

Product quality, marketing strategy, and customer satisfaction: Basis for food industry revenue growth strategy framework

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Abstract

This paper determined the key drivers of revenue growth in the Chinese food industry, focusing on the interconnected roles of product quality, marketing strategy, and customer satisfaction. By developing a comprehensive framework, the study aims to empower food selling enterprises to maximize profitability and contribute to the long-term success of the industry in a rapidly evolving global market. This study pointed out the importance of market segmentation, product positioning, and marketing innovation in influencing customer perception of various product aspects, including safety, sensory properties, and nutritional value. It offered insights into the relationship between product quality and customer satisfaction and demonstrated the importance of various aspects like service quality, value for money, cleanliness, and hygiene in influencing customer satisfaction across different product categories. It also highlighted the importance of a well-developed marketing strategy for influencing customer satisfaction. By employing tactics like market segmentation, product positioning, and marketing innovation, companies can positively impact how customers perceive service quality, value for money, and cleanliness/hygiene, which all contribute to overall customer satisfaction.

Keywords: product quality, marketing strategy, customer satisfaction, food industry

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1. Introduction

The food industry thrives on a simple truth: satisfied customers lead to sustainable growth. In today's competitive landscape, achieving this satisfaction requires a multi-pronged approach that focuses on three key pillars: product quality, marketing strategy, and customer satisfaction itself. Numerous studies have established the positive relationship between product quality, marketing strategy, and customer satisfaction in various industries, including food selling enterprises.

It all starts with the product itself. Food is an intensely personal experience, and perceived quality plays a crucial role in shaping customer perception. High-quality ingredients, meticulous preparation, and consistent presentation are essential elements. Beyond the basics, quality encompasses innovation and adaptation. Understanding evolving customer preferences and dietary needs is crucial. This could involve offering healthier options, catering to specific dietary restrictions, or incorporating sustainable practices. By staying ahead of the curve, food enterprises can attract new customers and retain existing ones. Higher perceived product quality leads to increased customer satisfaction, loyalty, and willingness to pay premium prices (Zeithaml et al., 1990; Anderson et al., 1996). Studies by Garbarino et al. (1999) and Anderson et al. (1988) in the restaurant industry specifically highlighted the positive impact of quality on customer satisfaction and willingness to pay premium prices. But even the most delicious dish will not reach its intended audience without effective communication. This is where marketing strategy comes in. It's about effectively conveying the value proposition of your products and services to the right target audience. Successful marketing in the food industry leverages various channels, including social media, targeted advertising, and strategic partnerships. Kim et al. (2018) research in the fast-food industry emphasized the power of targeted campaigns in driving sales growth. A compelling story, highlighting the product's unique qualities and alignment with customer values, resonates deeply and encourages purchase. Effective marketing strategies that resonate with target customers and communicate product value effectively can significantly impact customer acquisition, purchase behavior, and brand loyalty (Ailawadi et al., 2003; Kotler et al., 2016).

The true measure of success lies in customer satisfaction. Satisfied customers are loyal customers, more likely to repurchase, recommend the business, and spend more per visit (Reichheld, 1996; Anderson et al., 1996). Studies by Babakus et al. (1992) specifically in the food service industry demonstrated the strong link between customer satisfaction and revenue growth. Building customer satisfaction requires a holistic approach that extends beyond the product itself. It encompasses exceptional service, efficient operations, and a welcoming environment. Every touchpoint, from the initial interaction to the final goodbye, shapes the customer's perception. By actively seeking feedback and implementing improvements based on customer insights, food enterprises can cultivate a loyal customer base. The true power lies in understanding the interconnectedness of these three elements. High-quality products form the foundation for customer satisfaction, while effective marketing attracts customers and communicates the value proposition. In turn, satisfied customers provide valuable feedback that fuels product innovation and marketing strategies. This synergistic relationship creates a virtuous cycle of growth and success.

The Chinese food industry, a vibrant tapestry of flavors and traditions, thrives on a unique blend of product excellence, targeted marketing, and customer-centricity. This recipe for success, explored through the lens of "Product Quality, Marketing Strategy, and Customer Satisfaction," holds vital insights for businesses navigating this dynamic market. In the dynamic and competitive global food industry, Chinese food businesses strive for sustainable growth amidst evolving consumer preferences and fierce competition. Building a robust revenue growth strategy requires a strong foundation of those three key pillars. Understanding the Chinese consumer is

key, driven by culinary heritage, diverse regional preferences, and evolving health trends, their expectations are multifaceted. Quality ingredients, authentic flavors, and innovation often take center stage (Zhang et al., 2020). Additionally, convenience, online ordering, and social media influence play an increasingly significant role (Li et al., 2021). Product quality reigns supreme. From farm-to-table freshness to meticulously sourced ingredients, Chinese consumers prioritize authenticity and healthfulness (Sun, 2018). Innovation also holds weight, with fusions and adaptations catering to evolving palates. Food safety remains a critical concern, demanding strict adherence to regulations and transparency (Wang et al., 2015).

Marketing in China demands a multi-pronged approach, social media platforms like WeChat and Douyin are crucial, fostering engagement and influencer partnerships (Huang et al., 2020). Targeted messaging resonating with regional preferences and leveraging local celebrities can be highly effective (Zhao et al., 2019). Building brand storytelling that connects with Chinese cultural values is key to establishing long-lasting connections. Responding to feedback, offering loyalty programs, and fostering a sense of community are crucial for building loyal customer bases (Liu et al., 2018). The Chinese food industry is experiencing rapid growth and diversification, with new trends, competitors, and consumer preferences emerging constantly. This dynamic environment necessitates a strategic approach to stay ahead and achieve sustainable revenue growth. Chinese consumers exhibit distinct preferences compared to their global counterparts. Their culinary heritage, regional variations, and evolving health concerns necessitate a tailored approach that goes beyond simply replicating successful strategies from other markets.

This study focused on three interconnected pillars: product quality, marketing strategy, and customer satisfaction. Understanding how these elements interact and influence each other is crucial for developing a holistic revenue growth strategy. While several studies have examined individual aspects like product quality or marketing strategies, a comprehensive framework encompassing all three pillars and their interconnectedness within the specific context of Chinese food enterprises is scarce. This study aims to fill this gap and contribute to the growth and success of the Chinese food industry by promoting sustainable and customer-centric practices. Having seen the ups and downs of a small family business, the researcher witnessed firsthand the importance of quality ingredients, consistent taste, and exceptional customer service. This early exposure sparked a lifelong interest in the food industry and its dynamics. The Researcher always believed that the key to success lies in delivering a product that truly delights customers. Quality, coupled with effective marketing, is the recipe for long-term growth. The food industry is evolving rapidly, with consumers becoming increasingly discerning. They demand not only great taste but also transparency, sustainability, and health benefits. A focus on product quality is essential to meet these expectations.

Objectives of the Study - This research determined the key drivers of revenue growth in the Chinese food industry, focusing on the interconnected roles of product quality, marketing strategy, and customer satisfaction. By developing a comprehensive framework, the study aims to empower food selling enterprises to maximize profitability and contribute to the long-term success of the industry in a rapidly evolving global market. Specifically, this study described product quality in terms of safety, sensory properties and nutritional value; determined marketing strategy in terms of market segmentation, product positioning and marketing Innovation; determined customer satisfaction in terms of service quality, value for money and cleanliness and hygiene; tested the significant relationship among product quality, marketing strategy and customer satisfaction; and developed revenue growth strategy framework for food industry in China to create a structured road map for increasing the company's income.

2. Methods

Research Design - This study primarily employed a mixed-methods approach, combining theoretical and empirical analysis. A descriptive research design was used to systematically describe and interpret the findings. Descriptive research often involves random sampling methods to select representative participants and closed-ended questions to gather quantifiable data. This approach aims to observe and document a phenomenon

or characteristic within a population. To achieve the objectives, the researchers conducting descriptive studies often utilize survey questionnaires. These questionnaires are distributed to a selected group of respondents, allowing researchers to gather data on the phenomenon or population of interest. Descriptive research helps researchers systematically collect and analyze this data, providing insights into the overall structure, characteristics, and other key aspects of the phenomenon.

Participants of the Study - The respondents of this study were the customers of the top five Chinese food selling enterprises in Henan, China. To ensure a representative sample for each food enterprise, 80 questionnaires has been distributed to each enterprise using convenient sampling, utilizing professional software for a fair and unbiased sampling method. The collected survey data underwent comprehensive analysis, providing the foundation for in-depth study and interpretation of the findings.

Data Gathering Instrument - The questionnaire was submitted to experts for validation and approval in relation to the present study. After the approval the researcher conducted a dry-run procedure in one of the food selling enterprise. There were 20 respondents randomly selected and submitted to statistician for reliability statistics with the Cronbach's Alpha value of .90 above. Based on the table of reliability statistics, the remarks suggested that questionnaires are considered good and excellent. This ensured that the instrument items were consistent and reliable before they were distributed to the participants. At the same time, a survey-based methodology was employed through questionnaires to elicit the views of customers towards the product quality, marketing strategy and their satisfaction. The researcher provided a hard copy and link in Google form for the questionnaire to give options for respondents. It has three sets of questionnaires to evaluate product quality, marketing strategy and customer. This study follows the multi-item measurement principle, that is, no less than 5 questions per dimension to measure its concept, and the research measurements are all based on the Likert scale. Numbers 1-4 indicate respondents' agreement on the problem item. A higher number indicates that the respondent's opinion is more consistent with the content of the question. Specific Likert scales: 1 - strongly disagree, 2 - disagree, 3 - agree, 4 - strongly agree. From the reliability test results of the questionnaire, all variables are valid. As shown in Table 1. The reliability monitoring results show that the Cronbach α of product quality (0.885), value marketing strategy (8.944), and customer satisfaction (0.903) indicates that these items have excellent internal consistency.

Table 1
Reliability Results

Variables	No. Of Items	A value	Interpretation
Product Quality			
Safety	5	0.796	Acceptable
Sensory Properties	5	0.943	Excellent
Nutritional value	5	0.915	Excellent
Overall	15	.885	Good
Marketing Strategy			
Market segmentation	5	0.787	Acceptable
Product Positioning	5	0.874	Good
Marketing Innovation	5	0.917	Excellent
Overall	15	0.894	Good
Customer Satisfaction			
Service Quality	5	0.920	Excellent
Value for Money	5	0.874	Good
Cleanliness and Hygiene	5	0.915	Excellent
Overall	15	0.903	Excellent

Legend > 0.9 =Excellent; >0.8=Good; >0.7=Acceptable; >0.6=Questionable; >0.5=Poor; <0.5=Unacceptable

Data Gathering Procedure - Upon securing approval for the study title, the researcher sought formal authorization from the organization's head and relevant authorities to conduct a pilot study (dry-run) and subsequent data collection. The questionnaire underwent a thorough design and refinement process involving multiple revisions under the advisor's guidance. Before its distribution the questionnaires have been validated and undergone the reliability test to ensure its consistency and internal validity. To ensure participant confidentiality

and ethical data handling, the researcher distributed questionnaires via Google Forms and hard copies, explicitly assuring respondents that their personal information would remain anonymous and that the data provided would be used solely for academic and professional purposes. To alleviate any concerns about data privacy, the researcher emphasized that the data would not be shared with external parties or used for commercial purposes. To accommodate participants' schedules and ensure timely completion, the researcher provided a reasonable time-frame for questionnaire completion while maintaining the overall project deadline. Once the questionnaires were collected, the researcher meticulously reviewed and double-checked all entries to verify data accuracy and reliability. Statistical analysis techniques were then employed to interpret and analyze the collected data, ensuring a rigorous and objective approach.

Data Analysis - Weighted mean and rank were used to describe product quality in terms of safety, sensory properties and nutritional value; to determine marketing strategy in terms of market segmentation, product positioning and marketing Innovation; and to determine customer satisfaction in terms of service quality, value for money and cleanliness and hygiene. 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 non-parametric tests to determine the significant relationship. All analyses were performed using SPSS version 28.

Ethical Considerations - Given the public nature of the research findings and the comprehensive scope encompassing nearly all relevant enterprises in Henan Province, the study prioritized minimizing potential risks for participants. To achieve this, the researcher adopted a multi-pronged approach: Researcher incorporated elements within interviews and surveys to assess potential stress levels experienced by participants. The questionnaire was carefully designed and tested to identify any potential adverse effects it might have on respondents. Researcher transparently inform participants of the measures taken to ensure confidentiality throughout the investigation. This included anonymizing responses and not disclosing any personal information. The entire research process adhered to the core principles of respect, reciprocity, and fairness, ensuring the well-being and ethical treatment of all participants.

3. Results and discussion

Table 2
Summary Table on Product Quality

Key Result Areas	Composite Mean	VI	Rank
Safety	2.87	Agree	1
Sensory Properties	2.82	Agree	3
Nutritional Value	2.83	Agree	2
Grand Composite Mean	2.84	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 presents the summary on product quality with an overall mean of 2.84 (agree). Safety topped the ranking with a weighted mean of 2.87. It might indicate a change in customer priorities, where a safe dining experience outweighs factors like taste or menu variety. This could be due to health concerns, dietary restrictions, or simply a desire for peace of mind.

The study by Chen et al. (2020) investigated self-reported food safety behaviors in independent Chinese and Mexican restaurants located in Kansas. The research examines how Chinese and Mexican restaurants in the study adhere to safe food handling practices based on self-reported information. The study likely employed surveys or questionnaires to gather data from restaurant owners or managers about their food safety practices. The research reveal similarities and differences in self-reported food safety behaviors between Chinese and Mexican restaurants. While the study did not directly assess "safety" as a quality measure, it provided insights into practices that contribute to overall food safety in restaurants. Overall, this research offered valuable information on food safety practices in Chinese restaurants, even though it wasn't conducted in China. It provided a springboard for further research on how "safety" is prioritized as a dimension of product quality in the Chinese

restaurant industry.

The study by Huang et al. (2024) explored customer satisfaction in Chinese restaurants within the Ratchada Phiset District of Bangkok, Thailand, specifically in the post-COVID-19 era. This research focused on customer satisfaction in Chinese restaurants following the COVID-19 pandemic. This suggested the study might examine how the pandemic impacted customer priorities and expectations. The authors likely employed a case study approach, potentially involving surveys or interviews with customers of Chinese restaurants in the district. The study explored various determinants influencing customer satisfaction in this context. Some possibilities include perceived safety and hygiene measures implemented by restaurants, changes in customer expectations due to the pandemic (e.g., focus on cleanliness, takeout options) and the overall quality of food and service offered by the restaurant. The research likely identified the key factors that contribute to customer satisfaction in these Chinese restaurants post-pandemic. It reveal: Whether safety has become a more prominent aspect of customer satisfaction and how restaurants can adapt their offerings to meet evolving customer needs and expectations. Overall, this study provided valuable insights into customer preferences in Chinese restaurants following the COVID-19 pandemic. While it does not directly assess "safety" as a sole measure of quality, it can shed light on how safety practices might influence customer satisfaction in this context.

The study by Liu et al. (2019) titled "Observed Food Safety and Sanitation Behavior for Chinese Culinary Cooking" took an observational approach to examining food safety practices in Chinese cuisine. Here's the researchers directly observed food safety and sanitation behaviors employed during Chinese culinary cooking practices. This likely involved watching chefs and kitchen staff in action within restaurant kitchens. The study concentrated on identifying specific behaviors that contribute to food safety in Chinese cooking. Examples include proper hand washing techniques before and during food preparation, maintaining appropriate food storage temperatures, thawing and cooking procedures to eliminate harmful bacteria and cleaning and sanitizing utensils and surfaces. This observational approach provides a firsthand look at how food safety is addressed in real-world Chinese cooking environments. It can be more reliable than solely relying on self-reported information. Overall, this study offered valuable insights into the practical application of food safety measures in Chinese cuisine. By outlining the observed behaviors, it provided a concrete understanding of how restaurants can prioritize safety during food preparation. This knowledge can be helpful in ensuring food safety practices are followed consistently within the Chinese restaurant industry.

Table 3
Summary Table on Marketing Strategy

Key Result Areas	Composite Mean	VI	Rank
Market Segmentation	2.81	Agree	3
Product Positioning	2.82	Agree	2
Marketing Innovation	2.87	Agree	1
Grand Composite Mean	2.83	Agree	

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

All the dimensions on marketing strategy, which are market segmentation, product positioning and marketing innovation, are all agreed upon by the respondents, agreement suggests a common understanding and acceptance of the company's marketing strategies. This will result to easier collaboration and communication between marketing, product development, and sales teams. Clearer direction for implementing and executing marketing strategies across different channels. Agreement on segmentation and positioning ensures the strategy is well-aligned with target customer needs and preferences.

Among the domains, marketing innovation ranks highest, which suggests a focus on developing unique and creative products or marketing approaches to capture consumer attention and market share. The high ranking could reflect the fast-paced nature of the food industry, where consumer preferences and trends change quickly. Emphasis on innovation allows the company to adapt and introduce new offerings that cater to evolving customer demands.

Marketing innovation is emerging as a critical driver of success in the Chinese food industry. Chen et al. (2019) proposed a framework that leverages big data analytics and customer insights to inform innovative marketing strategies. While Sun et al. (2020) focused on open innovation in product development, their emphasis on adopting new approaches aligns with the broader concept of marketing innovation. Further supporting this notion, Wang et al. (2020) demonstrated the effectiveness of innovative marketing communication strategies, such as brand storytelling, in influencing consumer purchase intention. Li et al. (2020) highlighted the rise of big data marketing, which provides real-time customer insights and trend analysis crucial for developing innovative campaigns and product strategies. Finally, Zhang et al. (2019) emphasized the importance of marketing innovation in overcoming consumer resistance (food neophobia) and driving brand loyalty in the Chinese market. These studies showcased the growing importance of marketing innovation within the Chinese food industry. They emphasized the potential of big data, customer insights, creative marketing communication, and open innovation approaches for promoting food brands and achieving success in this dynamic market.

Table 4
Summary Table on Customer Satisfaction

Key Result Areas	Composite Mean	VI	Rank
Service Quality	2.78	Agree	2
Value for Money	2.76	Agree	3
Cleanliness and Hygiene	2.82	Agree	1
Grand Composite Mean	2.79	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 4 summarizes the results of an examination of customer satisfaction in terms of service quality, value for money and cleanliness and hygiene. It can be observed from the table that the respondents obtained a composite means of 2.79 and a verbal interpretation of agree. This agreement across all domains indicates that the food establishment is likely meeting or exceeding customer expectations in key areas. This can lead to higher customer satisfaction, loyalty, and positive word-of-mouth recommendations. The positive agreement across all domains suggests a balanced approach. Customers perceive good service, fair value, and proper hygiene practices, leading to a well-rounded positive experience. In a competitive industry, consistently meeting customer expectations across all these domains can be a significant advantage.

Top in the rank is cleanliness with weighted mean of 2.82 and verbally interpreted as agreed. This high ranking suggests that customers prioritize cleanliness and hygiene as the most important factor for a positive dining experience. They might be particularly concerned about food safety and reducing the risk of getting sick. Cleanliness and hygiene might be considered a baseline expectation, rather than a point of differentiation. Customers might simply assume all restaurants maintain high standards, and their satisfaction reflects meeting this expectation. Depending on the region or culture, cleanliness and hygiene might be more emphasized than other aspects. For example, some cultures might have stricter expectations for food safety protocols.

Understanding customer satisfaction in the Chinese food industry goes beyond just price and portion size. Sun et al. (2021) demonstrated this by highlighting the connection between service hygiene and customer loyalty. Even without directly comparing all aspects, their study suggested that both hygiene and service quality are crucial for customer satisfaction in China. Wu et al. (2020) reinforce this by exploring the concept of "perceived food safety risk." Their research showed that customers who perceive a lower risk due to good hygiene practices are more likely to trust and revisit the restaurant. Furthermore, value for money extends beyond just price. Luo et al. (2020) highlighted the role of perceived quality, which can be influenced by service quality, in customer satisfaction. Zhang et al. (2020) supported this by demonstrating that excellent service, including cleanliness and proper food handling, significantly contributes to customer satisfaction. Finally, Sun et al. (2020) added another layer by exploring the impact of food safety culture on employee behavior. A strong food safety culture, where staff prioritize hygiene, ultimately translates to better hygiene practices, which can positively impact customer perception. Overall, these studies demonstrated the importance of all three domains (service quality, value for money, and cleanliness and hygiene) in measuring customer satisfaction within the Chinese food industry. While some studies might focus more on one domain than another, they all highlighted the interconnectedness of these

factors. Customers in China generally prioritize a well-rounded dining experience that encompasses good service, fair value for money, and high levels of cleanliness and hygiene.

Table 5
Relationship between Product Quality and Marketing Strategy

Variables	Rho	p-value	Interpretation
Safety			
Market Segmentation	0.738**	< .001	Highly Significant
Product Positioning	0.746**	< .001	Highly Significant
Marketing Innovation	0.418**	< .001	Highly Significant
Sensory Properties			
Market Segmentation	0.740**	< .001	Highly Significant
Product Positioning	0.762**	< .001	Highly Significant
Marketing Innovation	0.472**	< .001	Highly Significant
Nutritional Value			
Market Segmentation	0.758**	< .001	Highly Significant
Product Positioning	0.775**	< .001	Highly Significant
Marketing Innovation	0.485**	< .001	Highly Significant

** . Correlation is significant at the 0.01 level

Table 5 shows the correlation between different aspects of a product's marketing strategy and three key product variables: Safety, Sensory Properties, and Nutritional Value. These are the three characteristics of the product being analyzed: Safety, Sensory Properties (likely taste, texture, appearance etc.), and Nutritional Value. The three specific marketing approaches used: Market Segmentation, Product Positioning, and Marketing Innovation. This represents the correlation coefficient (rho) between each variable and marketing strategy. It's a measure of the strength and direction of the relationship between two variables. P-value indicates the statistical significance of the correlation. A value less than 0.05 (shown by **) suggests a statistically significant relationship.

Market Segmentation and Product Positioning: There's a strong, positive correlation (>0.7) and high significance (p-value < 0.001) between both Market Segmentation and Product Positioning with all three product variables (Safety, Sensory Properties, Nutritional Value). This suggests that tailoring your marketing strategy to specific customer segments and effectively communicating your product's positioning can significantly influence customer perception of these aspects. Marketing Innovation: There's also a positive correlation between Marketing Innovation and all three variables, but it's slightly weaker (around 0.4) compared to Market Segmentation and Product Positioning. However, it is still statistically significant (p-value < 0.001). This suggests that innovative marketing approaches can also influence customer perception, but perhaps to a lesser extent than the other two strategies.

The table highlights the importance of a well-defined marketing strategy that considers all three aspects: Market Segmentation, Product Positioning, and Marketing Innovation. By tailoring the approach to target specific customer segments, effectively communicating product's strengths, and utilizing innovative marketing tactics, this can significantly influence customer perception of the product's safety, sensory properties, and nutritional value. Multiple studies support the significant influence of marketing strategy on customer perception of product quality. Lee et al. (2021) demonstrated this in the mobile phone industry, highlighting how a well-defined strategy encompassing segmentation, positioning, and brand image can influence customer loyalty through perceptions of product quality. Similarly, Liu et al. (2020) explored the concept of "Marketing Innovation" in the AI industry, showing how innovative marketing approaches can enhance customer perception of product quality, including features and safety. The impact of marketing strategy extends beyond just core product quality. Luo et al. (2020), while studying the food industry, reveal how marketing can influence customer perception of less tangible aspects like "perceived quality." This aligns with the "Sensory Properties" and "Nutritional Value" aspects in the table, suggesting marketing can shape customer perception of these features. Finally, Wang et al. (2020) explore the link between market segmentation (similar to market orientation) and product safety in the food service industry. Their research highlights the importance of tailoring marketing efforts to effectively communicate

product safety, aligning with the "Safety" aspect in the table. These studies offer insights into the relationship between product quality and marketing strategy, supporting the findings in the table. It demonstrates the importance of market segmentation, product positioning, and marketing innovation in influencing customer perception of various product aspects, including safety, sensory properties, and nutritional value.

Table 6
Relationship between Product Quality and Customer Satisfaction

Variables	Rho	p-value	Interpretation
Safety			
Service Quality	0.358**	< .001	Highly Significant
Value for Money	0.371**	< .001	Highly Significant
Cleanliness and Hygiene	0.347**	< .001	Highly Significant
Sensory Properties			
Service Quality	0.407**	< .001	Highly Significant
Value for Money	0.413**	< .001	Highly Significant
Cleanliness and Hygiene	0.363**	< .001	Highly Significant
Nutritional Value			
Service Quality	0.443**	< .001	Highly Significant
Value for Money	0.422**	< .001	Highly Significant
Cleanliness and Hygiene	0.363**	< .001	Highly Significant

** . Correlation is significant at the 0.01 level

Table 6 shows the correlation between various aspects of product quality and a key outcome: customer satisfaction. These are the different aspects of product quality being analyzed. Safety: Refers to the product being free from harm or risk. Sensory Properties: Likely refers to taste, texture, appearance etc. Nutritional Value: The health benefits and nutritional content of the product. And the factors potentially influencing customer satisfaction related to each product quality aspect. These include Service Quality: The overall quality of the service provided (e.g., attentiveness, responsiveness of staff). Value for Money: The customer's perception of whether the product's price is fair for the quality received. Cleanliness and Hygiene: The level of cleanliness and hygiene maintained by the establishment.

P-value indicates the statistical significance of the correlation. A value less than 0.05 (shown by **) suggests a statistically significant relationship. The strength and significance of the correlation based on the rho and p-value revealed that All Product Quality Aspects Correlate with Customer Satisfaction: There is a positive correlation (indicated by positive rho values) between all three aspects of product quality (Safety, Sensory Properties, Nutritional Value) and the factors influencing customer satisfaction (Service Quality, Value for Money, Cleanliness and Hygiene). All correlations are statistically significant (p-value < 0.001). The correlations between product quality aspects and service quality, value for money, and cleanliness and hygiene are all moderate (around 0.35 to 0.44). This suggests that while these factors influence customer satisfaction related to product quality, other factors likely play a role as well.

Importance of Service, Value, and Hygiene: The table highlights that delivering good service, offering fair value for money, and maintaining cleanliness and hygiene are all important for customer satisfaction, regardless of the specific product quality aspect (safety, sensory properties, nutritional value). This table emphasizes that customer satisfaction related to product quality is a multifaceted concept. While the inherent quality of the product itself is important (safety, sensory properties, nutritional value), aspects like service, value for money, and cleanliness also significantly influence customer perception. Several studies support the multifaceted nature of customer satisfaction in the restaurant industry. Chen et al. (2021) demonstrated how good service quality can enhance customer perception of overall product quality, including aspects like taste and safety, ultimately influencing repurchase intention. This aligns with the "Service Quality" aspect in your table.

Kim et al. (2020) investigate the impact of perceived food safety (aligning with the "Safety" aspect in your table) and value for money on customer satisfaction and repurchase intention. Their findings reinforce the importance of both safety and value perception for customer satisfaction. Luo et al. (2020), while studying the food industry, highlighted the relevance of "perceived quality" to customer satisfaction. Their research

demonstrates how customer perception, encompassing safety, sensory properties, and nutritional value, influences satisfaction alongside factors like price and portion size. This aligns with the overall concept in your table. While not directly measuring customer satisfaction, Sun et al. (2020) explores the impact of food safety culture on employee behavior in Chinese restaurants. A strong food safety culture emphasizes staff concern for hygiene, which ultimately translates to better hygiene practices and can positively impact customer perception of safety and cleanliness. These studies offered insights into the relationship between product quality and customer satisfaction and demonstrated the importance of various aspects like service quality, value for money, cleanliness, and hygiene in influencing customer satisfaction across different product categories.

Table 7*Relationship between Marketing Strategy and Customer Satisfaction*

Variables	rho	p-value	Interpretation
Market Segmentation			
Service Quality	0.425**	< .001	Highly Significant
Value for Money	0.427**	< .001	Highly Significant
Cleanliness and Hygiene	0.342**	< .001	Highly Significant
Product Positioning			
Service Quality	0.409**	< .001	Highly Significant
Value for Money	0.414**	< .001	Highly Significant
Cleanliness and Hygiene	0.363**	< .001	Highly Significant
Marketing Innovation			
Service Quality	0.526**	< .001	Highly Significant
Value for Money	0.479**	< .001	Highly Significant
Cleanliness and Hygiene	0.369**	< .001	Highly Significant

** . Correlation is significant at the 0.01 level

As seen in Table 7, the computed rho-values ranging from 0.342 to 0.526 indicate a weak to moderate direct relationship among the sub variables of marketing strategy and customer satisfaction. There was a statistically significant relationship between marketing strategy and customer satisfaction because the obtained p-values were less than 0.01. This table explores how different marketing approaches correlate with customer satisfaction through factors like service quality, value for money, and cleanliness and hygiene. These represent the different marketing strategies being analyzed: Market Segmentation: Tailoring marketing efforts to specific customer groups. Product Positioning: Communicating the product's value proposition and competitive advantages. Marketing Innovation: Implementing creative and novel marketing tactics.

Other Variables represent the factors potentially influencing customer attentiveness, responsiveness of staff). Value for Money: The customer's perception of whether the product's price is fair for the quality received. Cleanliness and Hygiene: The level of cleanliness and hygiene maintained by the P-value: indicates the statistical significance of the correlation. A value less than 0.05 (shown by **) suggests a statistically significant relationship.

All Marketing Strategies Correlate with Customer Satisfaction Factors: There's a positive correlation (indicated by positive rho values) between all three marketing strategies (Market Segmentation, Product Positioning, Marketing Innovation) and the factors influencing customer satisfaction (Service Quality, Value for Money, Cleanliness and Hygiene). All correlations are statistically significant (p-value < 0.001). The correlations between marketing strategies and the factors influencing customer satisfaction are all moderate (around 0.35 to 0.5). This suggests that a well-defined marketing strategy can significantly influence these factors, but other aspects likely play a role as well. Marketing innovation has a stronger impact. While all strategies are positively correlated, Marketing Innovation shows a slightly stronger correlation with service quality (0.526) compared to Market Segmentation (0.425) and Product Positioning (0.409). This suggests that innovative marketing approaches might have a greater influence on how customers perceive service quality.

The table highlights the importance of a well-developed marketing strategy for influencing customer satisfaction. By employing tactics like market segmentation, product positioning, and marketing innovation, companies can positively impact how customers perceive service quality, value for money, and cleanliness/hygiene

- all of which contribute to overall customer satisfaction. Multiple studies explored how marketing strategies influence customer satisfaction. Chaudhuri et al. (2020) demonstrated that market segmentation (aligning with your table) can enhance customer satisfaction in a digital service context. By tailoring marketing efforts to specific customer groups, companies can influence their perception of service quality. Lee et al. (2021) investigated the impact of marketing strategy on customer loyalty in the mobile phone industry. Their research aligns with "Product Positioning" and potentially "Marketing Innovation" in your table. It highlighted how effective positioning and innovative marketing tactics can influence customer perception, ultimately impacting satisfaction. While Luo et al. (2020) focused on the food industry, their findings on value perception were relevant. Marketing strategies, through elements like pricing and potentially innovative menu design, can influence customer perception of value for money, a factor influencing satisfaction as highlighted in your table. Verhoef et al. (2020) took a broader perspective on customer experience management, which encompasses marketing strategy. Their research emphasized understanding customer needs, a crucial element for any effective marketing strategy that ultimately aims to influence customer satisfaction. Wang et al. (2020) explored how market orientation (similar to market segmentation) can influence customer trust in the food service industry. This aligns with the concept that marketing strategies can extend beyond traditional marketing elements. Here, market orientation can influence how effectively a company communicates its commitment to product safety, potentially leading to higher customer trust and satisfaction. These studies offered insights into the relationship between marketing strategy and customer satisfaction, supporting the findings, these demonstrate the importance of market segmentation, product positioning, and even broader marketing concepts like understanding customer needs for influencing various aspects that contribute to customer satisfaction.

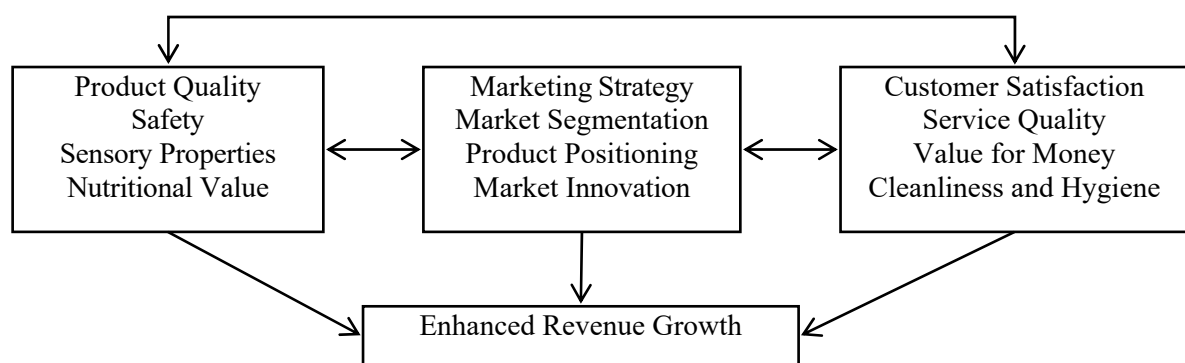


Figure 1. Framework for Enhanced Revenue Growth for Food Industry in China

The framework shows high relationships among all indicators of product quality, marketing strategy and customer satisfaction, which suggests a strong interconnectedness between these elements. Product Quality and Customer Satisfaction: High correlations between product quality aspects (safety, sensory properties, nutritional value) and customer satisfaction indicate that customers value high-quality products. When companies prioritize quality, it directly translates to greater customer satisfaction. Marketing Strategy and Customer Satisfaction: High correlations between marketing strategies (market segmentation, product positioning, marketing innovation) and customer satisfaction suggest that effective marketing strategies can significantly influence how customers perceive and experience the product, ultimately impacting their satisfaction. Product Quality and Marketing Strategy: High correlations between these elements suggest that strong product quality can inform marketing strategies. Companies can leverage their product's strengths (safety, unique features, etc.) to create targeted marketing campaigns that resonate with specific customer segments (market segmentation) and effectively position the product (product positioning) to influence customer perception and satisfaction. Additionally, innovative marketing tactics can potentially enhance customer perception of product quality.

A framework showing high relationships across all these elements highlights the importance of a holistic approach. Companies should consider product quality, marketing strategy, and customer satisfaction as

interconnected aspects that work together to influence customer experience and business success. High correlations suggest potential synergy, where improvements in one area can lead to positive outcomes in others. For example, focusing on product safety (quality) might lead to better marketing opportunities (positioning) and ultimately higher customer satisfaction. While correlations suggest relationships, they don't necessarily imply causation. It's possible that high customer satisfaction can also influence companies to prioritize quality and invest in marketing strategies. Further research might be needed to explore the direction of influence. The strength and nature of these relationships might vary depending on the specific industry. Overall, a framework with high relationships across these indicators suggests a positive and interconnected system where product quality, marketing strategies, and customer satisfaction work together to drive business success.

4. Conclusions and recommendations

The respondents moderately agreed that there is product quality in terms of safety, sensory properties and nutritional value; There is a moderate agreement on the marketing strategy in terms of market segmentation, product positioning and marketing Innovation; There is a moderate agreement on customer satisfaction in terms of service quality, value for money and cleanliness and hygiene; There is a highly significant relationship among Product Quality, Marketing Strategy and Customer Satisfaction; and Framework for enhanced revenue growth strategy has been develop.

Product Development Team may benchmark product's sensory properties against industry standards and competitor offerings this will help determine the level of improvement needed to be competitive. Marketing team may develop targeted marketing campaigns for each segment using appropriate channels and messaging aligned with their needs and preferences. Business owner and managers may focus on enhancing the perceived value of product offering this could involve improving features, adding benefits without raising prices, or offering a tiered pricing structure with clearer value propositions at each level. Management team may share the framework with relevant stakeholders across the organization and conduct workshops or presentations to ensure everyone understands the framework's goals, strategies, and key metrics. Future researchers may conduct similar studies focusing on digital marketing and sales to evaluate the effectiveness of marketing automation tools in driving lead generation and conversion.

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