strategy* (7th ed.). Cengage Learning.
- Fillis, I., Johansson, U., & Wagner, B. (2017). *A qualitative investigation of smaller firm e-business development*. *Journal of Small Business and Enterprise Development*, 24(3), 476–498. <https://doi.org/10.1108/JSBED-10-2016-0169>
- Fishbein, M., & Ajzen, I. (2010). *Predicting and changing behavior: The reasoned action approach*. Psychology Press.

- Forrester, J. W. (1961). *Industrial dynamics*. MIT Press.
- Jaworski, B. J., & Kohli, A. K. (1993). Market orientation: Antecedents and consequences. *Journal of Marketing*, 57(3), 53–70.
- Foundjem, A., Eghan, E. E., & Adams, B. (2023). A Grounded Theory of cross-community SECOs: feedback diversity versus synchronization. *IEEE Transactions on Software Engineering*, 49(10), 4731-4750.
- Gao, M. & Cui, B. (2016) Literature Review on Product Distinctiveness Evaluation and Consumer Choice Based on Need for Uniqueness. *American Journal of Industrial and Business Management*, 6, 840-845.
- Gómez, B. G., López, C. B., & Molina, A. G. (2020). *Segmentation and microtargeting in digital marketing: An integrative framework*. *Journal of Strategic Marketing*, 28(3), 235–253. <https://doi.org/10.1080/0965254X.2019.1600253>
- Gounaris, S. P. (2018). *Customer orientation and performance: A meta-analysis of European and American empirical research*. *Journal of Business Research*, 86, 255–266. <https://doi.org/10.1016/j.jbusres.2017.06.004>
- Gremyr, I., Birch-Jensen, A., Kumar, M., & Löfberg, N. (2022). Quality functions' use of customer feedback as activation triggers for absorptive capacity and value co-creation. *International Journal of Operations & Production Management*, 42(13), 218-242.
- Gremyr, I., Birch-Jensen, A., Kumar, M., & Löfberg, N. (2022). Quality functions' use of customer feedback as activation triggers for absorptive capacity and value co-creation. *International Journal of Operations & Production Management*, 42(13), 218-242.
- Grundey, D. (2010). *The Marketing Philosophy and Challenges for the New Millenium Scientifics*.
- Grunig, R., & Morschett, D. (2017). *Developing international strategies: Determinants, processes and contents*. Springer.
- Gupta, S., & Ogden, D. T. (2019). *To buy or not to buy? A social dilemma perspective on green buying*. *Journal of Consumer Marketing*, 36(4), 481–489. <https://doi.org/10.1108/JCM-08-2017-2326>
- Hafez, M. (2023). *Pioneering Perspectives: Strategies and Considerations in Market Segmentation and Targeting*. Available at SSRN.

- Hakala, H., Nätti, S., & Kohtamäki, M. (2020). *Exploring the link between business model design and performance in SMEs*. *Long Range Planning*, 53(1), 101960. <https://doi.org/10.1016/j.lrp.2019.101960>
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). *Toward a theory of customer engagement marketing*. *Journal of the Academy of Marketing Science*, 45(3), 312–335. <https://doi.org/10.1007/s11747-016-0509-2>
- Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence-Based Nursing*, 18(3), 66–67. <https://doi.org/10.1136/eb-2015-102129>
- Hill, N., & Alexander, J. (2017). *The handbook of customer satisfaction and loyalty measurement*. Routledge.
- Hogan, J. E., Lemon, K. N., & Libai, B. (2020). *Quantifying the ripple: Word-of-mouth and marketing strategy*. *Journal of Strategic Marketing*, 28(5), 403–417. <https://doi.org/10.1080/0965254X.2019.1574704>
- Hollebeek, L. D., Sprott, D. E., & Andreassen, T. W. (2019). *Customer engagement in evolving technological environments: synopsis and guiding propositions*. *Journal of Marketing Management*, 35(11-12), 973–986. <https://doi.org/10.1080/0267257X.2019.1697495>
- Holloway, S. (2025). Understanding Consumer Perceptions of Supply Chain Responsiveness and Its Influence on Brand Loyalty in the Apparel Industry. Available at SSRN 5123090.
- Homburg, C., Jozić, D., & Kuehnl, C. (2020). *Customer experience management: Toward implementing an evolving marketing concept*. *Journal of the Academy of Marketing Science*, 45(3), 377–401. <https://doi.org/10.1007/s11747-017-0545-7>
- Huang, Z. & Ben youcef, M. (2017) The effects of social commerce design on consumer purchase decision-making 25,40-58.
- Hult, G. T. M., Ketchen Jr., D. J., & Arrfelt, M. (2020). *Strategic supply chain management: Improving performance through a culture of competitiveness and knowledge development*. *Strategic Management Journal*, 41(3), 450–471. <https://doi.org/10.1002/smj.3125>
- Ioannou, I., Serafeim, G., & Cheng, B. (2021). *Corporate social responsibility and access to finance*. *Strategic Management Journal*, 42(2), 423–445. <https://doi.org/10.1002/smj.3122>

- Islami, M. M., Rahyuni, S., & Rukayyah, A. (2024). Strategic Branding: Building Market Positioning and Business Growth through Integrated Management Practices. *Advances in Business & Industrial Marketing Research*, 2(2), 110-122.
- Jain, R., & Haley, G. T. (2020). *Marketing planning and strategy implementation: Empirical insights and practical implications*. Business Horizons, 63(2), 179–189. <https://doi.org/10.1016/j.bushor.2019.11.002>
- Jaworski, B. J., & Kohli, A. K. (2017). *Market orientation: Antecedents and consequences*. Journal of Marketing, 57(3), 53–70. <https://doi.org/10.1177/002224299305700304>
- Kannan, P. K. (2017). *Digital marketing: A framework, review and research agenda*. International Journal of Research in Marketing, 34(1), 22–45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>
- Katsikeas, C. S., Leonidou, L. C., & Zeriti, A. (2020). *Eco-friendly product development strategy: Antecedents, outcomes, and contingent effects*. Journal of the Academy of Marketing Science, 48(5), 817–836. <https://doi.org/10.1007/s11747-020-00713-0>
- Keller, K. L. (2017). *Strategic Brand Management* (4th ed.). Pearson.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5th ed.). Pearson.
- Ketchen, D. J., Short, J. C., & Combs, J. G. (2021). *Strategic management: Concepts and cases*. McGraw-Hill Education.
- Kirca, A. H., Jayachandran, S., & Bearden, W. O. (2005). Market orientation: A meta-analytic review and assessment of its antecedents and impact on performance. *Journal of Marketing*, 69(2), 24–41.
- Klaus, P., & Maklan, S. (2018). *EXQ: A multiple-item scale for assessing service experience*. Journal of Service Management, 29(1), 21–46. <https://doi.org/10.1108/JOSM-02-2017-0034>
- Kohli, A. K., & Jaworski, B. J. (1990). Market orientation: The construct, research propositions, and managerial implications. *Journal of Marketing*, 54(2), 1–18.
- Kothari, C. R. (2009). *Research methodology: Methods and techniques* (2nd ed.). New Age International Publishers.

- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16th ed.). Pearson.
- Kumar, V., & Pansari, A. (2017). *Competitive advantage through engagement*. *Journal of Marketing Research*, 54(1), 1–23. <https://doi.org/10.1509/jmr.15.0044>
- Lee, E. J., & Shin, S. Y. (2014). When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo. *Computers in Human Behavior*, 31, 356-366.
- Lee, N., & Trim, P. R. J. (2017). *Strategic marketing decision-making within Japanese and South Korean companies*. *Journal of Strategic Marketing*, 25(2), 102–118. <https://doi.org/10.1080/0965254X.2016.1148761>
- Lemon, K. N., & Verhoef, P. C. (2018). *Understanding customer experience throughout the customer journey*. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2019). *Greening the marketing mix: Do greeners lead to greener?*. *International Journal of Business and Social Science*, 74(2), 139–158. <https://doi.org/10.1016/j.indmarman.2018.10.003>
- Liao, H., Toya, K., Lepak, D. P., & Hong, Y. (2017). *Do they see eye to eye? Management and employee perspectives of high-performance work systems and influence processes on service quality*. *Journal of Applied Psychology*, 102(7), 939–951. <https://doi.org/10.1037/apl0000200>
- Lim, W. M., Yap, S. F., & Makkar, M. (2020). *Home sharing and the marketing of morality: The Airbnb case*. *Journal of Business Research*, 122, 709–723. <https://doi.org/10.1016/j.jbusres.2020.01.061>
- Lion, C. J. (2024). A Loyal Customer: Assessing the Techniques for Retention and A Continued Patronage. *Intercontinental Journal Of Education, Science And Technology*, 8(1).
- Liu, H., & Atuahene-Gima, K. (2018). *Enhancing product innovation performance in a dysfunctional competitive environment: The roles of competitive strategies and market-based assets*. *Industrial Marketing Management*, 74, 83–94. <https://doi.org/10.1016/j.indmarman.2018.06.006>
- Lovelock, C., & Wirtz, J. (2016). *Services Marketing: People, Technology, Strategy* (8th ed.). Pearson.

- Lusch, R. F., & Vargo, S. L. (2014). *Service-dominant logic: Premises, perspectives, possibilities*. Cambridge University Press.
- Narver, J. C., & Slater, S. F. (1990). The effect of a market orientation on business profitability. *Journal of Marketing*, 54(4), 20–35.
- Luthfiandana, R., Barus, G. A., Nuraeni, N., Yanthy, S., & Pujiati, H. (2024). Marketing Strategy: Segmenting, Targeting, and Positioning for Digital Business (Literature Review). *Siber International Journal of Digital Business (SIJDB)*, 1(4), 11-22.
- Martin, K. D., & Murphy, P. E. (2017). *The role of data privacy in marketing*. *Journal of the Academy of Marketing Science*, 45(2), 135–155. <https://doi.org/10.1007/s11747-016-0495-4>
- Martin, S. L., & Javalgi, R. G. (2019). *Born global firms: Speed to market and entrepreneurial cognition*. *International Business Review*, 28(3), 428–437. <https://doi.org/10.1016/j.ibusrev.2018.11.001>
- Matsuno, K., & Mentzer, J. T. (2020). *The effects of strategy type on the market orientation–performance relationship*. *Journal of Marketing*, 85(2), 19–37. <https://doi.org/10.1177/0022242919899296>
- Matsuno, K., Mentzer, J. T., & Rentz, J. O. (2021). *A conceptual and empirical comparison of three market orientation scales*. *Journal of Business Research*, 124, 364–372. <https://doi.org/10.1016/j.jbusres.2020.11.024>
- McKinsey & Company. (2023). The power of customer feedback in marketing strategy. <https://www.mckinsey.com>
- Micheaux, A., & Bosio, B. (2019). *Customer journey mapping as a new way to teach data-driven marketing as a service*. *Journal of Marketing Education*, 41(2), 127–140. <https://doi.org/10.1177/0273475318823840>
- Migdadi, M. M. (2020). *Knowledge management, customer relationship management and innovation capabilities*. *Journal of Innovation & Knowledge*, 5(4), 269–277. <https://doi.org/10.1016/j.jik.2019.10.002>
- Miller, D., McAdam, R., Moffett, S., & Alexander, A. (2021). *Knowledge management, analytics and strategy in retail: A conceptual and empirical analysis*. *Journal of Retailing and Consumer Services*, 59, 102402. <https://doi.org/10.1016/j.jretconser.2020.102402>
- Mintz, O., & Currim, I. S. (2017). *What drives managerial use of marketing and financial metrics and does metric use affect performance of marketing-mix activities?*. *Journal of Marketing*, 81(2), 1–21. <https://doi.org/10.1509/jm.15.0291>

- Morgan, N. A., Vorhies, D. W., & Mason, C. H. (2019). *Market orientation, marketing capabilities, and firm performance*. *Strategic Management Journal*, 40(3), 417–436. <https://doi.org/10.1002/smj.2785>
- Mugenda, O. M., & Mugenda, A. G. (2003). *Research methods: Quantitative and qualitative approaches*. African Centre for Technology Studies Press.
- Mukherjee, A., & Balmer, J. M. (2021). *Corporate brand sustainability: Conceptualization and scale development*. *Journal of Business Research*, 126, 604–617. <https://doi.org/10.1016/j.jbusres.2020.01.002>
- Nagle, T. T., Müller, G., & Gruyaert, E. (2023). *The strategy and tactics of pricing: A guide to growing more profitably*. Routledge.
- Narver, J. C., Slater, S. F., & MacLachlan, D. L. (2020). *Responsive and proactive market orientation and new-product success*. *Journal of Product Innovation Management*, 21(5), 334–347. <https://doi.org/10.1111/j.0737-6782.2004.00086.x>
- Nunnally, J. C. (1978). *Psychometric theory* (2nd ed.). McGraw-Hill.
- O'Cass, A., & Ngo, L. V. (2017). *Creating superior customer value for B2B firms through supplier firm capabilities*. *Industrial Marketing Management*, 62, 29–42. <https://doi.org/10.1016/j.indmarman.2016.07.002>
- Okolo Victor, O. A., Ikpo Kobi, P., & Obikeze Chinedum, O. (2021). Influence of customer feedback on customer retention in deposit money banks in South-Eastern Nigeria. *feedback*, 4(1), 1-16.
- Okolo, V. O., Ikpo, K. P., & Ifediora, C. U. (2021). Impact of Customer Feedback Management on Customer Satisfaction in Deposit Money Bank in South-eastern Nigeria. *Advance Journal Of Economics....* <https://aspjournals.org/ajemr/index.php/ajemr/article/view/25%0Ahttps://aspjournals.org/ajemr/index.php/ajemr/article/download/25/25>.
- Olayinka, O. H. (2021). Data driven customer segmentation and personalization strategies in modern business intelligence frameworks. *World Journal of Advanced Research and Reviews*, 12(3), 711-726.
- Palkovits-Rauter, S. (2019). *Influences on future developments of business process management* (Doctoral dissertation, soe).
- Palmatier, R. W., Fang, E., & Grewal, R. (2019). *A longitudinal comparison of theoretical perspectives of interorganizational relationship performance*. *Journal of Marketing*, 83(3), 1–18. <https://doi.org/10.1177/0022242919834245>

- Papadas, K. K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2017). *The interplay of strategic and internal green marketing orientation on competitive advantage*. *Journal of Business Research*, 80, 123–132. <https://doi.org/10.1016/j.jbusres.2017.07.007>
- Pine, B. J., & Gilmore, J. H. (2019). *The Experience Economy* (Updated ed.). Harvard Business Review Press.
- Rao, A., & Brown, M. (2024). A Review of the Resource-Based View (RBV) in Strategic Marketing: Leveraging Firm Resources for Competitive Advantage. *Business, Marketing, and Finance Open*, 1(3), 25-35.
- Regina, R., Rini, E. S., & Sembiring, B. K. F. (2021). The effect of online customer review and promotion through e-trust on the purchase decision of Bukalapakin Medan City. *International Journal of Research and Review*, 8(8), 236-243.
- Reinartz, W., Wiegand, N., & Imschloss, M. (2019). *The impact of digital transformation on marketing*. *European Journal of Marketing*, 53(6), 769–795. <https://doi.org/10.1108/EJM-10-2017-0858>
- Ries, A., & Trout, J. (2001). *Positioning: The battle for your mind*. McGraw-Hill.
- Sterman, J. D. (2000). *Business dynamics: Systems thinking and modeling for a complex world*. McGraw-Hill.
- Ronoh, D. K. (2022). *Online Customer Feedback and Product Design in E-commerce Retail Market in Kenya* (Doctoral dissertation, University of Nairobi).
- Rosário, A. T., & Dias, J. C. (2023). How has data-driven marketing evolved: Challenges and opportunities with emerging technologies. *International Journal of Information Management Data Insights*, 3(2), 100203.
- Rozario, M. K., Shanmugapriya, M. R., & Muthukrishnaveni, D. (2024). *The Essentials of Marketing Management-Theory, Tools and Practices*. Academic Guru Publishing House.
- Samiee, S., & Chirapanda, S. (2019). *International marketing strategy in emerging markets*. *Journal of International Business Studies*, 50(3), 339–361. <https://doi.org/10.1057/s41267-018-0173-0>
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson Education.
- Schlegelmilch, B. B. (2020). *Global marketing strategy: An executive digest*. Springer.

- Schlegelmilch, B. B. (2022). *Global marketing strategy*. Springer International Publishing.
- Schmitt, B. (2021). *Experiential marketing: A new framework for design and research*. *Foundations and Trends in Marketing*, 13(4), 249–352. <https://doi.org/10.1561/17000000055>
- Schulze, A., Townsend, J. D., & Talay, M. B. (2022). Completing the market orientation matrix: The impact of proactive competitor orientation on innovation and firm performance. *Industrial Marketing Management*, 103, 198-214.
- Spencer, X. S., Joiner, T. A., & Salmon, S. (2017). *Differentiation strategy, performance measurement systems and organizational performance: Evidence from Australian manufacturing SMEs*. *Journal of Business & Industrial Marketing*, 32(3), 304–316. <https://doi.org/10.1108/JBIM-02-2015-0023>
- Srinivasan, R., Lilien, G. L., & Rangaswamy, A. (2018). *Marketing strategy and product performance*. *Journal of Marketing*, 82(4), 1–19. <https://doi.org/10.1177/0022242918770435>
- Story, V. M., Boso, N., & Cadogan, J. W. (2017). *The form of relationship between firm-level product innovativeness and new product performance in developed and emerging markets*. *Journal of Product Innovation Management*, 34(6), 736–756. <https://doi.org/10.1111/jpim.12336>
- Sukmana, F. H., Mayani, E., & Fadah, I. (2023). Analyzing Consumer Online Reviews for Enhancing Restaurant Marketing Strategy: Applying the 7Ps Marketing Mix Framework. *International Social Sciences and Humanities*, 2(3), 907-918.
- Suresh, P., & Gurumoorthy, K. (2022, February). Mining of customer review feedback using sentiment analysis for smart phone product. In *International Conference on Computing, Communication, Electrical and Biomedical Systems* (pp. 247-259). Cham: Springer International Publishing.
- Susanti, D., Indradewa, R., & Santoso, S. (2023). *The role of digital marketing capabilities in driving market performance*. *Journal of Business Strategy*, 44(1), 10–24. <https://doi.org/10.1108/JBS-04-2022-0062>
- Sutaguna, I. N. T., Achmad, G. N., Risdiyanto, A., & Yusuf, M. (2023). Marketing strategy for increasing sales of cooking oil shoes in Barokah trading business. *International Journal of Economics and Management Research*, 2(1), 132-152.

- Tafesse, W., & Wien, A. (2018). *Implementing social media in B2B firms: A process model*. *Industrial Marketing Management*, 74, 275–285. <https://doi.org/10.1016/j.indmarman.2018.06.015>
- Taherdoost, H. (2016). Validity and reliability of the research instrument: How to test the validation of a questionnaire/survey in a research. *International Journal of Academic Research in Management*, 5(3), 28–36.
- Tarabasz, A. (2024). The impact of digital on marketing strategy. In *Digital marketing* (pp. 21-37). CRC Press.
- Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International Journal of Medical Education*, 2, 53–55. <https://doi.org/10.5116/ijme.4dfb.8dfd>
- Teece, D. J. (2018). *Business models and dynamic capabilities*. *Long Range Planning*, 51(1), 40–49. <https://doi.org/10.1016/j.lrp.2017.06.007>
- Theodorakopoulos, L., & Theodoropoulou, A. (2024). Leveraging big data analytics for understanding consumer behavior in digital marketing: A systematic review. *Human Behavior and Emerging Technologies*, 2024(1), 3641502.
- Thomas J. (2018). Marketing concept: examining ama definitions and evolution over years. Indian Institute of Management Kozhikode.
- Tian, P., & Yang, Q. (2024). The impact of online customer reviews on product iterative innovation. *European Journal of Innovation Management*, 27(8), 2646-2667.
- Tleuberdinova, A. T., & Zhussupgazina, R. R. (2021). The concept of product market positioning. *Central Asian Economic Review*, (2), 8-21.
- Tynan, C., McKechnie, S., & Hartley, S. (2020). *Interpreting value in the customer experience*. *European Journal of Marketing*, 54(7), 1797–1818. <https://doi.org/10.1108/EJM-01-2020-0034>
- Um, K. H., Lee, H., Shine, E. K., & Kang, M. (2024). Customer-driven innovation: examining the nexus of trust, IT, knowledge absorption, and involvement in NPD success. *Total Quality Management & Business Excellence*, 35(15-16), 1731-1749.
- Vana, P., & Lambrecht, A. (2021). The effect of individual online reviews on purchase likelihood. *Marketing Science*, 40(4), 708-730.
- Varadarajan, R. (2020). *Strategic marketing, marketing strategy and market strategy*. *AMS Review*, 10(1-2), 1–17. <https://doi.org/10.1007/s13162-020-00161-0>

- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1–17.
- Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1–10.
- Vázquez-Casielles, R., del Río-Lanza, A. B., & Díaz-Martín, A. M. (2009). Satisfaction and switching intentions from positive experiences with service recovery. *Journal of Service Research*, 12(3), 257–271.
- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., & Huang, M. H. (2021). *Digital transformation and marketing: A review and research agenda*. *Journal of Business Research*, 122, 889–901. <https://doi.org/10.1016/j.jbusres.2020.06.019>
- Wamba, S. F., Gunasekaran, A., Akter, S., Ren, S. J., Dubey, R., & Childe, S. J. (2017). *Big data analytics and firm performance: Effects of dynamic capabilities*. *Journal of Business Research*, 70, 356–365. <https://doi.org/10.1016/j.jbusres.2016.08.009>
- Wedel, M., & Kamakura, W. A. (2018). *Market segmentation: Conceptual and methodological foundations* (2nd ed.). Springer.
- Whitler, K. A., Morgan, N. A., & Allenby, G. M. (2021). *Why CMOs never last and what to do about it*. *Harvard Business Review*, 99(5), 102–110. <https://hbr.org/2021/09/why-cmos-never-last>
- Wilden, R., Devinney, T. M., & Dowling, G. R. (2019). *The architecture of dynamic capability research identifying the building blocks of a configurational approach*. *Academy of Management Annals*, 10(1), 997–1076. <https://doi.org/10.5465/annals.2014.0103>
- Wisner, J, and Corney, W. (2001) “Comparing practices for capturing bank customer feedback: Internet versus Traditional banking”, *Benchmarking: An International Journal*, pp 240-250.
- Zarantonello, L., & Schmitt, B. (2017). *The impact of event marketing on brand equity*. *Journal of Brand Management*, 24(3), 249–263. <https://doi.org/10.1057/s41262-017-0031-y>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill Education.
- Zhou, K. Z., & Li, C. B. (2020). *How knowledge affects radical innovation: Knowledge base, market knowledge acquisition, and internal knowledge sharing*. *Strategic Management Journal*, 33(9), 1090–1102. <https://doi.org/10.1002/smj.1959>

- Zhou, K. Z., Yim, C. K., & Tse, D. K. (2021). *The effects of strategic orientations on technology- and market-based breakthrough innovations*. *Journal of Marketing*, 69(2), 42–60. <https://doi.org/10.1509/jmkg.69.2.42.60755>
- Zou, S., Fang, E., & Zhao, S. (2020). *The role of strategic orientations in international marketing strategy*. *Journal of International Marketing*, 28(1), 3–18. <https://doi.org/10.1177/1069031X19897044>
- Zulfikar, I. (2022). Building a strong brand: Marketing strategy to increase brand awareness and consumer loyalty. *Neo Journal of economy and social humanities*, 1(4), 280-284.

APPENDIX
DEPARTMENT OF MARKETING
FACULTY OF MANAGEMENT SCIENCES
UNIVERSITY OF BENIN

Dear Sir/Madam,

REQUEST FOR YOUR COOPERATION IN COMPLETING THIS
QUESTIONNAIRE

I am an undergraduate of the above named Institution and Department. I am currently carrying out a research on **“Effect of Product Feedback on Marketing Strategies”**.

In this regard, you have been duly selected as a member of the sample.

I wish to appeal to you to kindly assist this study by sparing a few minutes to complete this questionnaire. Please, be assured that that your answers will be treated in strict confidence and used for the academic purpose only.

Thank you for your cooperation

SECTION A: PERSONAL DATA

Please tick [✓] the option that applies to you

1. Gender: Male [], Female []
2. Age range (years): 18-23 [], 24-29 [], 30-35 [], 36 and above []
3. Marital Status: Single [], Married []
4. Highest Educational Qualification: FSLC [] Diploma/OND [], HND/B.SC [],
Postgraduate Degree [], Others []

SECTION B: GENERAL

Please tick the appropriate box after each question as an indication of your choice using the Likert scale:

SA = Strongly Agree (5), A = Agree (4), U = Undecided (3), D = Disagree (2), SD = Strongly Disagree (1)

S/N	Marketing Strategies	SA	A	U	D	SD
5	I actively implement promotional strategies to increase product awareness.					
6	My pricing strategy is aligned with customer expectations and market trends.					
7	I use customer segmentation to tailor our marketing efforts.					
8	I leverage digital marketing tools (e.g., social media) to reach target customers.					
9	My product placement strategy enhances customer accessibility.					
S/N	Customer Satisfaction Rating Feedback	SA	A	U	D	SD
10	My customers often express satisfaction with the quality of my products.					
11	Repeat purchases are common due to customer satisfaction.					
12	I receive positive reviews from our customers.					
13	Customer complaints are minimal and quickly resolved.					

14	Customer satisfaction has a direct impact on my sales performance.					
S/N	Usability Feedback	SA	A	U	D	SD
15	Customers find my products easy to use.					
16	Instructions and packaging support ease of product usage.					
17	The design of my product improves usability.					
18	Usability contributes to overall customer satisfaction.					
19	I consider customer feedback to improve product usability.					
S/N	Functionality Feedback	SA	A	U	D	SD
20	My products perform all the functions expected by customers.					
21	Functional improvements are made based on customer feedback.					
22	Product features are relevant to customer needs.					
23	Functionality is a key driver in customer loyalty.					
24	Functional issues are rare in my product lines.					
S/N	Performance Feedback	SA	A	U	D	SD
25	My products consistently meet performance expectations.					
26	I receive few complaints about product reliability.					
27	Performance issues are resolved through customer feedback mechanisms.					
28	Consistent product performance contributes to positive word-of-mouth.					
29	I track product performance through customer service interactions.					
S/N	Perceived Value Feedback	SA	A	U	D	SD
30	Customers believe the price of my product reflects its value.					
31	My products offer value compared to competitors' products.					
32	Promotions and discounts increase the perceived value of my product.					
33	Customer loyalty is influenced by perceived product value.					
34	I use feedback to enhance the value proposition of my offerings.					