

Product quality, brand reputation and marketing strategies: Basis for enhanced marketing management framework

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Abstract

Innovative marketing strategies effectively communicate the value proposition of your high-quality products and the positive aspects of your brand reputation. This applies to the Guangdong manufacturing industry. The study aimed to explore the correlation between product quality, brand reputation, and marketing strategies of Guangdong manufacturing enterprises as a basis in developing marketing management innovation framework. The study used a descriptive method and utilized the self-made questionnaire as the data-gathering instrument. Participants of the study were 400 employees from Manufacturing enterprises in Guangdong provinces. Weighted mean and rank were used to describe the product quality in terms of functionality, reliability, safety, aesthetics; assess the brand reputation management as to awareness, recognition, trust, and reputation stability; determine the marketing strategies with reference to market positioning, product pricing, channel management, and brand cooperation. Spearman rho was used to test the significant relationship as part of the non-parametric tests. All analyzes were performed using SPSS version 28.

Keywords: product quality, brand reputation, marketing strategies, manufacturing enterprises

Product quality, brand reputation and marketing strategies: Basis for enhanced marketing management framework

1. Introduction

Product quality, brand reputation, and marketing strategies are key elements of marketing management innovation. They all work together to create a powerful force that can drive sales and customer loyalty. High-quality products are the bedrock of a strong brand. They build trust with consumers who know they can rely on your offerings to perform well. A positive brand reputation fosters customer loyalty. Satisfied customers become repeat buyers and brand advocates, spreading the word organically. Innovative marketing strategies effectively communicate the value proposition of your high-quality products and the positive aspects of your brand reputation. This applies to the Guangdong manufacturing industry.

The market of Guangdong manufacturing enterprises presents a prosperous and transforming development situation. In terms of enterprise size and growth, there are a large number of manufacturing enterprises in Guangdong, covering enterprises of all sizes, including large multinational companies and small family enterprises. In the past few years, Guangdong's manufacturing output value has maintained steady growth. Among them, the growth rate of small and medium-sized enterprises is faster, and these enterprises are active in labor-intensive industries, such as electronics, toys, clothing and so on. Large companies are concentrated in high-tech industries, such as telecommunications equipment, computers and other electronic equipment manufacturing. From the perspective of industry characteristics, Guangdong's manufacturing industries are widely distributed, mainly concentrated in electronic machinery, toys, clothing, furniture and other industries. Among them, the electronics industry is the largest manufacturing industry in Guangdong, with the world's largest production base for electronic products. In addition, the development of the machinery industry is also very rapid, which provides a strong foundation for Guangdong's manufacturing industry. From the perspective of regional distribution, Guangdong's manufacturing enterprises are mainly distributed in the Pearl River Delta region, including Guangzhou, Shenzhen, Dongguan, Foshan and other cities.

The developed economy and convenient transportation of these cities provide a good environment for the development of the manufacturing industry. Among them, Guangzhou and Shenzhen are the core areas of Guangdong's manufacturing industry, with a large number of manufacturing enterprises and high-end technology enterprises. From the perspective of innovation ability, the manufacturing enterprises in Guangdong have strong innovation ability and constantly introduce new products and services to meet the market demand. Especially in high-tech industries, enterprises in Guangdong have achieved remarkable results in technological R&D and innovation. At the same time, enterprises in Guangdong are increasingly focusing on cooperation with universities and research institutions to strengthen technological innovation and talent training. From the perspective of green development, with the continuous improvement of environmental awareness, manufacturing enterprises in Guangdong are also actively promoting green development. Reduce environmental pollution in the production process by using environmentally friendly materials and energy-saving technologies. At the same time, the government has also increased its support for the environmental protection industry, encouraging enterprises to carry out green production and circular economy development. In the future, green development will become an important trend of Guangdong's manufacturing industry. The development of Guangdong manufacturing enterprises also faces many problems.

In Guangdong manufacturing enterprises, customer satisfaction is a key factor, which directly affects the business development and market position of the enterprise. However, at this stage, Guangdong manufacturing enterprises have some problems in market management: first, product quality Product quality is an important factor in market management. However, some Guangdong manufacturing enterprises, especially some small and medium-sized enterprises, may have some quality problems in their products due to technical capabilities,

quality control systems and other reasons. Product instability or quality problems may lead to a decline in customer trust in the enterprise, thus affecting the customer enterprise market management. Secondly, brand reputation is an important basis for customers to choose products. However, the brand reputation of some Guangdong manufacturing enterprises may be affected for various reasons. For example, some enterprises may have problems such as unfair competition and false publicity, which leads to a decline in consumers' trust in enterprises. In addition, some enterprises may lack the maintenance of brand image, resulting in the damage of brand value. Finally, the quality of marketing strategy directly affects the market management of enterprises. Some Guangdong manufacturing enterprises may lack effective marketing strategies, resulting in a lack of customer understanding of the products and services of the enterprises.

The improvement of market management ability helps to solve the problems in the development process of many enterprises and achieve better development. From the perspective of product quality, high-quality product quality is the key to improve market management ability. When customers experience the excellent performance, reliability and durability of the product and excellent quality, they are more likely to have a positive evaluation and word-of-mouth communication of the product. Satisfied customers are more likely to buy the same product again and may bring more referrals to the business. This high customer loyalty helps companies to maintain a stable market share in a highly competitive market problem feedback: Customer feedback on product quality is an important basis for companies to improve and optimize. By collecting and analyzing customer feedback in a timely manner, enterprises can improve products to improve customer satisfaction and product quality, so as to achieve sustainable development (Huang,2023).

From the perspective of brand reputation, market management directly affects the brand image of enterprises. Satisfied customers are more willing to spread information that is beneficial to the enterprise and establish a good image of the enterprise brand. This good brand image can enhance consumer trust and recognition of the enterprise, thus expanding market share. In the process of building brand reputation, market management ability is an important measurement index. Satisfied customers are more likely to bring referrals and word-of-mouth communication to enterprises, thus expanding market share and enhancing the competitiveness of enterprises in the market. Satisfied customers are more willing to establish long-term cooperative relations with enterprises and provide more business opportunities for enterprises. Such cooperation opportunities help enterprises to establish a good reputation and position in the industry.

From the perspective of marketing strategy, by understanding customers' satisfaction and needs, enterprises can develop more accurate marketing strategies and invest resources in products and services that can best meet customers' needs. This precise targeting helps improve marketing effectiveness, attract potential customers and improve market management capabilities. Maintaining good interaction and communication with customers is an important means to improve customer satisfaction. Enterprises can keep in touch with customers through various channels, understand their needs and feedback, and provide support and services in a timely manner. This interaction and communication helps to enhance customer loyalty and trust. Enterprises should constantly pay attention to customer feedback and demand changes, and improve products and services in a targeted manner. This customer-centric way of thinking helps companies keep pace with The Times, improve market competitiveness and meet customer needs. Innovative marketing strategies can also help enterprises improve brand awareness and market share (Li,2021).

Research on the market management of manufacturing enterprises has important theoretical and practical significance, which is helpful to improve the competitiveness and service quality of enterprises and promote the sustainable development of enterprises: In a theoretical sense. First of all, customer satisfaction research is an important part of business management theory. Through the study of customer satisfaction, we can deeply understand the real evaluation and demand of customers for products or services, so as to reveal the internal law of enterprise management and provide the basis for scientific decision-making of enterprises. Secondly, customer satisfaction research helps to improve the modern enterprise management system. Scientific evaluation of customer satisfaction can promote enterprises to establish customer-centered business philosophy and promote

the innovation and upgrading of enterprise management. Moreover, customer satisfaction research is an important application of marketing theory. Through the investigation and analysis of customer satisfaction, it can provide data support for enterprises to develop more accurate marketing strategies and improve the market competitiveness of enterprises.

In a practical sense. First of all, improving the market management ability helps to enhance the competitiveness of enterprises. In today's increasingly fierce market competition, improving the ability of market management has become the key for enterprises to win market share. By investigating and analyzing market management capabilities, enterprises can timely identify problems existing in products or services and take effective measures to improve them, thus improving market management capabilities and customer loyalty. Secondly, market management research helps to improve the service quality of enterprises. Through the investigation and analysis of customer satisfaction, we can understand the real evaluation and demand of customers for products or services, so as to provide the basis for enterprises to provide better products or services. At the same time, through market management survey, enterprises can timely find deficiencies and problems in services, and take effective measures to improve, so as to improve customer satisfaction and loyalty.

Finally, market management research helps to promote the sustainable development of enterprises. By improving market management capabilities, enterprises can win more market shares and loyal customers, thus laying a solid foundation for their long-term development. At the same time, through continuous attention and research on customer satisfaction, enterprises' products or services can be continuously optimized to promote continuous innovation and development (Li,2019). In the competitive market environment, the key to the success of enterprises lies in how to meet and exceed customer expectations. Product quality, brand reputation and marketing strategy, as key factors affecting market management, have attracted extensive attention from both academia and industry. According to the research of Grönroos (2000), improving market management ability has become one of the core strategies for enterprises to maintain competitive advantages.

The purpose of this paper is to deeply study the impact of product quality, brand reputation and marketing strategy on market management and try to construct an integrated framework to provide effective marketing management tools for enterprises. This research will be helpful to make enterprises better understand and meet the needs of customers and improve their competitiveness.

Objectives of the Study - The study aimed to explore the correlation between product quality, brand reputation, and marketing strategies of Guangdong manufacturing enterprises as a basis in developing marketing management innovation framework. Specifically, it aimed to describe Product Quality in terms of functionality, reliability, safety, aesthetics; describe the Brand Reputation management in terms of awareness, recognition, and trust; determine the Marketing Strategies in terms of market positioning, product pricing, channel management, and brand cooperation. It also tested the significant relationship between Product Quality, Brand Reputation, and Marketing Strategies and developed an marketing management innovation framework for manufacturing enterprises in Guangdong China

2. Methods

Research Design - A descriptive approach was used in this study to explore the correlation between product quality, brand reputation, and marketing strategies of Guangdong manufacturing enterprises as basis in developing marketing management innovation framework. According to Hassan, 2022, a descriptive research design is a type of research methodology that tries to describe or chronicle the characteristics, activities, attitudes, beliefs, or perceptions of a group or population under study. Descriptive research does not attempt to establish cause-and-effect relationships between variables or predict future outcomes. Instead, it focuses on providing a comprehensive and accurate representation of the gathered data, which may be useful for developing hypotheses, researching trends, and identifying patterns in the data. Correlational research might be designed to be relational (leading to correlation analysis) or predictive (leading to regression analysis). When it is important to assess the

presence, strength, and direction of correlations between two variables, a correlational (relational) study approach is used. Correlational predictive design is used when there is a requirement to identify a predictive relationship between the predictor and the outcome/criterion variable (University of Phoenix, 2020). A survey questionnaire created by the researcher and tested for reliability and validity was used to gather the primary data. The statistical analysis was performed in SPSS version 28 using the appropriate statistical procedures to collect data on the weighted mean, standard deviation, and correlations.

Participants of the Study - The respondents of this study are relevant personnel of manufacturing enterprises in Guangdong Province, China, and we mainly collect data through electronic questionnaires. We distributed questionnaires to 20 manufacturing enterprises in Guangdong, and 30 questionnaires were distributed to each enterprise. A total of 600 questionnaires were distributed and 400 valid questionnaires were collected through screening. The personnel surveyed mainly include five parts of personnel, namely: enterprise managers and decision makers, who, as leaders and decision makers of enterprises, have important responsibilities for formulating and implementing strategies for product quality, brand reputation and marketing activities. Sales and marketing team, who are team members responsible for product sales and marketing activities, who may provide hands-on experience and insights in marketing strategy and execution during the study period. Consumers, who are the final purchasers of the products of Guangdong manufacturing enterprises, their views and feedback are crucial to the study of product quality and brand reputation. Suppliers and distribution channel partners, the impact of suppliers and distribution channel partners on product quality and brand reputation is also worth investigating. Market researchers and marketing experts, who are professionals involved in market research and the development of marketing strategies, who can provide professional data analysis and research suggestions during the research process.

Data Gathering Instruments - The study used a questionnaire as a data collection instrument. To achieve the research objectives, we designed a multi-level data collection tool. Through questionnaires, we collected data on product quality, brand reputation, and marketing strategy in market management. The interview guide was used to gain insight into the customer's motivation and experience behind the purchase of the product, while the observation sheet recorded the customer's use of the product behavior. All tools were pre-tested and discussed in multiple rounds to ensure question clarity, validity and consistency. We used SPSS statistical software for data analysis, including descriptive statistics and correlation analysis, to verify the research hypotheses. At the same time, qualitative analysis of interview and observation data was conducted to extract key themes through thematic coding. By integrating quantitative and qualitative results, we expect to reveal the potential impact of market management on firm development and provide targeted recommendations for firm competition. Items for each tool were presented as descriptive statements, and respondents indicated how often each statement applied on a four-level Likert scale, with a 4.00 scale indicating strong agreement, a 3.00 scale indicating agreement, a 2.00 scale indicating disagreement, and a 1.00 scale indicating strong disagreement.

The questionnaire of product quality included 4 items of Product Quality. For 5 functionality, Cronbach alpha value was 0.942; 5 items of reliability, Cronbach alpha value was 0.899; 5 items of safety, Cronbach alpha value was 0.918; 5 items of aesthetics, Cronbach alpha value was 0.931. The questionnaire of brand reputation included three factors, including Awareness 5 items and Cronbach alpha value of 0.946; Recognition 5, Cronbach alpha value of 0.929; Trust 5, Cronbach alpha value of 0.953. The questionnaire of marketing strategies included 4 factors, Market positioning 5, and Cronbach alpha was 0.903. 5 items of Product pricing, Cronbach alpha value was 0.894; 5 items of Channel management, Cronbach alpha was 0.923; 5 items of Brand cooperation, Cronbach alpha was 0.930. The reliability results showed the computed Cronbach's alpha for product quality (0.922), brand reputation (0.942), and marketing strategies (0.912) indicates that the items have a strong internal consistency in the rule of thumb.

Data Gathering Procedure - First, we will conduct an extensive literature review to identify previous studies on the impact of product quality, brand reputation, and marketing strategies on customer satisfaction. This provides us with the theoretical foundation and research background. Second, we will design and implement a questionnaire

for quantitative research. The questionnaire will cover various aspects of product quality, perceptions of brand reputation, marketing strategies adopted by the firm, and customer satisfaction experiences. By using a diverse set of question types, including single-choice, multiple-choice, and open-ended questions, we aimed to capture multi-level feedback from respondents on key variables. We will conduct an extensive literature review to identify previous studies on the impact of product quality, brand reputation, and marketing strategies on customer satisfaction. This provides us with the theoretical foundation and research background. Second, we will design and implement a questionnaire for quantitative research.

The questionnaire will cover various aspects of product quality, perceptions of brand reputation, marketing strategies adopted by the firm, and customer satisfaction experiences. By using a diverse set of question types, including single-choice, multiple-choice, and open-ended questions, we aimed to capture multi-level feedback from respondents on key variables. After the topic was approved, the questionnaire content was submitted to the relevant industry experts to validate it. After this, the questionnaire was pilot tested to determine the consistency of the indicators for the three variables. These data were used to test its reliability. After passing the reliability test, to further enrich our understanding, we plan to conduct semi-structured face-to-face interviews. This will include key stakeholders within the enterprise, such as management and marketing teams, as well as end consumers. Face-to-face communication will help capture deeper insights and experiences, while also providing a more comprehensive understanding of the emotions and attitudes of the respondents. Finally, we will use a multi-level research approach to gain an in-depth understanding of the internal and external operations of market management in Guangdong manufacturing enterprises through observations and case studies inside and outside the company. This includes understanding the dynamics of the product manufacturing process, the market competitive environment and the internal decision-making of the enterprise.

Ethical Considerations - Ethics were considered throughout the research process to ensure that all data was only used for research purposes, preserving the objectivity and integrity of the study. By not asking respondents for their identities while they completed the questionnaires, it also guaranteed their confidentiality and anonymity. The researcher also made sure that the respondents filled out the surveys on their own volition. Last but not least, it made sure that none of the study participants were injured or harmed and that their safety and security came first.

Data Analysis - Weighted mean and rank were used to describe product quality in marketing management of manufacturing enterprises in Guangdong Province, in terms of functionality, reliability, safety, aesthetics; to describe the Brand Reputation management, in terms of awareness, recognition, trust; and to determine the Marketing Strategies of manufacturing enterprises in Guangdong Province in terms of market positioning, product pricing, channel management, and brand cooperation. The result of Shapiro-Wilk Test showed that p-values of all variables were less than 0.05 which means that the data set was not normally distributed. Therefore, Spearman rho was used as part of the non-parametric tests to determine the significant relationship. All analyses were performed using SPSS version 28.

3. Results and discussions

Table 1

Summary Table on Product Quality in Marketing Management of Manufacturing Enterprises

Key Result Areas	Composite Mean	VI	Rank
Functionality	3.10	Agree	3.5
Reliability	3.13	Agree	1
Safety	3.11	Agree	2
Aesthetics	3.10	Agree	3.5
Grand Composite Mean	3.11	Agree	

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

Table 1 describes the summary table of product quality in marketing management of manufacturing

enterprises. The comprehensive average value was 3.11, and the comprehensive evaluation was strong identification. All respondents agreed on all the product quality. From the above data, we can see that product quality, brand reputation, and marketing strategies play a crucial role in the market management of Guangdong manufacturing enterprises. In a fiercely competitive market environment, enterprises need to fully understand the importance of these factors and adopt effective strategies to enhance market management effectiveness. Only by continuously improving the functionality, stability, and safety of products, and emphasizing the aesthetic design of products, can we attract and maintain consumers, thereby enhancing the market competitiveness of enterprises. The quality of products and services is the first factor for the survival and development of enterprises. The quality of products and services is related to the survival and death of enterprises. With first-class quality, enterprises will have a broad market. If an enterprise wants to become bigger and stronger, it must improve the quality of its products and services.

Among the cited indicators, product reliability obtained the highest weighted average of 3.13, followed by product safety (3.11), product functionality and product aesthetics (3.10). Product stability has a profound impact on market management. A stable product means it can consistently meet consumer needs and has a longer lifespan. Products with strong stability reduce the costs and inconveniences caused by frequent product changes, thereby increasing consumer loyalty. For example, Johnson et. al.,(2015) found through empirical research that product stability is one of the important factors affecting consumer loyalty. Stable performance and long-lasting durability create value for consumers, making them more willing to continue choosing the product or brand. For enterprises, improving product stability helps establish consumer trust and strengthens the effectiveness of market management. With the increasing concern of consumers about product safety, it has become a core element in market management. The safety of a product is directly related to the interests and safety of consumers, therefore, consumers will pay special attention to its safety when choosing a product. If a product lacks sufficient safety measures, even if its functionality and stability are strong, consumers may choose other safer products. For example, Jones et. al.,(2008) found that consumers have a significant increase in their concern for product safety, and they are more inclined to choose brands that have been certified for safety or have a good reputation. Therefore, enterprises must attach importance to product safety issues and enhance the effectiveness of market management by improving product safety. The direct impact of product functionality on market management has been confirmed by multiple studies. Products with strong functionality can better meet the needs of consumers, thereby increasing their market share. This is because consumers typically choose products that can provide their desired functionality.

Products with strong functionality not only improve consumer satisfaction, but may also promote brand loyalty and further drive market growth. For example, Smith et. al.,(2010) conducted a detailed analysis of the relationship between product functionality and market growth in their study, and concluded that product functionality is a key factor affecting market performance. For enterprises, continuously improving product functionality is an important way to enhance market management effectiveness. In addition to stability and safety, product aesthetics is also an important factor affecting market management. Beautiful products are often more attractive to consumers and stimulate their desire to purchase. With the transformation of consumer attitudes and the improvement of aesthetic standards, more and more consumers are considering the aesthetic design of products in their purchasing decisions. For example, Baker et. al.,(2007) pointed out that a pleasant product appearance can bring emotional satisfaction to consumers and increase the added value of the product. An attractive appearance can become a unique selling point of a product, making it stand out in the market. Therefore, enterprises should attach importance to the aesthetic design of their products, enhance their attractiveness through innovation and unique design, and strengthen the effectiveness of market management.

Overall, product functionality, stability, safety, and aesthetic design all have a significant impact on a company's market management. From the perspective of consumers, these factors directly affect their purchasing decisions. Therefore, when conducting market management, enterprises must fully consider these factors in order to develop more effective marketing strategies. Meanwhile, with the continuous changes in the market and the upgrading of consumer demand, enterprises also need to continue to pay attention to the impact of these

factors.

Table 2

Summary Table on Brand Reputation Management

Key Result Areas	Composite Mean	VI	Rank
Awareness	3.12	Agree	2.5
Recognition	3.12	Agree	2.5
Trust	3.13	Agree	1
Grand Composite Mean	3.12	Agree	

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

Table 2 describes the overall assessment of brand reputation management, with a combined mean of 3.12, verbally interpreted as agree. Among the cited indicators, trust received the highest weighted average of 3.13, followed by awareness and recognition (3.12). Brand reputation plays a crucial role in marketing management, and the main factors of its influence include brand awareness, judgment recognition and brand trust. The data representation above is taken to analyze how these factors together influence marketing management and how they provide the basis for an innovative framework for marketing management. Brand reputation plays a central role in the process of consumer awareness of a product. Jones et al.(2018) found that brand reputation has a significant impact on consumers' emotional identification, thus affecting their purchase intention. Consumers are more willing to choose brands that are consistent with their values and ideals. This shows that enterprises not only need to establish and maintain a good brand reputation, but also need to ensure that their brand reputation is compatible with consumers' values and concepts. Trust is an important component of brand reputation and is crucial for the relationship between consumers and brands. Morgan et. al.,(1994) pointed out that trust is the key driver of brand reputation and consumer loyalty. When consumers are full of trust in the brand, they are more willing to buy the brand's products for a long time and give more support to the brand in the face of competition. Therefore, enterprises need to adopt effective marketing strategies to establish and maintain trust with consumers.

The data obtained from the survey are analyzed, and the influence of brand reputation on market management from three perspectives of brand awareness, recognition and trust is discussed. First of all, from the perspective of cognition, brand reputation plays a core role in the process of consumers' cognition of products. Secondly, from the perspective of recognition, brand reputation not only affects consumers' cognition, but also their emotional attitude and value recognition. Enterprises need to ensure that their brand reputation is consistent with consumers' values and concepts. Finally, from the perspective of trust, trust is an important part of brand reputation. Enterprises need to adopt effective marketing strategies to establish and maintain trust with consumers. To sum up, brand reputation is an important factor in marketing management which is crucial for enterprises to gain an advantage in the highly competitive market. Future research can further explore how to enhance brand reputation through specific marketing strategies and how to better manage consumer awareness, recognition and trust in brands.

Table 3

Summary Table on Marketing Strategies of Manufacturing Enterprises

Key Result Areas	Composite Mean	VI	Rank
Market Positioning	3.11	Agree	3
Product Pricing	3.10	Agree	4
Channel Management	3.13	Agree	1
Brand Cooperation	3.12	Agree	2
Grand Composite Mean	3.12	Agree	

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

Table 3 is the total assessment of Marketing Strategies of Manufacturing Enterprises, with a combined mean of 3.12, which is verbally interpreted as agreement. Among the cited indicators, channel management received the highest weighted average of 3.13. Channel management involves the whole process of products from

production to consumers, which directly affects the market coverage and operation efficiency of enterprises. Jensen(2017) pointed out in his research that effective channel management can reduce operating costs and improve market response speed. Through rational distribution of sales channels, enterprises can deliver products to target consumers more quickly and improve market coverage. With the rise of e-commerce, enterprises need to constantly innovate channel management modes to adapt to market changes. Meanwhile, the product pricing aspect weighted average was the lowest at 3.10. Price is not only a reflection of the value of a product, but also a key factor affecting consumers' purchase decisions. Fisher et. al.,(2019) emphasized that pricing strategy plays a leverage role in market management. Too high a price may cause consumers to switch to competitors, while too low a price may damage the brand image. A reasonable pricing strategy needs to find a balance between consumer psychological expectations and profit margins. For example, a high-end smartphone successfully attracted different consumer groups by adjusting its price strategy, thus expanding its market share. Enterprises should flexibly adjust their price strategies according to market demand, competition situation and other factors.

Brand positioning is the core of enterprise market strategy, which determines consumers' cognition and expectation of products. Ponte et. al.,(2018) pointed out in their research that an accurate brand positioning can help enterprises stand out in the highly competitive market. When the brand positioning is highly aligned with consumer needs. Consumers are more likely to develop brand loyalty, which in turn increases market share. For example, luxury brands attract specific consumer groups due to their high-end positioning and gain a stable market share in the market. Brand positioning needs to be continuously optimized to respond to market changes and changes in consumer demand. Brand cooperation is a marketing strategy that realizes resource sharing and complementary advantages through cooperation with other brands or enterprises. Mukherjee et. al.,(2019) pointed out in their research that brand cooperation can improve brand awareness and market share. By cooperating with complementary brands, enterprises can expand their product lines to improve market coverage or explore new target markets. For example, a sports brand cooperated with a movie IP to launch a co-branded product, which successfully attracted fans of both sides and expanded market share. However, brand cooperation also requires careful selection of partners to ensure that the values of both partners are consistent with the target market.

From the above data analysis, it can be concluded that brand positioning, pricing strategy, channel management and brand cooperation are the key factors affecting market management. Enterprises need to take these factors into consideration when formulating marketing strategies and make flexible adjustments according to changes in the market and consumers. Only by formulating scientific marketing strategies can enterprises gain competitive advantages and maintain sustainable development in the highly competitive market.

Table 4

Relationship Between Product Quality and Brand Reputation

Variables	rho	p-value	Interpretation
Functionality			
Awareness	0.550**	<.001	Highly Significant
Recognition	0.591**	<.001	Highly Significant
Trust	0.584**	<.001	Highly Significant
Reliability			
Awareness	0.582**	<.001	Highly Significant
Recognition	0.594**	<.001	Highly Significant
Trust	0.558**	<.001	Highly Significant
Safety			
Awareness	0.617**	<.001	Highly Significant
Recognition	0.584**	<.001	Highly Significant
Trust	0.593**	<.001	Highly Significant
Aesthetics			
Awareness	0.559**	<.001	Highly Significant
Recognition	0.602**	<.001	Highly Significant
Trust	0.589**	<.001	Highly Significant

** . Correlation is significant at the 0.01 level

As seen table 4, the computed rho-values ranging from 0.550 to 0.617 indicate a moderate to strong direct relationship among the sub variables of product quality and brand reputation. There was a statistically significant relationship between product quality and brand reputation because the obtained p-values were less than 0.01.

Product quality and brand reputation are crucial for the success of a firm. There is a close relationship between the two, and this relationship has important guiding significance for manufacturing enterprises to formulate effective marketing strategies. A number of studies have pointed out that product quality directly affects consumer perceptions and attitudes towards brands. A national survey involving more than 5,000 consumers shows that product quality is seen as one of the most important factors in determining a brand's reputation. When consumers have a high evaluation on product quality, they are more likely to have positive cognition and emotional connection with the brand, thus forming a good brand reputation (Smith et. al.,2019). In addition, the positive relationship between product quality and brand reputation is further confirmed by another study on multiple industries. The results show that in industries such as automobiles, home appliances and clothing, those brands that provide high-quality products tend to have a higher reputation (Zhang et. al.,2020). In addition to product quality, marketing strategies also play an important role in shaping and maintaining brand reputation. Effective marketing strategies can help enterprises better convey product value and improve consumers' awareness and acceptance of the brand (Lee et. al.,2018). Specifically, successful marketing strategies may include innovations in brand positioning, advertising communication, social media promotion and other aspects.

Based on the above analysis, more and more enterprises have begun to build innovative marketing management frameworks with product quality and brand reputation as the core (Johnson et. al.,2017). The framework aims to achieve a close integration between the internal operation of the enterprise and market demand, and to improve consumer satisfaction and loyalty through continuous improvement of product quality and brand reputation. In practice, enterprises may need to take a series of measures such as strengthening R&D innovation, optimizing production processes, and improving supply chain management to ensure continuous improvement of product quality (Sun et. al.,2019). At the same time, enterprises also need to pay attention to the building and maintenance of brand image and enhance brand reputation through effective marketing strategies (Lee et. al.,2016).

In summary, the strong relationship between product quality and brand reputation provides valuable marketing management implications for firms. With the intensification of market competition, enterprises should deeply understand the importance of this relationship and develop corresponding marketing strategies to continuously improve product quality and brand reputation. Only in this way can enterprises achieve sustained success in the fierce market competition.

Table 5

Relationship Between Product Quality and Marketing Strategies

Variables	rho	p-value	Interpretation
Functionality			
Market Positioning	0.552**	<.001	Highly Significant
Product Pricing	0.563**	<.001	Highly Significant
Channel Management	0.597**	<.001	Highly Significant
Brand Cooperation	0.575**	<.001	Highly Significant
Reliability			
Market Positioning	0.579**	<.001	Highly Significant
Product Pricing	0.575**	<.001	Highly Significant
Channel Management	0.595**	<.001	Highly Significant
Brand Cooperation	0.577**	<.001	Highly Significant
Safety			
Market Positioning	0.576**	<.001	Highly Significant
Product Pricing	0.592**	<.001	Highly Significant
Channel Management	0.527**	<.001	Highly Significant
Brand Cooperation	0.623**	<.001	Highly Significant

Aesthetics			
Market Positioning	0.610**	<.001	Highly Significant
Product Pricing	0.583**	<.001	Highly Significant
Channel Management	0.547**	<.001	Highly Significant
Brand Cooperation	0.563**	<.001	Highly Significant

** . Correlation is significant at the 0.01 level

As seen in table 5, the computed rho-values ranging from 0.547 to 0.623 indicate a moderate to strong direct relationship among the sub variables of product quality and marketing strategies. There was a statistically significant relationship between product quality and marketing strategies because the obtained p-values were less than 0.01.

The quality of products is directly related to the survival and development of enterprises, and the effectiveness of marketing strategy is related to the position of enterprises in the market competition. In today's market, enterprises must continuously optimize product quality and formulate and implement effective marketing strategies in order to win the favor of consumers and establish a good brand image. The purpose of this review is to explore the strong relationship between product quality and marketing strategy to provide a theoretical basis for the marketing management innovation framework. Fan et. al.,(2015) pointed out that product quality is the core element of brand reputation and has a significant positive impact on brand reputation. At the same time, this positive impact will further promote the growth of corporate sales. The research of Liu et. al.,(2018) emphasized that when formulating marketing strategies, enterprises should fully examine their effects on brand reputation. Effective marketing strategies can not only enhance brand reputation, but also significantly increase consumer purchase intention. Li et. al.,(2019) explored the interactive relationship between product quality and marketing strategy, and found that high-quality products can promote the effective implementation of marketing strategy, and effective marketing strategy can further improve product quality. The article by Yang et. al.,(2020) proposed that in the period of major changes in the market environment, enterprises should flexibly adjust their marketing strategies to meet consumer needs. At the same time, enterprises should also actively innovate marketing methods to enhance brand reputation and market share. From the above analysis we can clearly see that there is a close relationship between product quality and marketing strategy. For enterprises, in order to gain a foothold in the fierce market competition, they must constantly improve the quality of products, and formulate and implement effective market strategies. Only in this way, can we truly win the hearts of consumers and realize the sustainable development of enterprises.

By continuously optimizing product quality and coordinating with targeted marketing strategies, enterprises can not only improve brand reputation, but also further enhance consumer loyalty to the brand. Therefore, in the future marketing management innovation framework, enterprises should pay more attention to the synergy between product quality and market strategy to achieve more efficient market expansion and brand building.

Table 6

Relationship Between Brand Reputation and Marketing Strategies

Variables	rho	p-value	Interpretation
Awareness			
Market Positioning	0.567**	<.001	Highly Significant
Product Pricing	0.580**	<.001	Highly Significant
Channel Management	0.553**	<.001	Highly Significant
Brand Cooperation	0.589**	<.001	Highly Significant
Recognition			
Market Positioning	0.601**	<.001	Highly Significant
Product Pricing	0.570**	<.001	Highly Significant
Channel Management	0.568**	<.001	Highly Significant
Brand Cooperation	0.577**	<.001	Highly Significant

Trust			
Market Positioning	0.580**	<.001	Highly Significant
Product Pricing	0.541**	<.001	Highly Significant
Channel Management	0.565**	<.001	Highly Significant
Brand Cooperation	0.579**	<.001	Highly Significant

** . Correlation is significant at the 0.01 level

As seen in table 6, the computed rho-values ranging from 0.541 to 0.601 indicate a moderate to strong direct relationship among the sub variables of brand reputation and marketing strategies. There was a statistically significant relationship between brand reputation and marketing strategies because the obtained p-values were less than 0.01.

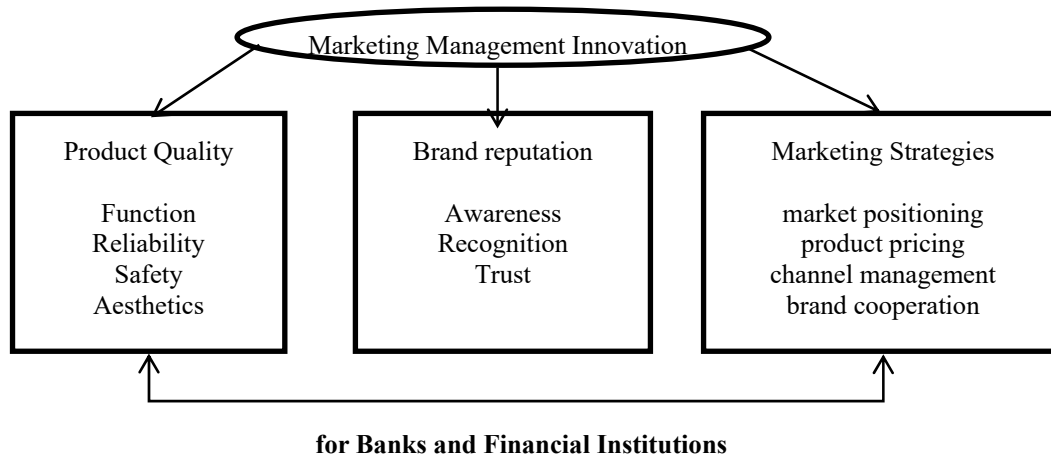
Most scholars believe that the formation of brand reputation is a long-term process, involving product quality, corporate image, consumer experience and other aspects. (Li, 2019) Once a good brand reputation is formed, it will be easier for enterprises to gain recognition from consumers and increase their market share. (Yang,2020) Many studies have pointed out that effective marketing strategies have a significant impact on improving brand reputation. For example, differentiated marketing strategies can help firms stand out from the competition and thus gain the favor of consumers. (Fan et. al.,2015) Relationship marketing strategy can deepen the relationship between enterprises and consumers and further enhance brand loyalty. (Liu et. al.,2018)

As the market is constantly changing, enterprises need to constantly innovate their market strategies to adapt to the needs of consumers. Innovative marketing strategies can not only enhance brand reputation, but also help companies gain an edge in the highly competitive market. Through empirical analysis of many industries, scholars have confirmed the positive impact of marketing strategy on brand reputation. Through the research on the FMCG industry, it is found that the brand reputation of enterprises using emotional marketing strategy is significantly higher than that of other enterprises. Although many studies have explored the relationship between marketing strategy and brand reputation, there are still some areas worth further exploration. For example, how can brand reputation be measured more effectively? What are the similarities and differences in the impact of different types of marketing strategies on brand reputation? Which market strategy is more effective in a given context? The answers to these questions will help enterprises formulate market strategies more accurately and further enhance brand reputation.

From the above research and analysis, it can be clearly seen that there is a close connection between marketing strategy and product brand reputation. In the highly competitive market environment, enterprises should pay more attention to the selection and implementation of market strategies to maintain and enhance their brand reputation. With the progress of science and technology and the change of market environment, enterprises should continue to pay attention to and study the new trend of market strategy, and continue to carry out marketing innovation, so as to obtain lasting competitive advantages in the market.

Relationship Among Corporate Values, Ethical Leadership, and Corporate Social Responsibility Practices

Marketing Management Innovation Framework



Product Quality that had something to do with the practice of Brand Reputation correlated with Marketing Strategies. Taking into account factors such as product quality, brand reputation, and marketing strategies, and continuously innovating and optimizing its marketing management framework, is a key factor for manufacturing enterprises to stand out in the market. The marketing management framework includes key elements such as product quality, brand reputation, and marketing strategy to help enterprises comprehensively enhance market competitiveness. By continuously optimizing product quality, strengthening brand reputation building, and flexibly utilizing diversified marketing strategies, enterprises can better adapt to market changes, improve product competitiveness, and achieve sustainable development.

In today's fiercely competitive market environment, product quality, brand reputation, and marketing strategies constitute a closely connected management network. Research has found (Smith et al., 2020) that high-quality products not only ensure customer satisfaction, but also establish a trustworthy image for businesses. Brand reputation, as an extension of product quality, helps to consolidate and enhance brand reputation by continuously improving products, providing excellent customer service, and participating in social responsibility activities (Jones et. al.,2018). The close combination of these two forms the cornerstone of enterprise competition. Marketing strategy serves as a strategic engine within this framework, providing a wide range of channels for product promotion and brand building through digital marketing, social media communication, and content creation strategies (Kotler et al., 2019). These three elements blend together to construct an innovative marketing management framework, providing a comprehensive management perspective for enterprises. Through close collaboration and continuous innovation, enterprises can better respond to market dynamics, promote brand innovation and progress, and achieve sustainable development of marketing management. This framework provides strong support for enterprises to gain a competitive advantage in the fiercely competitive market.

4. Conclusions and recommendations

Based on the results of the study, the following conclusions were drawn: The respondents showed a moderate level of agreement on product quality in terms of functionality, reliability, safety and aesthetics. The manufacturing companies have good brand reputation management in terms of awareness, recognition and trust as assessed by the respondents. Good Marketing Strategies in terms of market positioning, product pricing, channel management, and brand cooperation are being applied by these companies as agreed by the respondents.

There are highly significant relationships that exist between Product Quality, Brand Reputation, and Marketing Strategies. Developed marketing management innovation framework for manufacturing enterprises

Enterprises should boost R&D investment, focusing on design and functionality to satisfy consumer needs and implement stringent quality checks throughout the production process to maintain high standards. Top management should monitor market trends, regularly refine marketing strategies to keep pace with changes, enhance partnerships for resource sharing, and expand market reach. Manufacturing companies may consider adopting the framework to improve further marketing management activities. Further studies on these variables may be used by future researchers using other dimensions like customer centricity, organizational culture and business agility.

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