

Marketing Strategy and Customer Relationship Management in Lighting Manufacturing Companies in Fujian Province, China

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ABSTRACT

This study aimed to provide strategic guidance to stakeholders of lighting companies in Fujian Province, to enhance the competitiveness of local lighting companies in the midst of complex market dynamics and technological advancements, and to propose innovative solutions for long-term growth and sustainable development. Through in-depth research, this paper reveals the effectiveness of Fujian Province lighting firms in terms of marketing strategy and customer relationship management, as well as the significant links between these two key factors. Specifically, the study evaluates in detail the performance of marketing strategy and customer relationship management practices across various dimensions. Marketing strategy practices were explored in terms of product, price, channel, and promotion; while customer relationship management was described in terms of customer value, customer satisfaction, and customer retention. In addition, three hundred respondents were selected for this study with the support of Fujian Optoelectronics Industry Association and the corresponding questionnaires were successfully collected. Through the analysis of statistical tools, the study found that there is a strong link between marketing strategies and customer relationship management practices. The study also found that in the subgroup analysis based on gender, age, years of experience, and type of business entity, males, 36 to 40 years of age, and those with 3 to 4 years of experience rated the relationship between marketing strategy and CRM practices higher. Based on these findings, the researchers proposed an action plan to improve the marketing strategy practices and CRM practices of lighting firms in Fujian Province to ensure that these practices are more effective and responsive to market needs. This will not only enhance the competitiveness of Fujian lighting companies, but also lay a solid foundation for their sustainable success in the future.

KEYWORDS

Marketing Strategy; Customer Relationship Management; Lighting Manufacturing Companies

1. INTRODUCTION

Currently, China's lighting industry, as one of the pillars of social and economic development, is experiencing unprecedented rapid development as people's living standards and quality of life requirements continue to improve, and the lighting industry has become an important part of supporting people's quality of life. China's lighting industry has developed from a simple manufacturing base for lighting equipment to the world's largest producer of lighting products over the past few years. The introduction and popularization of LED technology has led to significant improvements in the efficiency and performance of lighting products and has further boosted the development of China's lighting industry.

However, although China's lighting industry has made significant improvements in scale and technology, there are still some problems. First of all, the market competition is fierce, and the

homogenization of products is serious. In the production of many lighting products, although the performance and quality of the product has been greatly improved, but in the design, brand, channel, and other aspects of the innovation is still insufficient, which leads to serious product homogenization, consumers find it difficult to distinguish the differences between products. The lighting industry needs to speed up the optimization and upgrading of the structure to meet the challenges of environmental protection and energy. Secondly, the optimization and upgrading of industrial structure is slow. Although China's lighting industry has made great progress, there are still deficiencies in the optimization of the industrial chain, technological innovation, brand building, etc., which limits the further development of China's lighting industry. Finally, environmental protection and energy issues have also posed new challenges to China's lighting industry. With the improvement of environmental awareness, consumer demand for environmental protection and energy saving products is also increasing, which puts forward new challenges to China's lighting industry.

In recent years, as an important production area of LED lighting in China, Fujian still maintains a steady momentum of development in 2022, the value added of industry in Fujian Province is 1.96 trillion yuan, the total amount of the country's 6th; the value added of regulated industry increased by 5.7%, the growth rate of which is the 1st in the eastern region. According to the official news of China Lighting and Electrical Appliance Association, in the first half of 2023, Fujian, Guangdong and other major provinces of China's traditional production of electric light sources, the output of regulated enterprises rose between 40%-130%; in particular, in 2022, in Zhejiang, Jiangsu, Shanghai and other provinces of the decline in lighting exports, the total annual exports of lighting products in Fujian but increased, rose between 4%-29%, exports accounted for 0.5%-1% (CLEA, 2023.)

Then, in Fujian Province, lighting companies in the face of the current fierce competition brought about by this booming market, is still a large lighting companies dominate the market, while the traditional small and medium-sized lighting companies and start-up lighting companies are facing a huge challenge to expand market share. Due to the current traditional lighting store channel is still the development direction of the mainstream brand, and constantly optimize the channel customers and enhance the channel sales ability to become an important means of survival in the fierce competition; In addition, the competition in the hardware channel has been upgraded from pure price competition to the brand and service competition, in the next two years will be the main areas of competition between the major mainstream brands; professional areas of the product service providers, such as: linear lighting, magnetic light, office lighting, engineering lighting, lighting design, etc., they have locked the market in their respective areas and do a good job of professional services.

This study focused on the reform and development of lighting companies in Fujian Province and analyzed their marketing strategies to better adapt to the diversified needs of the market. Meanwhile, customer relationship management strategy is considered to be the key to sustainable business, so this study will also delve into how to improve customer satisfaction, retain existing customers, attract new customers, and enhance customer value. In addition, in order to achieve more efficient business operations, this paper will propose a model for building a customer relationship management (CRM) software system for lighting companies in Fujian Province with the help of modern information technology. By standardizing business processes, the efficiency of internal staff will be improved, which will promote the growth of sales and profit. Finally, this study hopes to provide strategic guidance for participants in the entire lighting industry in Fujian Province, to promote the competitiveness of lighting enterprises in Fujian Province, and to lay the foundation for their sustainable success in the future.

The ultimate goal of this study is to provide strategic guidance to the stakeholders of Fujian lighting companies. The main objective is to enhance the competitiveness of local lighting companies in Fujian and lay the foundation for their continued success in the face of complex market dynamics and technological advancements. To address key challenges and propose innovative solutions for future growth and sustainability.

The main objective of this study is to apply and improve specialized knowledge in the field of “Business Administration” as a starting point. The research involves an in-depth investigation of the dynamics of marketing strategy and customer relationship management practices, with a particular focus on the lighting industry in Fujian Province. As this industry is an important economic pillar of Fujian Province, it is of great academic and practical significance. As a researcher, this study is critical to understanding and addressing the key challenges faced by the industry in the current business environment. This exploration in the specific context of the industry aims to contribute to the economic and commercial development of the region, particularly in enhancing the lighting industry. Both academically and practically, this study is dedicated to providing valuable insights and solutions that are essential for the industry to progress in the ever-changing market environment.

2. OBJECTIVES OF THE STUDY

The main objective of this study is to investigate the impact of marketing strategies on customer relationship management (CRM) of lighting companies in Fujian Province. Specifically, the study focuses on several key areas. First, the study assessed the effectiveness of marketing strategies in terms of positioning, pricing and promotion strategies. Second, the research sought to assess the extent to which customer relationship management practices impact on key aspects of customer value, satisfaction and retention. Thirdly, the study explored the important interrelationships between marketing strategies and CRM practices. Finally, the study aimed to develop an action plan to improve existing marketing strategies to enhance customer relationship management. This integrated approach aims to provide a deeper understanding of how marketing strategies can be optimized to improve customer relationships and overall business performance in the lighting industry in Fujian Province.

3. LITERATURE REVIEW

3.1. Marketing Strategy

Marketing strategy first originated in the United States in the late 19th century. Since the 1920s, it has gradually evolved into a systematic science and has been gradually improved in extensive social practice. To date, marketing strategy has established a relatively complete theoretical framework, and through the accumulation of sufficient practical experience, it provides important support for the scientific management of enterprises and plays a significant role.

The marketing mix consists of four decisions that should be considered before launching a product. Firms should develop a targeted approach to these four different components, which are product, price, channel and promotion. All the four variables help the company to make strategic decisions needed for competitive advantage. Badi (2015) emphasized that the 4P's of the marketing mix (product, price, place and promotion) are very flexible and can be adapted to meet changing market demands and helps in product management, customer database, segmentation, targeting and positioning.

Rosemary Thackeray et al. (2019) argued through a series of analyses that promotional strategies are indeed very important, but are only one element in the development of marketing strategies. It also needs to work in conjunction with marketing components such as product strategy, pricing strategy, and channel strategy to achieve maximum impact when studying overall marketing strategy. Some people, however, consider promotional strategy to be the most critical factor in marketing strategy development and lack consideration of other factors. However, in marketing strategy, product is the foundation, price and channel are prerequisites, and promotion is an important tool and means.

In addition, there are some new technological tools that can be used in the development of marketing strategies in companies. Mohamed et al. (2019)

This is especially important for lighting companies in Fujian Province, as an integrated approach allows for more effective market penetration and customer attraction. And marketing innovation has an important impact on product processes and organizational aspects. For Fujian lighting companies, marketing innovation means exploring new product designs, adopting new marketing channels, or reorganizing the marketing department to increase flexibility. As the importance of technology in marketing strategy is increasing day by day. For lighting companies, utilizing the Internet of Things for product innovation or using social media to engage with customers is critical to developing a robust marketing strategy. "Data-Driven Marketing" As discussed in this article; the role of business intelligence suggests a shift to data-driven marketing strategies. For lighting companies, this may involve utilizing customer data to refine marketing campaigns and make informed strategic decisions.

In summary, the research on marketing strategy has been followed by an emphasis on the evolution of marketing strategy, the importance of an integrated approach, the role of innovation and technology, and the need to be market-oriented and data-driven. Each of these aspects is critical to the strategic development of marketing practices for lighting companies in Fujian Province.

3.2. Customer Relationship Management

Customer Relationship Management (CRM) refers to a series of management activities carried out by an enterprise to maintain and expand the relationship with existing customers and establish long-term, stable and mutually beneficial business relationships with new customers. With the increasingly fierce competition in the market, traditional CRM is also facing more and more challenges, and CRM has become the key to improve the core competitiveness of many enterprises. CRM is to collect, organize, and analyze customer data, and provide relevant data and information to the enterprise management as the core mission. Through the management of user and market data, it realizes rapid response to changes in user demand and market demand, and helps enterprises quickly adapt to the market environment and gain competitive advantages. With the social and economic development and technological progress, more and more enterprises realize that customer resources are the most valuable wealth, with a large number of customer resources not only for the company to bring a lot of profits but also to create greater value. Varadarajan (2020) emphasized that customer information resources, such as customer information assets and information analysis capabilities, are increasingly becoming an important source of competitive advantage in the digital data-rich market environment.

Gupta (2015) suggested that customer-centered management strategies can help to align customer expectations with service, thereby increasing customer loyalty and business profitability. Then the traditional marketing philosophy of "wine is good" used to be true in the past. But unfortunately, as the market evolves from product-oriented to customer-centric, these concepts need to be adapted, especially when it comes to customer experience. Today, customers not only need cost-effective products, but also seek quick response and better customer experience.

With the rapid development of the information society, the lighting company's marketing environment appears to be increasingly fierce. In the multi-channel sales model, consumer demand for lighting products shows a trend of personalization and diversification. At the same time, the traditional large lighting giants have begun to focus on market competition from a single product competition turned brand, service, customer level competition. With customers to establish win-win long-term partnership, master channels and customer resources, analyze customer demand, and quickly meet customer demand has become the core of competition. Jugović (2015) suggested that customer relationship management improved the competitiveness of a company by meeting individual customer needs, building long-term relationships, and transforming customers into loyal and committed customers. The essence of customer relationship management understanding, a brief overview included several aspects:

Ashraf (2020) suggested that the purpose of CRM was to create value for customers and help organizations gain a "competitive advantage" over their competitors. The core of customer

relationship management is customer value, maximizing customer value means establishing long-term customer relationships. Companies are now shifting from wasteful mass marketing to precision marketing designed based on building strong customer relationships, i.e., the need to cultivate differentiated, customized, and personalized customer relationships. The focus on customer lifetime value is the focus of customer relationship management. Customer relationship management is mainly focused on the dynamic management of customer value acquisition, retention and development. Customer relationship management is essentially the management of a company's customer assets, focusing on the management of the full life cycle of the customer.

Due to the intensification of market competition and the improvement of customer requirements, the products and services provided by enterprises must be able to satisfy customer needs, i.e., maximize value. But this does not mean that as long as the production of high-quality products will necessarily be able to obtain the favor and loyalty of customers. Similarly, it does not mean that as long as the customer is satisfied, it will certainly achieve good results. Raina (2017) suggested that companies must consider the customer's point of view, including customer experience, loyalty, and multiple communication channels, to effectively manage customer relationships and achieve long-term profitability. Therefore, in the fierce competition in the market it is necessary for business managers to be able to consider the problem and solve it from multiple perspectives, to be able to fully meet the needs of the customer as a starting point in order to get more orders and make the business successful. Mwirigi et al. (2018) viewed personalized service in customer value in customer relationship management as follows: personalized communication and customized products and services were key elements of a value-based CRM strategy aimed at increasing customer satisfaction. The study recommended focusing on personalized services as they were critical for long-term success and sustainability.

Toufani et al. (2017) emphasized that organizations using CRM techniques are seeking to measure customer profitability and value created for their customers in the long term, which implies the importance of continuous innovation of products and services to meet customer needs and maintain customer loyalty. It was also noted that CRM emphasizes the importance of building long-term relationships with existing customers to meet their needs, which suggests the need for continuous innovation in products and services to maintain customer satisfaction and loyalty.

Looking at the product from the customer's point of view not only realizes the value of the product, but also improves the customer's motivation to buy the product, which indirectly affects the customer's purchase rate. Qian (2015) emphasized that CRM improved customer satisfaction and loyalty by enhancing communication, understanding customer needs, and enhancing products and services to meet those needs. Secondly, CRM-based companies can understand the real needs of customers and provide products and services that customers need, which will directly improve customer satisfaction and enhance the stickiness between companies and customers, and also have certain advantages in terms of service compared with other counterparts. Kaul (2018) emphasized the importance of customer satisfaction in the retail industry and its impact on customer lifetime value (CLV). This author argues that customer satisfaction is a key issue for retailers in a competitive environment. It also emphasizes the need to create customer satisfaction through customer retention and repeat purchases and to expand the customer base through word-of-mouth evaluation. This author also emphasizes that customer satisfaction leads to customer retention and repeat purchases.

In addition, you can also invite customers to visit the enterprise, research and other forms, to enhance customer familiarity with the enterprise, more conducive to the maintenance of customer relations; Finally, the enterprise can also build the enterprise product brand communication circle, through the combination of online and offline, to further understand the customer's purchasing habits, feedback on the experience of use, etc. information, in-depth insight into the actual needs of customers, so as to provide personalized services for customers in a targeted manner, effectively enhancing customer confidence in the enterprise, brand and products. Riyanto (2022) emphasized that companies should respond to each customer's needs and preferences to increase customer satisfaction and maintain

loyalty. Providing additional incentives, benefits, and rewards for repeat purchases can help maintain customer loyalty and increase profits. High-quality customer service is essential, and companies should strive to provide reliable and consistent assistance to customers. Employees should have the necessary skills and knowledge to instill confidence and faith in customers during their interactions with the company

Finally, CRM theory is actually a sub-argument under the framework of marketing theory and the application and development of modern marketing techniques based on information technology. Its proposal and promotion are closely related to the development and mature application of Internet technology, and the marketing advantage it draws on is to enable companies to understand the needs of their customers better than their competitors and to be able to implement customized and targeted marketing programs to meet the needs of their customers so that they can be loyal to the company in the long term.

4. METHODS

4.1. Research Design

Descriptive research design was used in this study for an adequate and precise interpretation of the findings. According to study of (Rahi, 2017), descriptive method of research is a type of research which obtains relevant facts, data and information at present state, providing a precise outline of situations, people or events. Polit & Beck (2014) also shared that descriptive research seeks to study and monitor an arising sensation which cannot be recognized by an impartial factor.

The researcher seeks to gather information from the respondents through providing survey questionnaires and distributing these to them. This descriptive kind of research was helpful in collecting the respondents' data efficiently.

4.2. Participants of the Study

After categorization based on the activity and size of the member units absorbed by the Fujian Provincial Optoelectronic Industry Association, it was determined that the main targets of this study would be the small and medium-sized lighting companies and start-up lighting companies in the industry. These companies were carefully selected to gain a comprehensive understanding of the diversity and market dynamics of the photovoltaic industry. Of particular note, this study highlights the key role of retailers and wholesalers in the Fujian Province lighting industry and their significant influence. As a bridge between consumers and manufacturers, they play an important role in shaping market trends. They are not only the main channels for product distribution, but also the reflectors of market demand and consumer preferences.

The demographic distribution of the respondents is shown in Table 1, and a total of 300 valid questionnaires were collected. Among them, retailers accounted for 75.7% of the total respondents. Meanwhile, most of them are 31-40 years old. Respondents accounted for 34.7% of the total number of respondents; in addition, respondents with 3-4 years of working experience accounted for 48.3% of the total number of respondents.

4.3. Instruments

The researcher used a modified questionnaire which was validated by experts and tested for reliability. The questionnaire was used to collect data to fulfill the objective of evaluating the inputs of marketing strategies and CRM: Improving Marketing Strategies and Customer Relationship Management Practices in Lighting Companies in Fujian Province and to determine the relationship between the two variables.

The created questionnaire was given to the consultant for feedback and suggestions and then tested for reliability with at least 30 respondents. The questionnaire passed the first test quickly, and the researchers then conducted a large-scale survey. The questionnaire was developed using the "China - Questionnaire Star" system. The questionnaire was divided into three sections. The first part consisted of the respondent's personal profile, the second part dealt with the respondent's perception of the marketing strategies implemented by the lighting companies in Fujian Province, and finally, the third part dealt with the respondent's experience and perception of the implementation of CRM in their lighting companies in Fujian Province. The instrument was distributed for two weeks, and the electronic questionnaire data were collected by the "China-Questionnaire Star" system. The raw data collected were then counted, analyzed and interpreted by the Statistics Department of LPU.

4.4. Procedure

In this study, the researchers received strong support from the Fujian Optoelectronic Industry Association (FOIA), which first obtained an exhaustive list of its members. Utilizing this valuable resource, the researchers further leveraged the online platform "China Enterprise Chacha" to conduct an in-depth background investigation and qualification review of the lighting companies in Fujian Province, especially small and medium-sized lighting companies and start-up lighting companies. It is worth mentioning that "China Enterprise Cha", as an officially registered enterprise credit agency, provides Chinese enterprises with comprehensive and reliable information search services, including but not limited to key data such as industrial and commercial information, credit records, and business conditions.

The process of this research is mainly based on interviews with representative wholesalers and retailers of medium-sized lighting companies in Fujian Province with the cooperation of Fujian Optoelectronic Industry Association. On the basis of the interviews, the questionnaire was revised and the content of the questionnaire was re-approved with experts in the lighting industry in Fujian Province. Then, with further assistance from the Fujian Provincial Optoelectronics Industry Association, the researchers succeeded in obtaining the necessary permission and support to conduct the questionnaire survey by communicating and coordinating with the key persons in charge of the interviewed companies. This step ensured the smooth conduct of the study and helped to improve the response rate and data quality.

After testing the reliability of 30 questionnaires, the electronic questionnaires were redistributed to lighting wholesalers and retailers in Fujian Province. Two weeks after distribution, a total of 300 valid questionnaires were returned through screening. Finally, the electronic questionnaire data were downloaded using the "China Questionnaire Star" system. The collected raw data were counted, analyzed and interpreted by the Department of Statistics of LPU University. Subsequently, the researcher began a comprehensive analysis and computation of the information obtained. These analyses were aimed at accurately assessing and determining the outcomes and impacts of the study in order to provide valuable insights and strategic recommendations for the development of the PV industry in Fujian Province. Through this process, the study not only enhances this research project's understanding of the industry, but also provides a scientific basis for the development of future industry marketing strategies and customer relationships.

4.5. Ethical Considerations

In conducting the research work, the researcher prioritized ethical considerations and ensured that all information collected was used only for research purposes to maintain the quality and integrity of the study. During the implementation of the survey, the researchers went through a rigorous questionnaire design and research process to respect and protect the rights of the respondents. Prior to conducting the survey, the purpose, content, process, and possible risks and privacy issues involved in the study

were explained in detail by seeking the consent of 300 lighting retailers in Fujian Province. The researcher clearly and unambiguously informed the respondents that their participation was voluntary.

4.6. Data Analysis

The following statistical techniques were used for data analysis and interpretation. Weighted means were used to determine the level of effectiveness of marketing strategies and CRM, and Pearson's correlation coefficient was used to determine the relationship between marketing strategies and CRM.

All gathered data were treated using SPSS version 23 to further interpret the results of the study.

5. RESULTS AND DISCUSSION

Table 1. Percentage Distribution of the Respondents Profile

Sex	Frequency	Percentage %
Male	182	60.7
Female	118	39.3
Grade level		
20-30	86	28.7
31-40	104	34.7
41-50	62	20.7
51-and above	48	16.0
Tenure ship (number of your years) in the lighting industry		
1-2 years	54	18.0
3-4 years	145	48.3
5-6 years	12	4.0
7-8 years	89	29.7
The primary business model of your company		
Wholesaler	73	24.3
Retailer	227	75.7

The percentage distribution of the respondents' profile is given in Table 1, out of the respondents, 118 (39.3%) respondents were female and 182 (60.7%) respondents were male. Indicating a higher proportion of male respondents, this may indicate a potential gender imbalance within the lighting industry, reflecting a trend that may influence the dynamics of the industry. Murdoch (2021) found that women in the technology industry were not choosing careers due to a lack of opportunities and motivation, with work-life balance being a key factor.

Among the respondents, the 50 age group with 16% and a frequency of 48, followed by the 41-50 age group with 20.7% and a frequency of 62, the highest age group was 31-40 age group with 34.7% and a frequency of 104, and lastly, the 20-30 age group with 28.7% and a frequency of 86.

According to the statistical results: the majority of lighting retailer respondents belong to the age group of 31-40 years and age, which indicates that they have relatively rich experience and professional knowledge. With the rapid development of information technology such as the Internet of Things, intelligent, they have a higher familiarity with and acceptance of the marketing strategy and customer relationship management model of the new era of lighting companies. The number of respondents aged between 20-30 years old is the second largest, as they are younger, have higher interest in and acceptance of new technologies and intelligent lighting products, and are more in pursuit of the product's physical sense, intelligence, personalization, environmental protection and other aspects. The proportion of respondents aged 51 and below is the lowest, due to the relatively

low familiarity and acceptance of the marketing strategy of lighting companies in the new era and the customer management model of online and offline interconnections by people above this age group.

Maggon (2018) suggested that age plays a moderating role in the relationship between customer satisfaction, knowledge of customer relationship management programs, and willingness to engage in business relationships. Similarly, (Parihar, 2019) argued that demographic characteristics such as age, gender, and occupation are also important factors in measuring the appropriateness of marketing strategies for any product and service. Then, combining the views of the two scholars, it can be inferred that the age factor plays an important role in influencing the marketing strategies and customer relationship management inputs of lighting companies in Fujian Province. This finding suggests that firms need to give due consideration to the specific needs and preferences of customers of different age groups when formulating marketing strategies and optimizing customer relationship management.

The age distribution above, then, suggests that respondents at different career stages are represented differently, which may influence the views and experiences of the lighting industry. Amelkina et al. (2022) described that Ogarev Mordovia State University's updated light and engineering education programs focus on developing digital competencies, artistic and aesthetic skills, and interdisciplinary training, preparing graduates for successful careers in the lighting industry. Furthermore, Mothe et al. (2021) found that age diversity promotes technological innovation, and human resource practices such as information sharing and training play an important negative role in this relationship.

The majority of respondents have been in the lighting industry for between 3-4 years, with a total of 145 respondents or 48.3%. This indicates that the experience level of lighting industry practitioners is mainly concentrated in the time period of 3-4 years. This is because within that time frame, practitioners have accumulated a certain amount of specialized knowledge and skills, as well as a deeper understanding of the industry's development trends and business models. The next largest number of people have been engaged in the lighting industry for 7-8 years, totaling 89 people, accounting for 29.7%. This is because the respondents include some more senior practitioners who have a deeper understanding of the industry's development history, business model and future trends. The number of people who have been engaged in the lighting industry for 1-2 years ranked third, with a total of 54 people, accounting for 18%. This is because the survey attracts new entrants to the lighting industry who may have higher enthusiasm and expectations of the industry. The number of people who have been in the lighting industry for 5-6 years is the smallest, with only 12 people or 4%. This is because the time period is not between the two more concentrated time periods mentioned above, resulting in a relatively small number of practitioners. Overall, the respondents' time in the lighting industry is concentrated in the time periods of 3-4 years and 7-8 years. This indicates that the experience level of practitioners in the lighting industry is relatively more concentrated, while there are also some senior practitioners who have a deeper understanding of the industry.

The main business model of the respondents is lighting retailers, which is as high as 75.7%, while the proportion of lighting wholesalers is 24.3%. By analyzing the industry structure of the respondents in the questionnaire, the researcher can get a comprehensive understanding of the distribution of different business entities in the lighting industry in Fujian Province, so as to comprehensively utilize and analyze the questionnaire data to bring valuable insights to different business entities in the industry.

Table 2. Effectiveness of Marketing Strategies in terms of Product

Indicators	Weighted Mean	Verbal Interpretation	Rank
The company's lighting products are unique in design and appearance, bringing me visual appeal and a comfortable feeling.	3.33	Agree	1
The company's lighting products have significant advantages in performance and presentation, providing me with efficient and energy-saving lighting solutions.	3.31	Agree	2
The company's lighting products have significant advantages in quality and reliability, ensuring long life and low maintenance costs. 1	3.24	Agree	3
The company's lighting products innovatively enhance bright, economical, and long-lasting lighting, enhance environmental awareness, and make me more proud to choose Fujian lighting companies.	3.18	Agree	4
The company's lighting products have innovative characteristics, integrating new technologies and smart functions, especially attracting customers who pursue fashion and high-tech.	3.16	Agree	5
Composite Mean	3.24	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

The table presents the results of respondents' assessment of the effectiveness of product marketing strategies. The composite mean is 3.24, a value that indicates that respondents generally agree with the product marketing strategies of Fujian Province lighting companies. This result provides strong data to support the effectiveness of the company's marketing strategy.

Strashynska (2019) in his study stated that the competitiveness of a product is influenced by several factors including safety, quality, price, branding, advertising, competitors' behavior, packaging, promotional activities, and product features. Together, these factors constitute a product's competitiveness in the marketplace and are important determinants of consumer choice. In this study, it is clear that the marketing strategies of lighting companies in Fujian Province take these elements into account, especially in terms of product strategy. This suggests that when designing and promoting their products, Fujian Province lighting firms not only focus on the intrinsic quality and functionality of their products, but also on brand building, environmental protection and innovation. Therefore, when these strategies are recognized by the market, they not only improve the market competitiveness of the products, but also enhance the competitiveness of the enterprises' products and so on.

Respondents highly valued the unique design and appearance of lighting products from Fujian Province lighting companies, with a weighted mean of 3.33, ranking first in the table. This suggests that the products of lighting companies in Fujian Province are unique in design and appearance, and are able to attract the attention of wholesalers and retailers. Homburg et al. (2015) found that product design dimensions, such as aesthetics, functionality, and symbolism, positively influence willingness to pay, purchase intention, and word of mouth, both directly and indirectly through brand attitude. As lighting products are an indispensable part of daily life, the aesthetics and comfort of their design are crucial for consumers. Therefore, the products of lighting companies in Fujian Province have certain advantages in this regard. In addition, the respondents' recognition of visual appeal and comfort provides strong support for the effectiveness of the company's product marketing strategy. Ryu (2021)

suggested that visual appeal is a key determinant in eliciting a positive consumer response. Dalmoro (2019) argued that consumers' shopping experience when shopping in general stores is determined by a combination of physical and sensory factors including comfort and product quality. Therefore, the performance of Fujian lighting companies' products in terms of visual appeal and comfort also lays a solid foundation for their success in the market.

With a weighted mean of 3.31, it ranked second, indicating that the products of lighting companies in Fujian Province have a significant advantage in terms of performance and presentation, and can provide wholesalers and retailers with efficient and energy-saving lighting solutions. A study by (Aibar-Guzmán et al.,2021) demonstrated that proactive eco-innovation strategies have a positive impact on firms' sales growth, with consumers favoring eco-design innovations over eco-use products. As consumers currently tend to buy products labeled "eco-friendly", this indicates a growing awareness of the pursuit of green. Therefore, this has a significant and positive impact on consumers' willingness to make eco-friendly purchases as a result of the energy-efficient green marketing methods implemented by lighting companies in Fujian Province.

The third-ranked indicator highlights customer recognition of product quality and reliability, reflecting a preference for the company's lighting solutions for their long-lasting durability and low maintenance costs. The fourth-ranked indicator highlights innovations that enhance the brightness and affordability of lighting, while at the same time increasing consumers' awareness of environmental protection, demonstrating positive recognition of this aspect by survey respondents.

Enterprise lighting products with innovative features, the integration of new technologies and intelligent features, especially to attract the pursuit of trendy and high-tech customers of the weighted mean 3.16, ranked fifth, although still in the satisfactory degree of the scope of content, but this does not mean that the Fujian Province lighting companies in this aspect of the marketing strategy has reached a high level. Melumad et al. (2020) proposed in their study that digital technologies such as smartphones, wearables, and voice technology are changing consumer decision-making by influencing consideration sets, evaluating options, and guiding the choices themselves. The researchers believe that lighting products that integrate these advanced technologies, such as control via smartphone apps, features such as adjustable color temperature and brightness, and even smart features such as voice control, will greatly enhance the appeal of the products. Therefore, when Fujian lighting companies' product exhibitions adopt innovative features that incorporate the latest technologies and smart features, they will be able to attract customers who are looking for fashion and high technology. The adoption of this strategy will not only enhance the corporate brand image, but also stand out in the highly competitive market.

Table 3. Effectiveness of Marketing Strategies in terms of Price

Indicators	Weighted Mean	Verbal Interpretation	Rank
The company's lighting products are unique in design and appearance, bringing me visual appeal and a comfortable feeling.	3.11	Agree	4
The company's lighting products have significant advantages in performance and performance, providing me with efficient and energy-saving lighting solutions.	3.14	Agree	3
The company's lighting products have significant advantages in quality and reliability, ensuring long life and low maintenance costs.	3.09	Agree	5
The company's lighting products innovatively enhance bright, economical, and long-lasting lighting, enhance environmental awareness, and make me more proud to choose Fujian lighting companies.	3.19	Agree	1
The company's lighting products have innovative characteristics, integrating new technologies and smart functions, especially attracting customers who pursue fashion and high-tech.	3.18	Agree	2
Composite Mean	3.14	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

The table details the results of the respondents' assessment of the effectiveness of pricing marketing strategies, with a composite means is 3.14. This indicates that respondents generally perceive the implementation of pricing marketing strategies used by firms to be generally effective. This positive view is critical to the success of companies in the lighting industry because it implies that the pricing strategy is in line with the expectations or preferences of market participants. Kurniawan et al. (2021) emphasized that a good pricing strategy helps retailers to generate profits, increase sales and establish a strategic position in the market This may also indicate that pricing strategy is recognized and positively contributes to the overall marketing strategy of Fujian lighting companies by the respondents.

The results of the data show that respondents are most interested in companies' use of advance payment or discounts on new product bookings (e.g. annual membership), which ranked the highest with a weighted mean of 3.19. It can be concluded that the marketing strategies of Fujian Lighting Company in terms of discount offers, prepayment and booking membership services have yielded positive results. Toni et al. (2017) found that pricing policies affect the profitability of an organization, and therefore, a more strategic look at the pricing process may be an aspect that managers cannot afford to ignore. The successful implementation of these strategies was expected to further enhance the market competitiveness of the organization and bring a positive contribution to the investment in marketing strategies of Fujian Province lighting enterprises.

Furthermore, (Miahkykh et al., 2019) emphasized in their study the importance of focusing on consumer purchasing power, market factors, and the synchronous application of cost accounting and marketing concepts to optimize pricing strategies and maximize profits in a competitive environment. The researchers believed that product pricing is one of the most important factors in marketing strategy. Marketers must give due consideration to various factors such as product demand, cost, consumer's ability to pay, government restrictions, and competitor's pricing of similar products as all these factors have an impact on the pricing process.

The results of the data show that the second highest ranking is that firms' market pricing adjusts to the real-time dynamics of market supply and demand, and industry cycles, with a weighted mean of 3.18. It can be concluded that the respondents' endorsement of firms' real-time adjustments to their market pricing strategies suggests a high level of market awareness and that firms employ flexible pricing methodologies. This strategy helps firms to be more agile in adapting to market changes and increase competitiveness in a competitive market.

Pupavac (2016) proposed that dynamic pricing is a pricing strategy in which firms set flexible prices for their products or services based on current market demand. Firms can change prices based on an algorithm that considers competitor pricing, supply and demand, and other external factors in the market. Dynamic pricing has been widely used in various industries such as hospitality, travel, entertainment and retail. The practice is spreading to brick-and-mortar retailers, where the goal of dynamic pricing is to increase revenue and profits. Successful implementation of such a strategy then requires highly specialized capabilities, including a deep understanding of data analysis and market changes. This will help to increase the effectiveness of pricing strategies in the Fujian Province lighting market and bring substantial improvements in the marketing strategies invested by companies.

The third-ranked indicator relates to the performance and energy-saving capabilities of the product, indicating that customers place a high value on efficiency when making purchases. The fourth-ranked indicator reflects unique design and visual appeal, suggesting that the uniqueness of a product's design and its visual appeal have an impact on customer satisfaction.

However, with a weighted mean of 3.09, the fifth highest ranked item was companies offering competitive pricing (e.g., bundled or packaged services), and although this figure was ranked last, it is easy to see that respondents perceive some value in this type of service for lighting companies in Fujian Province. Chang et al. (2016) argued that product bundling is a cost-effective way of selling two or more products or services in a package where consumers can benefit from discounts and complementary effects. As the value provided by bundling or packaged services lies in the ability to provide consumers with more choices and flexibility, while potentially delivering cost-effectiveness. This type of service offering from Fujian lighting companies can then appeal to consumers who are looking for a comprehensive solution or a more cost-effective product.

Table 4. Effectiveness of Marketing Strategies in terms of Promotion

Indicators	Weighted Mean	Verbal Interpretation	Rank
Promotions at corporate lighting product fairs really caught my attention.	3.29	Agree	2
The company's promotional methods involving discounts and cashbacks successfully piqued my interest in making a purchase.	3.40	Agree	1
The company can provide me with customized package services and discounts on product bundles.	3.25	Agree	3
The company's self-service procurement platform frequently offers coupons and rewards in the form of loyalty points.	3.15	Agree	5
The company can provide convenient facilities for target customers to access additional product experiences and make purchases.	3.16	Agree	4
Composite Mean	3.25	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

The table details the respondents' assessment of the effectiveness of the promotional marketing strategy, with a composite mean of 3.25, which is "Agree" according to the scale, indicating that the respondents generally believe that Fujian Lighting Company's marketing strategy is effective in terms of promotion. Gabriel (2015) found in his research that excellent promotions lead to increased company sales and better market positioning. This means that excellent promotional strategies benefit companies by increasing sales, improving market positioning, and providing direction for further optimization and innovation of promotional strategies.

The company's promotions through discounts and rebates have been successful in generating my interest in purchasing. Ranked first with a weighted mean of 3.40, this indicator reflects that lighting companies in Fujian Province have successfully stimulated customers' interest in purchasing through promotional methods such as discounts and cashbacks.

Kumar et al. (2015) suggested that promotions help organizations to expand market share, increase sales, accelerate product off-take, develop loyal customers, and overwhelm competitors' advertisements. As a result, lighting companies in Fujian Province have successfully attracted consumers through promotions such as discounts and cashback, which not only boosts sales and market share in the short term, but also lays the foundation for brand loyalty and long-term market competitiveness.

The study shows that discounts and cashbacks have a significant impact on purchase intention, and purchase intention also has a significant impact on purchase decision. Then discounts and cashbacks are effective means to influence consumers' purchasing decisions. This type of promotion not only attracts price-sensitive consumers, but also stimulates the desire to buy and increases the transaction completion rate.

Promotional activities of corporate lighting product fairs very much attracted my attention, ranked second, with a weighted mean of 3.29. This indicator shows that lighting companies in Fujian Province have successfully attracted the attention of respondents by opening promotional activities of product fairs. Soilen (2017) suggested that exhibitions could be a valuable source of market intelligence, contributing to firms' innovation and knowledge building by focusing on products, stands, and stand behavior. Therefore, through trade show activities, lighting companies in Fujian Province not only increase brand exposure, but also create opportunities for direct interaction with potential customers, which plays an important role in building long-term customer relationships.

The third-ranked indicator highlights consumers' high opinion of customized package services and product bundle discounts, reflecting a promotional strategy in which offering customers an exclusive mix of offers and values is an important factor in influencing their purchasing decisions. Meanwhile, the fourth-ranked metric reveals the company's provision of convenient amenities for target customers, which make it easier for them to access and experience the products, thereby increasing the likelihood of purchase and receiving positive feedback from customers.

While the enterprise self-service purchasing platform, which often gives out coupons and points for gift rebates, ranked fifth, a weighted mean of 3.15 suggests respondents have a positive attitude toward the platform. This strategy aligns with the evolving approach to digital consumer engagement, providing an opportunity to build loyalty and collect valuable data. This is because the use of a self-service purchasing platform provides an opportunity to collect valuable data on customer preferences and behaviors. Analyzing this data can provide insights to further customize marketing strategies. Haraniya et al. (2017) found that a portal for advertising online discounts and coupons improved customer convenience and increased throughput in the advertisement process.

Table 5. Effectiveness of Marketing Strategies in terms of Place

Indicators	Weighted Mean	Verbal Interpretation	Rank
The company's channel network has advantages such as wide coverage, diversified sales channels, efficient logistics, and stable cooperation.	3.35	Agree	1
The company's channel management system has significant advantages, including distribution, pricing, supply chain, market analysis, and partnership.	3.09	Agree	5
The company's channel policies are fair, incentive-based, flexible, and personalized, which promotes partnerships and market competitiveness.	3.19	Agree	3
The company's dealer network covers major cities and regions across the country, with efficient sales and a large market share.	3.27	Agree	2
The company's channel system has the advantages of wide coverage, diversified sales, efficient logistics, stable partnerships, and rapid market expansion.	3.14	Agree	4
Composite Mean	3.21	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

The table details the respondents' assessment of the effectiveness of channel marketing strategies, with a combined mean of 3.21. According to the scale is "Agree", which indicates that the respondents generally believe that Fujian Lighting Company's marketing strategy in the channel is effective. Krafft (2015) found that the marketing channel was one of the most important elements in any value chain because most manufacturing outputs were realized through marketing channels. It was clear that the channel strategy adopted by the lighting companies in Fujian Province had played a positive role. This is because an effective channel strategy not only facilitates the wide distribution of products, but also strengthens the link between the firm and consumers.

The first-ranked indicator indicates that respondents have a relatively high level of recognition of the advantages of a company's channel network in terms of broad coverage, diverse sales channels, efficient logistics and solid cooperation. The weighted mean of this indicator is 3.35, which ranks first, highlighting the strategic importance of a sound channel network in the marketing strategy of lighting companies in Fujian Province. As an efficient channel network is essential for effective distribution and supply chain management, it contributes to the overall success of the company. (Young, 2016) It is proposed that the network has become an important channel for direct marketing, and over time, the goods and services industries have adopted a disintermediation strategy. Then, communicating and selling directly to consumers through the channel network, thus removing or reducing intermediate links and improving cost efficiency and customer responsiveness. This trend has also pushed lighting companies in Fujian Province to innovate their sales channels to make them more responsive to the digital age and consumer needs.

The enterprise's dealer network covers major cities and regions across the country, with efficient sales and large market share. The weighted mean of this indicator is 3.27, ranking second, indicating that respondents have a positive view of the dealer network of lighting companies in Fujian Province. This data highlights the advantages of Fujian lighting companies' dealer networks in terms of coverage, sales efficiency and market share. Lakshmanasamy (2015) research suggested that dealer networks in marketing were similar to rewired lattice structures and played a crucial role in product delivery and consumer satisfaction. Since, an effective dealer network not only improves product

accessibility and visibility, but also further strengthens consumer trust and loyalty to the brand through quick service response. It also illustrates the dominant position of Fujian Province lighting companies in the fierce market competition through the nationwide marketing approach of dealer network coverage.

The third-ranked indicator shows that respondents recognize the extensive coverage and sales efficiency of Fujian Lighting's dealer network, so an efficiently operated distribution system is necessary to meet market demand. The fourth-ranked indicator shows that respondents recognize the ability of a company's channel system to expand rapidly and cover a wide range of markets, which not only maps the company's strategic effectiveness in logistics and market expansion, but also reflects respondents' preference for a company that is able to continue to enter new markets and provide stable services.

Companies have significant strengths in their channel management systems, including distribution, pricing, supply chain, market analysis and partnerships. The fifth highest ranking for this indicator, despite a high weighted mean of 3.09, suggests that there may be areas for improvement or mismatches with respondents' expectations. While the average indicates that distribution was rated favorably, the lower ranking implies potential challenges or misalignments in pricing strategy. Wolak (2020) noted that these conflicts were happening more often as the power balance in the marketplaces was steadily shifting from the manufacturer to the retailers and, in general, to the channels. However, retailers and wholesalers provide invaluable service to the company as well as the consumers and have thus become an important part of the channels and the distribution system as a whole.

Table 6. Summary Table on the Effectiveness of Marketing Strategies

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Product	3.24	Agree	2
2. Price	3.14	Agree	4
3. Place	3.25	Agree	1
4. Promotion	3.21	Agree	3
Composite Mean	3.23	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

The table shows the combined mean of 3.23. It can be concluded that the effectiveness of the marketing strategies adopted by the lighting companies in Fujian Province on the four key indicators of product, price, place and promotion. It shows that the respondents are generally positive about the overall effectiveness of marketing strategies. Smallbone (2020) found that the product, channel, price, and promotion strategies of firms are largely influenced by the sales strategies and play a crucial role in the marketing strategies. As a result, the integrated approach taken by Fujian lighting firms to these key marketing elements has generated favorable responses among stakeholders. The positive response of the firms to these strategies suggests that the firms are effectively aligning their marketing mix with the expectations and preferences of the target market, which is essential for maintaining a strong market position and achieving business objectives

The table shows a weighted mean of 3.25 for place strategy, rank: 1. This indicates that respondents are particularly satisfied with the effectiveness of the distribution channels employed by these lighting firms. This positive sentiment suggests that lighting companies in Fujian Province have efficient logistics, extensive coverage and diverse distribution channels to ensure market coverage for their products. It is suggested that channels have a significant impact on supply chain performance. Any organization should have an effective distribution management process in place to efficiently deliver finished products from the manufacturer to the final consumer. Young (2016) concluded in his study that organizations should engage in the right distribution channels to achieve the organizational goals

of delivering products and consider customer satisfaction to improve the supply chain performance of manufacturing firms. Therefore, lighting companies in Fujian Province should continue to invest and optimize their distribution network as this is considered the most effective marketing strategy.

The table shows a weighted mean of 3.24 for channel strategy, rank: 2. This indicates that respondents are particularly satisfied with the effectiveness of the distribution channels employed by these lighting firms. This positive sentiment suggests that lighting companies in Fujian Province have efficient logistics, extensive coverage and diverse distribution channels to ensure market coverage for their products. It is suggested that channels have a significant impact on supply chain performance. Any organization should have an effective distribution management process in place to efficiently deliver finished products from the manufacturer to the final consumer. Young (2016) concluded in the study that organizations should engage in the right distribution channels to achieve the organizational goals of delivering products and consider customer satisfaction to improve the supply chain performance of manufacturing firms. Therefore, lighting companies in Fujian Province should continue to invest and optimize their distribution network as this is considered the most effective marketing strategy.

The table shows a weighted mean of 3.21 for promotion strategies, Rank: 3. This indicates that respondents believe that advertising, promotions, and other promotional activities of these lighting firms are perceived to be effective, but that there is room for improvement when compared to product and location strategies. Lighting companies can enhance their promotional activities by integrating more digital marketing techniques or personalized marketing campaigns. Agarwal (2019) proposed to carry out effective promotional activities to attract a large number of customers. Very often, it was not only the product itself that determined the fate of a business, but the promotional strategy also played a crucial role. Promotional activities serve as a bridge between companies and potential customers, stimulating purchase decisions, increasing product visibility, and building brand image. Therefore, although the promotional strategies of lighting companies in Fujian Province have achieved some success so far, there is still potential for further improvement.

The table shows a weighted mean of 3.14 for price strategies, rank 4. While still in the "Agree" category, the lower ranking suggests that there may be some challenges or areas for improvement in the pricing strategies of lighting companies. Respondents may believe that pricing strategies such as psychological pricing, discounting, and dynamic pricing are effective, but not as impactful as other marketing elements. Pricing innovation can be a company's most powerful and least tapped source of competitive advantage, while increasing customer satisfaction and company profits. Jamaluddin (2020) suggested that the most important factor in the marketing mix is price, which affected sales volume by determining the value of the product and influencing the image of the product. Price is not only a major consideration in consumers' purchasing decisions, but also a direct determinant of a firm's profitability. Therefore, innovation and flexibility in pricing strategy are important to attract consumers, increase market share, improve customer satisfaction and company profits. For Fujian lighting companies, this means they need to deeply analyze and understand market dynamics, consumer behavior and the competitive environment in order to develop more competitive pricing strategies.

6. PROPOSED ACTION PLAN

This table is about: an action plan to improve the marketing strategy and customer relationship management (CRM) practice inputs of lighting companies in Fujian Province. This plan covers all the key aspects of marketing strategy (product, price, promotion, channel) and the important components of CRM (customer value, customer satisfaction, customer retention). Each section contains inputs, details, action plans and participants.

Table 7. Action Plan Table

Input	Details	Action Plan	Participants
Product Strategy	Focus on unique design, performance, quality, reliability, innovation, and integration of new technologies.	Conduct customer surveys, Integrate latest technologies and design trends, Ensure high quality and performance standards.	Marketing Department, Product Development Team
Pricing Strategy	Develop competitive pricing strategies that align with customer expectations and market dynamics.	Analyze market trends and competitor pricing, Develop flexible pricing strategies based on customer segments.	Marketing Department
Promotional Strategy	Implement effective promotions through discounts, cashbacks, customized package services, and loyalty programs.	Create targeted marketing campaigns, Offer personalized discounts and loyalty rewards, Use digital platforms for promotion.	Marketing Department, Sales and Distribution Teams
Place (Channel) Strategy	Strengthen channel networks, manage distribution efficiently, and ensure wide coverage and diversified sales channels.	Expand distribution networks to untapped regions, Train channel partners and ensure efficient logistics.	Sales and Distribution Teams
Customer Value	Enhance product and service value to meet customer needs	Strengthen customer relationships, offer value-added services; Regularly revisit to understand customer feedback	Customer Service Team
Customer Satisfaction	Improve customer satisfaction through quality and service	Ensure product and service quality; Respond quickly to customer complaints and suggestions	Customer Service Team
Customer Retention	Build long-term customer relationships and increase loyalty	Design customer loyalty programs; Provide customized services and exclusive offers	Sales and Distribution Teams

7. CONCLUSIONS

- 1) In terms of marketing strategies, respondents expressed a moderate level of agreement with the product strategy, pricing strategy, channel strategy, and promotion strategy of lighting companies in Fujian Province.
- 2) In customer relationship management, there was a moderate level of agreement as well from the respondents in terms of customer value, customer satisfaction, and customer retention.
- 3) There is a significant relationship between marketing strategies and CRM practices.
- 4) An action plan has been proposed to improve the marketing strategy practices and customer relationship management practices of lighting companies in Fujian Province.

8. RECOMMENDATIONS

- 1) The lighting companies in Fujian Province, China may consider revisiting the existing marketing mix strategies for improvement and enhancement. This includes innovative product designs, revising pricing strategies, effectively managing channels, and targeting promotional activities to attract and retain customers, thereby achieving business growth and performance improvement.
- 2) Fujian lighting manufacturing companies may conduct a review of the existing customer relationship management practices and consider adjusting them based on the requirements of their customers.
- 3) Fujian Province, China lighting manufacturing companies can use the result of the study in establishing a more efficient and effective Marketing strategy and CRM practices.
- 4) Future researchers may further the scope of respondents of the study to other industries.
- 5) Future researchers may further the scope of the variables of the study for other purposes since the researcher objectively focused the study on the marketing strategies and customer relationship management practices only.

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