

HOW PRODUCT FEEDBACK DRIVES MARKETING STRATEGIES: THE INTERACTIVE EFFECT OF CUSTOMER ENGAGEMENT

Francis Osei¹, Richard Kwame Nimako², Victoria Mensah³, Enoch Kwablah Teye^{4*} & Abigail Naa Koshie Odarley Mensah⁵

¹Kwame Nkrumah University of science and Technology. Department of Marketing and corporate strategy

^{2-3,*4}Presbyterian University, Ghana, Department of Business Administration & Agribusiness

⁵Gnat Institute for Research and Industrial Relations Studies (Gnat Irirs)

Corresponding Author: Enoch Kwablah Teye

Presbyterian University, Ghana,
Department of Business
Administration & Agribusiness

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Abstract:

Purpose: The research aims to assess the effect of product feedback on marketing strategies and the moderating role of customer engagement.

Design/methodology/approach: The research the research employs a positivism paradigm, the deductive approach, the explanatory research design, convenient sampling by utilizing structured questionnaires to gather data from 380 customers at Kasapreko Company Limited in the Greater Accra Region of Ghana

Findings-The findings reveal a statistically significant positive relationship between product feedback and marketing strategies, indicating that effective feedback mechanisms can aid firms in aligning their offerings with customer expectations. Similarly, customer engagement is shown to enhance the effectiveness of marketing strategies, acting as a vital moderator that enriches the feedback process

Research limitations/implications: Although this study offers valuable contributions to the comprehension of the impact of product feedback on marketing policy, the study was limited to customers of Kasapreko company limited Accra so making generalization must be done with outmost care.

Practical implications: Managers should integrate effective feedback mechanisms that enable their customers to express their views, experiences and proposals on a regular basis.

Originality/value: The study provides important contribution to the African economy by providing empirical evidence to product feedback, marketing strategies and customer engagement.

Keywords: Product feedback, Marketing strategies, Customer engagement.

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Introduction

Marketing strategies are key to the success and sustainability of any business as they determine how a firm places its products, reaches out to its target market and achieves a competitive edge (Kotler & Keller, 2016). Customer-focused marketing based on data-driven information that is used to make informed decisions with regards to market requirements and demands is the foundation of any effective marketing strategy (Hollebeek & Macky, 2022). Due to the changing consumer behavior, the business continually needs to adjust its marketing strategies in order to make them relevant and to achieve strategic goals of their marketing campaign including brand awareness and retention of the consumers and increase in sales. The research aims at examining market impacts of various marketing tactics being shaped and improved by introduction of the reader-based tips and inputs (Luo & Bhattacharya, 2006).

Product feedback is an essential source of information that reports the experience, preferences, and expectations of consumers

of the productions of a company (Andersen & Hoving, 2020). It cuts across viable and implementable findings which can steer the way to better product design, pricing, packaging, and promotion. When business firms collect and study product feedback systematically, they can take informed marketing decisions and align their strategies and efforts with the reality of the consumer needs. Therefore, product feedback can be given as one of the sources of input at the creation of a marketing plan, which would appeal to target markets, establishing closer relationships with customers (Trivedi & Sama, 2020).

Customer engagement is defined as the emotional and behavioral relationship in which a customer relates to a brand which is usually manifested through interactions, participation as well as loyalty (Brodie et al., 2011). Customers who are extremely attached are likely to leave detailed reviews on the companies, promoting the brands, and readily reacting to the marketing campaigns. Customer engagement as a moderating variable can either increase the influence of product feedback to marketing

strategies or decrease its influence in a respectively negative way. When organizations are able to develop active engagement, they stand to benefit better through feedback and consolidating it into leverage as a strategic benefit by responding and more personalized marketing activities (Hollebeek & Macky, 2022).

The study by Sydney et al (2021) confirms that marketing strategies based on customer feedback improve positive outcomes like brand loyalty and customer life value and retention rates in highly engaged segments of customers. Correspondingly, Hollebeek & Macky (2022) discovered that the customer input will influence the brand strategy adaptation and performance positively, with positive effect modification realized through customer engagement especially in digitally-assisted settings.

Current organizations depend on product feedback to refine their marketing strategies because they want to match their offerings to what consumers expect. Research by Nguyen et al. (2022) shows a positive correlation between product feedback and marketing strategies. This indicates that organizations that regularly collect and take customer feedback into account are more likely to optimize their marketing mix efficiently. However, most companies ignore feedback or fail to have well defined mechanisms to integrate feedback with strategy development. This causes market campaigns to be obsolete to the needs of customers hence causing low customer satisfaction and competitive advantage in the market. The purpose of the study is to critically explore the connection between product feedback and marketing strategies, find strategic value of feedback, and the way it can be integrated to make market responsive.

Likewise, Brodie et al. (2011) contend that stronger forms of customer engagement lead to more personalized and effective methods of marketing. Nonetheless, there is a strong tendency for most companies to resort to the use of engagement on a shallow level in terms of likes, following, or sharing without comprehending its overall strategic planning manifestations. This erodes the possible advantage that could be earned through engaged customers. The study's purpose is to examine how engagement of customers can be utilized beyond being a method of communication, but as a strategic tool of influencing marketing strategies.

Customer engagement is chosen as a moderating variable as it influences the quality, relevance, and strategic usefulness of product feedback that is created by customers. Customers with a great level of engagement tend to engage more and engage deeper with firms, which overcomes their readiness to give more detailed, experience-based, and constructive feedback that managers can convert into strategic marketing action (Kunz et al., 2017). Conversely, the less engaged customer feedback is shallow, intermittent, and less operative, and thus of little strategic importance.

Besides, research on product feedback, customer engagement, and marketing strategy is based mainly on developed economies and all studies provide little empirical evidence in Ghana. This debilitates the generalisability of available frameworks and curtails context-specific knowledge to firms in the emerging markets. This research aim at addressing these dynamics in the context of Ghanaian business so as to come out with new idea which is not academic research but to establish new strategies that can be incorporated in marketing strategy.

Literature review

Theoretical underpinning

The study was grounded by three connected theoretical frameworks Market Orientation Theory, Customer Engagement Theory, and the Resource-Based View (RBV). The Market Orientation Theory theorizes that generating, disseminating, and reacting to customer and market intelligence is what preoccupies a firm to gain better performance (Kohli & Jaworski, 1990). In this respect, product feedback is a kind of market intelligence. When customer reviews, suggestions, complaints and ratings are gathered systematically and analysed organizational powers will be in a better position to obtain information about the expectations of customers, their level of satisfaction and unmet needs. Narver and Slater (1990) state that the strong market-oriented firms employ this form of intelligence to make adaptations and modification in their marketing strategies including the aspects of price, features of a particular product, marketing, and distribution. This theory confirms that there is a positive interrelation between product feedback and marketing strategies since the organization which particularly met the responses of user regarding their product, would be in a position to adjust the delivery of their product against the market requirements, have competitive advantage and become successful in the long run.

This is supplemented by the Customer Engagement Theory that puts forward the moderator role of customer engagement. Engagement aims to extend more than transactional behaviour to encompass both the emotional, cognitive and behavioural bond a customer has with a brand (Brodie et al., 2011). Customers who have engaged with a business are more likely to actively engage with interactive brand experiences, rich and timely feedback, and co-create value with the businesses. Hollebeek, Glynn, and Brodie (2014) also reveal that customer engagement is very high that helps to increase the relevance and quality of the feedback and therefore, it is more actionable to the marketers. As an example, active customers can provide extensive product-solving hints, participate in surveys, or publicly stand up to protect a brand, which can support the development of the promotional messages, consumer targeting, and business positioning of a product. Hence, the connection between the product feedback and marketing strategies can be greatly reinforced by customer involvement through the enhancement of the quality and relevance of the inputs of the product feedback.

Also, the strategy of feedback in products and the involvement of customers both have a wider strategic meaning as the Resource-Based View (RBV) of the firm (Barney, 1991) suggests. Resource-Based View argument entails that unique, valuable, as well as inimitable firm resources may give rise to competitive advantage. The customer feedback as well as engagement is viewed as intangible strategic resources in this study. They cannot be easily reproduced by competitors and may offer information that can result in innovation creation, customer value addition and result in more adaptive and responsive marketing strategies. Morgan, Vorhies, and Mason are of the opinion that marketing capabilities (integration of customer insight and responsiveness) are critical to the success of a firm-capabilities that are constructed not only by constant involvement and gathering feedback (2009).

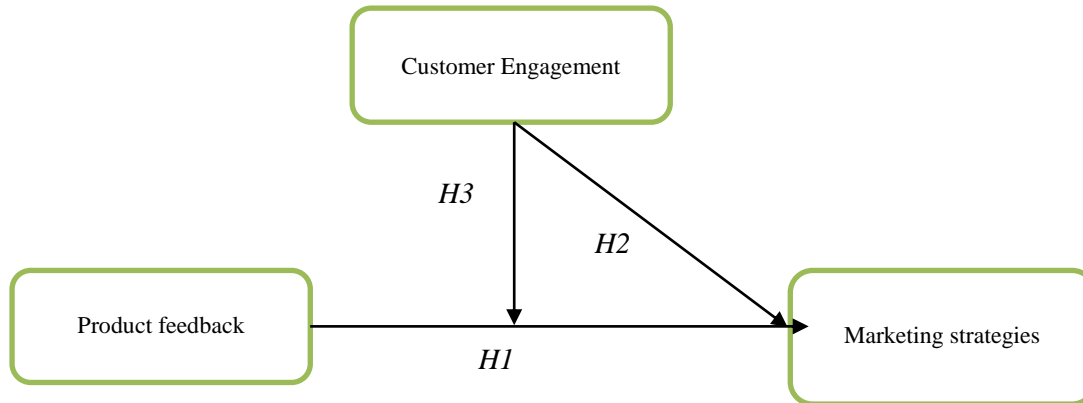
Conclusively, all these three theories (Market Orientation Theory, Customer Engagement Theory, and the Resource-Based View-3, Iss-6 (June-2026)

View) may be viewed to communicate how customer contribution and participation forms the spine of idealized marketing plans. It rationalizes the value of the examination not only of the direct impact of product feedback on marketing strategies, but also of the important moderator task of customer involvement to this relationship. The research is based on such theories, and it makes it stronger in terms of its theoretical and practical nature.

Hypothesis development

The investigation was based on connected theoretical frameworks Market Orientation Theory, Customer Engagement Theory, and the Resource-Based View which aid to develop a comprehensive framework in understand how product feedback will drive marketing strategies as moderated by customer engagement. This is showed in figure 1.

Figure 1 Conceptual framework - how product feedback will drive marketing strategies as moderated by customer engagement.



Source: Authors construct 2025

Product feedback which is the assessment, experience and the recommendation by the customers on the products of a firm. The dependent variable will be marketing strategies, which will include product positioning, promotions, pricing and market reactions decisions. The framework suggests that feedback on product has direct impact on marketing strategies, when firms rely on customer information in order to correct and adjust strategic marketing behaviours.

This relationship has customer engagement as a moderating variable. It indicates the extent of cognitive, emotional and behavioural attachment of customers to a firm. The framework presupposes that the increased levels of customer engagement would positively affect the quality, relevance, and usefulness of product feedback and reinforce its influence on the marketing strategies. On the other hand, when they are not highly engaged, the feedback might also have a small effect on the strategic decisions. In general, the framework underlines that the effective marketing strategies cannot be realized due to the feedback provided by the customers only, but rather due to the feedback conditioned by the meaningful engagement with the customer.

New marketing literature, especially the data and customer-centric decision making, has promoted the importance of product feedback in relation to marketing strategies. Product feedback refers to all customer-made input, such as complaints, suggestions, reviews, and satisfaction ratings that can be used as a means of generating information on customer expectations and product performance (Zhang et al., 2022). Market Orientation Theory as noted by Kohli and Jaworski, (1990) states that the ability to respond to evolving consumer demands requires the firm to develop marketing strategies based on systematic gathering and use of market intelligence i.e. product feedback. Research on product feedback by Jiang et al., (2023) and Kuo and Wu (2021) confirms that feedback on products plays a significant role in the decision of firms on pricing, redesigning of the products and even the promotional messages as well as market positioning. So, it is not surprising that:

- *H1: Product feedback has a significant positive influence on marketing strategies*

Other than the product feedback, customer turnover is an important part in the shaping of strategic results. According to Brodie et al. (2011), customer engagement can be described as the emotional, cognitive and behavioural commitment of a customer towards a brand in addition to transactions. Customers who engage more in business are giving richer and more relevant feedback and tend to offer their participation in the co-creation activities (Hollebeek et al., 2014). Moreover, a recent study by Kumar and Pansari (2016) demonstrates that when the time frame of engagement is measured (based on repeat purchases and other social media interactions), then the returns to marketing investment are larger among firms that coordinate engagement with marketing practices. In this way, the customer engagement directly increases the effectiveness in strategic marketing:

- *H2: Customer engagement has a significant positive effect on marketing strategies*

In addition, a customer engagement is suggested to mediate the correlations between product feedback and the marketing approaches. The Customer Engagement Theory says that the quality of input and its effectiveness rely on the extent to which customers are engaged with the brand (Ng et al., 2020). Customer feedback is very constructive and detailed, and it becomes easy for the firms to adopt substantial strategic changes when they engage customers at high rates. On reverse side, poor engagement can be a restriction of feedback richness and subsequently make it less strategic. Hence, the influence of the product feedback on marketing strategies will be high in case of the customer engagement:

- *H3: Customer engagement significantly moderates the relationship between product feedback and marketing strategies*

Research methodology

The study was done with the customers from Kasapreko Company Limited located in the Greater Accra Region of Ghana. Kasapreko is a well-known beverage company that offers both types of drinks to both individual buyers and companies in the industry. What these customers think and experience has a strong influence on marketing efforts as well as the creation and improvement of business strategies (Owusu-Antwi et al., 2022). With a varied customer base, including retail buyers, wholesale partners, and individuals who purchased products directly, Kasapreko had a strong platform for researching product opinions. According to Boateng et al. (2020), engaging and involving customers had become increasingly crucial for making businesses in Ghana’s FMCG sector distinctive.

Research design and data collection

A sample of 380 respondents from customers of Kasapreko Company Limited in the Greater Accra Region. The number of subjects provided strong results that could be trusted and helped keep sampling errors to a minimum. Respondents were to provide evidence to product feedback, marketing strategies and customer engagement. KMO Measure of Sampling Adequacy was found to have a value of 0.913, which is above the recommended value of 0.80. The primary data collection tool was a closed-ended questionnaire where the participant had to rate on a seven-point Likert scale, starting with 1 = Strongly disagree; 5 = strongly agree. Tests of reliability were carried out on the Cronbach alpha and exploratory factor analysis through SPSS version 25, and the confirmatory factor analysis (CFA) was done.

Measurement of variables

Dependent variable

Construct product feedback was assessed via an 8-item sized scale that was based on a work by Zhang et al. (2022) and another one by Chen et al. (2011). All these questions once again measured the perception of respondents about the accessibility of customer feedback, usefulness and the outcome of customer feedback in terms of product and strategic improvements.

Moderating variable

Customer engagement was the second construct and it was measured using 7 items based on the Hollebeek et al. (2014) and Vivek et al. (2012). The items measured the different aspects of

engagement and it included interaction, loyalty, exerting emotions as well as involvement in activities that are about brand.

Independent variable

Finally, the study employed a 9-item scale to measure marketing strategies, adapted from previous research by Morgan, Vorhies and Mason (2009) and Katsikeas et al. (2016), to ensure the instrument was valid and relevant for assessing the company’s marketing practices. These elements were centered on the following strategic variables: pricing, promotion, digital presence, positioning on the market, and the ability to react to trends. The measurement items were also scrutinized for content validity, reliability, and contextual applications.

Analytical approach

The moderating analyses with done using the SPSS by multiplying the independent variable to the moderating variable to get the interactive effect. After the researcher the relationship between the product feedback, marketing and marketing strategies as then the relationship customer engagement and marketing strategies and the moderating effect.

Correlation and common method bias

Table 4.6 demonstrates the correlation analysis between sex, age, education, product feedback, customer engagement, and marketing strategies. The correlation of sex with all other variables is very weak with the lowest value of -0.061 with marketing strategies to 0.087 with age which means that gender differences are not highly related to these variables in this research. Age also has a weak though slightly higher correlation with education ($r = 0.183$), which indicates a small trend that the older respondents are the more educated. In general, the education sector shows insignificant correlations with the product feedback ($r = 0.023$), customer engagement ($r = 0.032$), and marketing strategies ($r = 0.060$), which means that educational level does not significantly impact perceptions and involvement in the specified marketing-related variables. The customer engagement ($r = 0.466$) and marketing strategies ($r = 0.368$) are moderately correlated with product feedback, which shows that the higher the customers give feedback, the higher the customer engagement and perceived effectiveness of the marketing tactics. Customer engagement and marketing strategies ($r = 0.679$) show the strongest relationship, which implies a solid positive correlation whereby, the greater the customer engagement the closer the marketing strategies are more effective.

Table 4.6 Correlation matrix

Variable	1	2	3	4	5	6
1. Sex	1					
2. Age	.087	1				
3. Education	.023	.183	1			
4. Product Feedback	.039	.010	.029	1		
5. Customer Engagement	.032	.006	.054	.466	1	
6. Marketing Strategies	-.061	.022	.060	.368	.679	1

(Source: Field survey, 2025)

Reliability and validity analysis

The reliability testing of the constructs in this research product feedback, customer engagement, and marketing strategies are all above the acceptable range. Construct product feedback, as measured by eight items, gave a Cronbach alpha of 0.841, which is high in relation to internal consistency. This implies that the measures of product feedback are reliable in terms of capturing the perception of the respondents on the impact of feedback mechanisms in marketing decision-making. The construct of customer engagement with seven items gave a Cronbach's alpha of 0.918 which represents a very high degree of reliability. This means that the items have a high degree of correlation and are good measures of the different dimensions of engagement that include emotional connection, participation, and loyalty. Lastly, the marketing strategies construct with seven items gave a Cronbach alpha value of 0.815 also showing a high level of internal consistency between the items.

CFA findings on the constructs, namely Product Feedback, Customer Engagement, and Marketing Strategies (EMS). In Product Feedback, the standardized factors loading were between 0.795 and 0.940, a range that is more than the acceptable factor loading of 0.70. This implies that the individual items play a significant role in the process of measuring the construct. The Composite Reliability (CR) of 0.976 and AVE of 0.737 also attest that the construct has a high internal consistency and sufficient convergent validity, meaning that the construct is an appropriate way of capturing the essence of product feedback in marketing.

In Customer Engagement, the factor loadings were 0.719 to 0.930 and this is within the recommended range indicating a strong indicator reliability. CR of 0.969 and AVE of 0.710 are good indicators of reliability and convergent validity. It implies that the indicators capture the degree of emotional, cognitive, and

behavioural engagement among the customers to the brand, which proves the strength of the construct.

Marketing Strategies (EMS) construct also displayed high factor loadings of 0.708-0.895 with the CR of 0.966 and AVE of 0.690. These values show a high degree of reliability and prove that the construct can be a satisfactory measure of the strategic marketing practices that were measured.

Empirical results

Table 4.8. the model shows a direct influence of product feedback on marketing strategies. The model shows that product feedback has a beta of 0.478 and a t-value of 10.235 with a significance level of 0.000 showing that product feedback has a strong and statistically significant impact on marketing strategies. This implies that as product feedback systems are improved so do the marketing strategies. The R value of 0.466 and the R square of 0.217 indicate that the product feedback is the only variable that explains the variation of 21.7 percent in the marketing strategies, indicating that the product feedback has a moderate explanatory capability. The F-statistics of 104.764 with P <0.001 indicate a strong significant.

Table 4.8. The outcome shows a direct effect between customer engagement and marketing strategies. The model shows a beta coefficient of customer engagement is 0.501 with t-value 17.996 and significant at p = 0.000. This means that customer engagement can be associated with a stronger positive influence on the marketing strategies. The R value is 0.679 and R squared is 0.461, which means that customer engagement explains 46.1 percentage of the variation in marketing strategies. Adjusted R Square of 0.215 (Model 1) and 0.460 (Model 2) prove the reliability of the models, and the F-statistics (104.764 and 323.868, p < 0.001) proves that the model is statistically significant.

Table 4.8 Regression analysis

Variables	Marketing Strategies	
	Model 1	Model 2
	Beta (t-value)	Beta (t-value)
Constant		
<i>Product feedback</i>	.478(10.235)	
<i>Customer engagement</i>		.501 (17.996)
Model Indices		
R	.466	.679
R Square	.217	.461
Adjusted R Square	.215	.460
ΔF	104.764	323.868
Sig.	.000	.000

(Source: Field survey, 2025)

Customer engagement moderates the relationship between product feedback and marketing strategies

The last aim of the research was to examine how customer engagement moderates the relationship between product feedback

and marketing strategies. The outcome is signposted in Table 4.9. Table 4.9 shows the findings of the regression analysis that was performed to confirm the moderating effect of customer engagement in the dependency relationship between product feedback and marketing strategies. The analysis includes a term of

interaction (Product Feedback × Customer Engagement), to find out whether customer engagement reinforces or dilutes the impact of the product feedback on marketing strategies.

It is demonstrated that there is a positive and significant impact of product feedback on the marketing strategies; the beta coefficients are 0.541, and the t-value is 4.709 (p < 0.05). This implies that the marketing strategies of firms would often work out well when they use product feedback effectively. Customer engagement is also moderator variable and its influence on marketing strategies is strong and significant with the beta value of 0.927 and t-value of 7.024 (p.05) meaning the higher the customer engagement, the more the strategies implemented in marketing are effective.

Notably, interaction term (Product Feedback × Customer Engagement) has a beta coefficient of 0.531 and t-value of 2.689 (p < 0.05). This is a high positive interaction effect of the customer

engagement which shows that the relationship between product feedback and marketing strategies is mediated by customer engagement. That is, the more the level of customer engagement, the more the impact of product feedback on marketing strategies is positive.

The overall performance of the model is also robust as the R value of 0.724 indicates a high level of correlation between the predictors and marketing strategies. The value of the R square, 0.525, indicates that product feedback, customer engagement, and interaction contribute to the variation in marketing strategies to the degree of 52.5%. The strength of the model is further verified by the Adjusted R Square (0.521). Also, the F-statistic (138.260, p = 0.000) shows that the model is statistically significant. The results affirm that customer interaction is an important mediator of the connection between product feedback and marketing strategies.

Table 4.9 Customer engagement moderates the relationship between product feedback and marketing strategies

Variables	Marketing Strategies	
	Model 3	
	Beta (t-value)	
(Constant)		
<i>Main effect</i>		
Product feedback	.541(4.709)	
<i>Moderator variable</i>		
Customer engagement	.927 (7.024)	
<i>Interactive effect</i>		
Product feedback x Customer engagement	.531 (2.689)	
Model Indicators		
R	.724	
R Square	.525	
Adjusted R Square	.521	
ΔF	138.260	
Sig.	.000	

(Source: Field survey, 2025)

Discussion of findings

The section represents a critical commentary of the research findings, which is an effort to compare the research findings with other literature in a bid to estimate their consistency or incompatibility with previous research works. The analysis also focuses on the implications of the results, which show some level of consistency and deviations from the previous studies. The discussion also reflects the academic contributions of the study that point out the way the study is making contributions, criticizing, or substantiating the existing theories and concepts.

The influence of product feedback on marketing strategies

The outcome shows a direct influence of product feedback on marketing strategies. The model shows that product feedback has a beta of 0.478 and a t-value of 10.235 with a significance level of 0.000, showing that product feedback has a strong and statistically significant impact on marketing strategies. The R value of 0.466 and the R square of 0.217 indicate that the product feedback is the only variable that explains the variation of 21.7

percent in the marketing strategies, indicating that the product feedback has a moderate explanatory capability.

The same finding agrees with Ulwick (2002) in that feedback offers great information about customer needs, expectations, which enable firms to make their products and marketing messages more applicable. In the same way, Griffin and Hauser (1993) also indicate that incorporating the product feedback facilitates the organization to align its marketing activities with the preferences of the customers, hence boosting customer satisfaction and market responsiveness. Kotler and Keller (2016) also believe that perpetual feedback of the products allows businesses to improve their positioning and promotion strategies to ensure and sustain the brand loyalty and competitiveness.

Moreover, Lee and Bradlow (2011) have discovered that customer feedback is also a critical input to the processes of making data-driven marketing decisions, which would allow firms to anticipate trends and customer behaviour in the market more accurately. This is in line with the present study that the feedback of the product plays a critical role in marketing, and therefore, it is arguable that the more an organization finds a systematic way of

gathering and interpreting the feedback, the more they are placed in a better position to come up with marketing strategies that will appeal to their target market.

Nonetheless, the findings also show that there are certain contradictions with other research, especially as far as the explanatory role of the product feedback is concerned. R S value is 0.217, implying that although feedback of the products plays a vital role in product marketing, a large percentage (78.3) of the variance is not explained by this variable alone. This is in line with Narver and Slater (1990), Jaworski and Kohli (1993), who conclude that other factors in addition to feedback contribute to effective marketing strategies such as market orientation, competitor intelligence, and innovation capability. Also, Sashi (2012) mentions that active customer engagement and relational marketing efforts are needed in order to ensure that the influence of feedback alone might not be great, and that feedback should be accompanied by meaningful customer interaction and responsiveness.

The effect of customer engagement on marketing strategies

The outcome shows a direct effect between customer engagement and marketing strategies. The model shows a beta coefficient of customer engagement is 0.501 with t-value 17.996 and significant at $p = 0.000$. The R value is 0.679 and R squared is 0.461, which means that customer engagement explains 46.1 percentage of the variation in marketing strategies. Adjusted R Square 0.460 prove the reliability of the model and the F-statistics (323.868, $P < 0.001$) proves that the model is statistically significant.

The investigation aligns with the previous research to Brodie et al. (2011), customer engagement is a multidimensional variable with cognitive, emotional and behavioural dimensions that determine the manner in which customers relate to a brand and impact in the effectiveness of marketing. Hollebeek (2011) also concludes that engaged customers do not merely make a purchase but also play an active role in brand promotion through feedback, advocacy and co-creation which makes it possible to design the marketing strategies more customer-centered and result-oriented. In the same vein, Vivek, Beatty and Morgan (2012) discovered that brand connection and customer loyalty, which are important elements of effective marketing performance, are triggered by customer engagement.

In this regard, Kumar and Pansari (2016) believe that customer engagement builds brand trust, emotional attachment, and word-of-mouth promotion, which play a critical role in attaining excellent marketing results. The present research confirms this point of view because the R value (0.679) is large indicating that customer engagement is a robust predictor of the success of marketing strategies. Bowden (2009) further states that emotionally and behaviourally involved customers will give feedback and insights that can help the firms to customize their marketing activities to achieve better customer satisfaction and competitive performance.

Nevertheless, certain inconsistencies can be also drawn in comparison to the other studies. To illustrate, Barger et al., (2016) state that customer engagement can have a certain effect on marketing results, but the effects of engagement may vary in accordance with the contextual variables including the type of products, market features, and the platforms of engagement. The

impact of engagement on marketing performance may be less powerful in the industries where there is not a lot of digital interaction or where the activities of engaging are not strategically aligned. On the same note, Baldus et al, (2015) indicate that not every type of engagement is positive, and passive or superficial engagement (liked a post on the social media, but did not really engage with it) might not be correlated with better marketing results. Furthermore, Pansari and Kumar (2017), the customer engagement, in turn, is not enough without the other factors including service quality, brand authenticity, and product innovation. This is in line with the unjustifiable 53.9-percent deviation in this model that leaves to mean that although customer engagement is a powerful influence, other elements also impact marketing strategies.

Customer engagement moderates the relationship between product feedback and marketing strategies

The results indicate a significant moderating effect of customer engagement on the relationship between product feedback and marketing strategies. The analysis shows that the term of interaction (Product Feedback \times Customer Engagement) has an impact on marketing strategies. The result demonstrates a positive and significant impact of product feedback on the marketing strategies with beta coefficients 0.541, and t-value 4.709 ($P < 0.01$). Customer engagement being the moderator influence marketing strategies and is strongly significant with a beta value of 0.927 and t-value of 7.024 ($P < 0.01$)

Notably, interaction term (Product Feedback \times Customer Engagement) has a beta coefficient of 0.531 and t-value of 2.689 ($P < 0.01$). This is a high positive interaction effect of the customer engagement which shows that the relationship between product feedback and marketing strategies is mediated by customer engagement. That is, the more the level of customer engagement, the more the impact of product feedback on marketing strategies is positive.

The overall performance of the model is also robust as the R value of 0.724 indicates a high level of correlation between the predictors and marketing strategies. The value of the R square, 0.525, indicates that product feedback, customer engagement, and interaction contribute to the variation in marketing strategies to the degree of 52.5%. The strength of the model is further verified by the Adjusted R Square (0.521). Also, the F-statistic (138.260, $P = 0.000$) shows that the model is statistically significant.

These findings correspond with the available evidence to Hollebeek, Srivastava, and Chen (2019) that customer engagement is a relational process that increases the impact of customer personalities, feedbacks, and experiences on the marketing performance. The engaged customers do not only give more actionable and richer feedback but also contribute to the value creation process as they shape the brand communication and innovation processes. Similar arguments are also presented by Brodie et al. (2013) who opine that customer engagement enhances the relationship between customer input and firm strategy due to emotional and behavioral involvement resulting in more adaptive and customer-driven marketing strategies.

Moreover, Kumar and Pansari (2016) discovered that a company that successfully interacts with customers can respond to the feedback with meaningful marketing insights more efficiently and enhance loyalty to the brand, satisfaction, and profitability in

the long perspective. Similarly, Rather (2020) pointed out that customer interaction builds trusts and dedication, which improves the impact of feedback on marketing adjustment and innovation. This is in concert with the existing observation that customer engagement directly influences positively, as well as moderates the relationship between feedback and marketing efficacy.

Nonetheless, there are also some contradictions between the findings and the previous studies. As an example, Barger, Peltier and Schultz (2016) stated that customer engagement does not necessarily positively influence the connection between feedback and marketing strategies, in the case of superficial engagement or non-connection to strategic purposes. When there is low quality of the feedback or when the attempts to engage are not actually interactive the moderating effect can be low or even negative. Equally, Dessart, Veloutsou and Morgan-Thomas (2015) noted that engagement can enhance the impact of feedback in the digital environment but in low-involvement or traditional markets, the effect can reduce.

Also, Pansari and Kumar (2017) indicated that the moderating effect of engagement is strongly determined by the organizational culture and the capability of the firm in transforming the insights of engagement into strategic action. Therefore, as the results of this study confirm a strong moderating effect, it might not be similar in industries or situations where companies do not have mechanisms of converting engagement and feedback into marketing improvement.

Theoretical Implications

This research contributes to the available literature on marketing strategy, product feedback, and customer engagement in a number of significant ways.

To begin with, the research offers empirical evidence to the hypothetical suggestion that product feedback is an essential antecedent to the successful marketing strategies. The results support the idea of market orientation theory (Kohli and Jaworski, 1990) that customer knowledge and response is the basis of creating responsive and competitive marketing initiatives. This study adds to the theoretical knowledge of the effect of the customer-driven information in the strategic marketing decision by developing a close, positive, and meaningful relationship between product feedbacks and the effectiveness of marketing strategies.

Secondly, the research builds upon the customer engagement theory (Brodie et al., 2011; Hollebeek, 2011) by validating the claim that customer engagement does not only directly influence the marketing results but it also moderates the relationship between product feedback and marketing strategies. This shows that engagement is a magnifying device under which the customer feedback can be increasingly effective in marketing behaviours. Therefore, the research contributes to the theoretical discussion on the role of engagement in converting passive feedback into actionable information that can be used to facilitate organizational learning and innovation.

Thirdly, the interrelation of the ideas of feedback utilization and customer engagement in one framework allows the study to introduce a theoretical connection between relationship marketing and strategic marketing literature. It demonstrates that the long-term relationship-building initiatives, which are based on the engagement and feedback, are fundamental to the development of effective marketing strategies. This integration helps in upholding

the notion that marketing effectiveness is no longer about product performance only, but interactive and continuous relationship with the customers.

Also, the research paper has added to the resource-based theory (Barney, 1991) as it shows that customer engagement and feedback systems are intangible resources that could enable firms to have sustainable competitive edges. These relational assets when properly harnessed help to increase knowledge creation, innovation and strategic flexibility all of which boost the performance of marketing and organizational success.

Lastly, the research has provided a conceptual contribution in that the impact of customer engagement on the effect of product feedback on marketing strategies is empirically validated. This contributes to the accumulating literature on interactive effects in marketing research and to the significance of taking into consideration contextual and relational variables in the light of determining the way in which the strategies of marketing develop.

Managerial and practical implications

This study has some valuable managerial and practical implications for organizations that aim to enhance their marketing strategies by effectively utilizing product feedback and customer engagement.

To begin with, the findings indicate that the managers should integrate effective feedback mechanisms that enable their customers to express their views, experiences and proposals on a regular basis. Through the systemic collection and analysis of product feedback, organizations are able to determine areas where they lack customer satisfaction, optimize on their marketing communication, and create products that are more in line with the expectations of the market. The digital tools that managers should invest in include customer relationship management (CRM) systems, online surveys, and social media listening tools, which can be used to ensure the real-time collection and analysis of customer feedback.

Second, the research reveals that customer interaction is an important moderator in enhancing the relationship between product feedback and marketing strategy performance. Managers are advised to then develop strategies that transcend the transactional interactions in order to establish greater emotional and behavioural interactions with the customers. This is possible by personalized marketing, loyalty program, interactive social media campaigns and co-creation which requires customers to be engaged in the product design or development of promotional content.

Thirdly, the conclusions suggest that marketing decisions must be factual and customer-oriented. Managers should make sure that the information obtained as a result of product feedback is incorporated into marketing planning and implementation. The strategy will assist companies to come up with more specific, targeted, and responsive marketing initiatives that respond to the real needs and preferences of their customers.

In addition, the close association between customer engagement and the effectiveness of marketing strategies indicates that managers ought to educate employees on how to develop effective customer associations by responding, empathizing, and open communication. Satisfied customers are more likely to have brand loyalty and advocacy and this may result in repeated buying of the product and recommendation.

Finally, strategically, the paper supports the idea of the need to establish a culture of never-ending improvement motivated by customer intelligence. Managers must encourage cooperation between the marketing, product development, and customer service divisions to make sure that the feedback and insights into the engagement are converted into actual organizational changes at all levels of the organization. Practically, companies that successfully combine the product feedback systems with the customer engagement approaches have more chances to achieve improved marketing performance, improved brand positioning, and a competitive advantage in the modern dynamic market.

Limitations and direction for future research

The study was carried out in a particular geographical and organizational location, which can restrict the applicability of the findings of the study. The data obtained from members of a specific industry or region might not reflect what is happening in other industries or regions, which are governed by varied market forces, consumer trends, and cultural orientations. As a result, the results are to be discussed in the context of the sampled environment.

Secondly, the cross-sectional research design was used in this study, and it is a research design that records data at a given time. Although this type of design offers a cross-section of the relationship between variables, it does not give a chance to make causal conclusions or conduct studies of changes that may occur over time. An extended study might be offered through a longitudinal analysis, which will give a more lively picture of how the customer interaction and feedback processes change and remodel the marketing efforts in a long-term perspective. In addition, the use of self-reported data with the help of the structured questionnaires can lead to the presence of the common method bias and the social desirability bias since respondents could have given the answers that would seem to be socially appropriate instead of being purely true.

Third, the study applied mostly a quantitative method, which, despite its usefulness in terms of generalization at a statistical level, restricts the richness of data regarding the emotional, psychological, and behavioural aspects of customer interaction and feedback. It would be possible to add depth to this with the help of some qualitative method, which may be interviews, case studies, or focus group discussions, which would focus on the motivations and perceptions of the participants. Also, the model considered only two major constructs, namely, product feedback and customer engagement, and disregarded other pertinent variables that can drive marketing approaches, i.e., innovation capability, market turbulence, brand image, and digital transformation.

These limitations make a number of suggestions on future research directions. To build upon this study, future research can adopt a mixed-method stance to combine both qualitative and quantitative data to understand the topic in a more in-depth way. The researchers can also undertake cross-industry and cross-cultural comparative research in order to determine differences in the influences of feedback and engagement on marketing approaches in various settings. The use of a longitudinal research design would also enable the evaluation of how these relationships changed over time, and this would provide more causal evidence. Also, other moderating or mediating variables like technological innovation, customer satisfaction, or market competition can be

added to future studies to create a more comprehensive model. Future studies ought to extend beyond the present scope using varied methodology, scenarios, and theoretical constructs to better comprehend how product feedback and customer interactions may be integrated into marketing initiatives and organizational outcomes.

Conclusion

The research has investigated how product feedback influences marketing strategies: how customer engagement acts as a moderator. The results indicated that feedback on products is an important element in the development of effective marketing plans since it offers insights that are valuable in assisting firms in comprehending customer requirements, enhancing the product, and creating specific marketing programs. The regression findings showed that the effect of product feedback in the marketing strategies is positive and statistically significant, which implies that the organizations that pursue feedback seriously in all their activities have a higher probability of developing strategies that appeal to their customers.

Also, the study determined that customer engagement indirectly affects marketing strategies, as well as reinforces the association between product feedback and marketing results. The mediating role of customer engagement suggests that the greater the involvement and interaction, and emotional attachment of the customers to the brand, the greater the significance and effectiveness of the feedback on marketing decisions. This would imply that engagement is a bridge on which feedback is translated into actionable marketing information. The cumulative model findings upheld that a mixture of product feedback and customer participation offers a major portion of the variance in marketing policies. This shows that the incorporation of the feedback mechanisms and engagement practices is necessary to maintain the competitive advantage and customer loyalty. The paper highlights that in order to stay competitive and customer-centric, businesses should implement strategies that focus on the constant collection of feedback and its interaction with customers. These components, when properly dealt with, will boost marketing efforts, improve brand-customer relations, and help a business to be successful in the long run.

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