

The Influence of Marketing Orientation on the Formation of Unique Value Propositions of Food Processing Companies in Southwest, Nigeria

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ABSTRACT: *The purpose of the study was to investigate the extent to which marketing orientation influences the formation of unique value propositions of food processing companies in Southwest, Nigeria. The descriptive research design of the survey type was adopted in the study. Purposive sampling technique was adopted to select two hundred and four (204) operation and marketing managers of food processing companies in selected states in Southwest, Nigeria. The study adopted the interview method of data gathering. The data collected for the study was analyzed using both descriptive and inferential statistics. Based on the findings of the study, it was concluded that the key components of marketing orientation that influence the formation of unique value propositions of food processing companies in Southwest, Nigeria are customer orientation, competitors' orientation, innovation and market segmentation; there is a significant relationship between the key components of marketing orientation and the identification & understanding of customers' needs & preferences of food processing companies in Southwest, Nigeria, also, marketing-oriented food processing companies in Southwest, Nigeria utilize customer feedback and market data to continuously enhance their value propositions at a high extent. Based on the findings, it was recommended that food processing companies in Southwest, Nigeria should always conduct thorough market research to gain a deep understanding of the local consumer preferences, cultural nuances, and emerging trends and implement robust customer engagement strategies, such as surveys, focus groups, and social media interactions to gather continuous feedback from consumers.*

KEYWORDS: marketing orientation, unique value proposition, customers' orientation, market research, competitors' orientation

INTRODUCTION

Marketing Orientation can be described as the knowledge and understanding of an enterprise's managers and operators of the prevailing market realities and trends as relates to the tastes & preferences of customers, fashion, unmet needs as well as the strengths, weaknesses and

prevalence of business competitors. Acquiring marketing orientation is one of the means through which an enterprise can beat competition, win customers' loyalty and achieve business performance and scalability (Adeniyi and Adeeko, 2024). The unique value proposition formulation of an enterprise is the method an enterprise adopts while designing the benefits customers are meant to gain for their patronage with an enterprise. The interaction between a business and a customer is expected to bring about customer's satisfaction in order to foster a continuous engagement. The formal sector is unable to meet the employment demands of the growing young population, as a result; millions of young Africans create jobs for themselves and others through food processing business (Adeeko and Osunade, 2022). Food processing companies are the entrepreneurs that engage in the manufacturing of food for human consumption. The sector is considered as one of the most important sectors of the production units due to the importance of food for the survival of human race. Food processing entrepreneurs occupy a crucial position in any market economy as they contribute to employment generation and poverty alleviation (Adeeko, 2023). However, it was observed that some of the products of the food processing companies in Southwest, Nigeria are having a wide acceptance among consumers whereas some are having a low patronage. On getting to the market space, some items are experiencing excess demand over the supply while some are selling at a reduced price in order to promote their sales. Perhaps this could be due to the fact the companies with the high patronage have been able to understand the operating market conditions or it is a mere coincidence. It is against this backdrop that this study has examined the extent to which marketing orientation influences the formation of unique value propositions of food processing companies in Southwest, Nigeria.

Research Questions

The following research questions were raised to guide the study:

- i. What are the key components of marketing orientation that influence the formation of unique value propositions of food processing companies in Southwest, Nigeria?
- ii. To what extent does the key components of marketing orientation influence the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria?
- iii. To what extent do marketing-oriented food processing companies utilize customer feedback and market data to continuously enhance their value propositions in Southwest, Nigeria?

Purpose of the Study

The purpose of the study was to investigate the extent to which marketing orientation influences the formation of unique value propositions of food processing companies in Southwest, Nigeria. Specifically, the study:

- i. Examined the key components of marketing orientation that influence the formation of unique value propositions of food processing companies in Southwest, Nigeria;
- ii. Investigated the extent to which the key components of marketing orientation influence the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria?
- iii. Examined the extent to which marketing-oriented food processing companies utilize

customer feedback and market data to continuously enhance their value propositions in Southwest, Nigeria.

Hypotheses

The following hypotheses were formulated and tested at 0.05 level of significance:

- i. The key components of marketing orientation does not have any significant influence on the formation of unique value propositions of food processing companies in Southwest, Nigeria;
- ii. The key components of marketing orientation does not have any significant influence on the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria;
- iii. The extent to which marketing-oriented food processing companies utilize customer feedback and market data does not have any significant influence on the continuous enhancement of their value propositions in Southwest, Nigeria.

LITERATURE REVIEW

Marketing orientation is a business approach that focuses on identifying and meeting the needs and wants of customers through the integration of marketing strategies throughout the organization. Market Orientation (MO) has been revealed by several scholars as an engine for business evaluation. MO was described by Shapiro (1988) as the systemic method adopted by an organization covering its information gathering stage to the implementation of its entire managerial process. Other researchers such as Kohli & Jaworski (1990) and Narver & Slater (1990) conceptualized MO in the organizational perspective. They noted that MO specifically prioritises higher value provision to customers. Some other scholars like Webb et al., (2000) on the concept of MO argued that customers' interest is always prioritized in creating value while adopting MO by business managers. However, some other relevant engagements that are germane for the success of the business operations are also considered. Enterprises of today are aspiring to achieve increase customer's patronage and that an increase in patronage results into an increase in sales and in increase in sales impacts business growth. Many of them believe that this can be achieved through effective branding (Adeeko, Oyekunle and Osunade, 2021). MO is believed to have been given a welcome with the idea that the business organisations make the roles and interests of customers the bedrock in its value creation. Akroush & Mahadin (2019) noted in their paper that MO depicts the culture of an enterprise as it focuses on the provision of relatively better value delivery to its customers and identification of its market realities in meeting customers' aspirations and demand. Roach et al. (2014) concurred by considering MO as a deliberate process that leverages on customer satisfaction as the hallmark in an entrepreneurial activity. Wahyuni & Astawa (2020) added that unique value creation and enhanced business performance can be achieved through MO.

Previous studies have described MO in line with the satisfaction of customers' needs and assessment. For instance, Deshpandé & Farley (1998) and Slater & Narver (1998) agreed that MO is a multi-dimensional process aimed at the creation and satisfaction of customers

by the act of carrying out of needs assessment continually. They also believed that Customer Orientation (CO) is a major aspect of MO. Foss & Stone (2001) defined CO as the ability of an enterprise in the identification and development of superior value via the customer's interest. This may however, involve gathering relevant information about the competitors' strengths, weak points and major activities. Also, Akbarov (2018) believed that it is important that the enterprise is able to coordinate the units in creating functional value to its customers through the gathering of significant data on the customers' feedback and the market trends.

Customer value provision was centralized as the objective of an enterprise in the studies carried out by Kohli & Jaworski (1990) and Narver et al. (1998). They believed that an enterprise endeavors to boost its value delivery to its customers in order to increase its customer service. Also, in beating strong market competition, value delivery has been proven in the studies as very crucial as a strong relationship was established between MO and the performance of business. Shehu & Mahmood (2014) concluded in their study that for an enterprise to establish a lasting and strong relationship with its customers, it must be focused on customer's satisfaction. However, Ahmad & Zhang (2020) supported this by stating that an enterprise is able to augment its activities through customers' input and support in understanding the market demands. Crick (2021) purported that strive to acquire competitor orientation in addition to customer orientation in order to be capable in meeting customers' needs and expectation. He also noted that market orientation helps in beating competition. Wang, Ling et al. (2021) concurred by adding that MO must be complemented with the adequate knowledge of the enterprise's internal process and ingenuities for adequate accumulation of MO.

For food processing companies, Wahyuni & Astawa (2020) noted the key components of marketing orientation that influence the formation of unique value propositions to include:

- i. **Customer Orientation:** Food processing companies need to understand their target customers' preferences, tastes, dietary requirements, and purchasing behaviors. By being customer-oriented, companies can tailor their products to meet these specific needs, leading to the development of unique value propositions that resonate with their target market.
- ii. **Market Research:** Conducting thorough market research helps food processing companies identify market trends, competitive landscapes, and emerging opportunities. This enables them to gather insights into consumer preferences, identify unmet needs, and develop products that offer unique benefits compared to competitors.
- iii. **Product Development and Innovation:** Marketing orientation encourages food processing companies to continuously innovate and develop new products or improve existing ones based on customer feedback and market demands. By offering innovative and differentiated products, companies can create unique value propositions that set them apart from competitors.
- iv. **Branding and Positioning:** Building a strong brand identity and positioning within the market is crucial for food processing companies to communicate their unique value propositions effectively. This involves creating a brand image that resonates with target

customers, highlighting the unique features and benefits of their products, and establishing a competitive position in the market.

- v. Customer Relationship Management (CRM): Establishing and maintaining strong relationships with customers is essential for food processing companies to understand their needs, gather feedback, and build brand loyalty. By implementing CRM strategies, companies can personalize their marketing efforts, improve customer satisfaction, and strengthen their unique value propositions.
- vi. Distribution and Channel Management: Effective distribution and channel management are vital for ensuring that products reach customers efficiently and conveniently. Food processing companies need to carefully select distribution channels that align with their target market and ensure that products are readily available where and when customers need them, contributing to the perceived value proposition.
- vii. Sustainability and Corporate Social Responsibility (CSR): With increasing consumer awareness and concern for environmental and social issues, integrating sustainability and CSR initiatives into marketing strategies can enhance the unique value propositions of food processing companies. By promoting ethical sourcing, eco-friendly practices, and social responsibility, companies can differentiate themselves and appeal to socially conscious consumers. Integrating these key components of marketing orientation into their business strategies, food processing companies can develop unique value propositions that effectively meet the needs and preferences of their target customers while setting themselves apart from competitors in the market

Value proposition was defined by Lindgren et al. (2009) as the type of value that a business will produce for its clients. A novel approach to market segmentation is typically required to identify a distinctive value proposition. A unique value proposition frequently broadens the market. The component of strategy that looks outward at clients and the business's demand side is known as the value proposition.

It centers on creating answers to basic questions such as:

- i. Which clients will you be serving?
There are typically discrete client segments or groupings within an industry. One or more of these market segments may be the target of a value offer. In certain value propositions, the consumer is the primary focus. The other two legs of the triangle—needs and relative price—are therefore directly related to that decision.
- ii. Which requirements will you take care of?
Selecting the need the business will address is frequently the first choice that affects the other two triangle legs. In this case, strategy is based on a special capacity to address a specific demand or a group of needs. This ability frequently results from a product or service's unique features.
Value propositions that are needs-based tend to appeal to a diverse range of consumers who may not conform to typical categorization. The common demand or set of wants that customers of the organization share at any given time will classify them as such rather than placing them into a distinct demographic category.
- iii. At what relative price can the business be profitable and offer customers a reasonable value?

A business and one or more of its external stakeholders engage in a reciprocal process that yields a value proposition, according to Cepeda & Vera (2007). To create and enhance a value proposition, both the business and the external stakeholder must invest in formulating and implementing this process. According to Frow & Payne (2011), these integrated investments uphold and strengthen their mutual commitments. To be able to conduct business with one other, the two parties must make the investments. For instance, to create the customer value proposition that serves as the anchor for the product, co-creation demands that the business and the consumer devote resources like money, time, effort, and reputation. Similar to this, in order to establish an investor value proposition and so anchor their business transactions, the new company and investor must invest cash and in-kind during the drafting of a fundraising agreement, due diligence, and other related processes. Last but not least, in order to develop and enhance the resource-owner value proposition that will serve as the foundation for their direct transactions, the business and resource owner must jointly participate in the acquisition of any resource. The value proposition of a business was defined by Osterwalder et al. (2014) as how a stakeholder and the business gain from carrying out transactions with one another and/or from streamlining the method by which these transactions are carried out. A startup business must engage different stakeholder groups with value propositions if it is to scale quickly. These propositions can be divided into two categories: value propositions for external stakeholders to invest in the development and improvement of the value propositions for business transactions, and value propositions to carry out business transactions (e.g., customer value propositions for the sale of goods and services; investment value propositions for funding rounds; resource owner value propositions for capital leases).

According to Bussgang & Stern (2015), a value proposition will help a startup company that is determined to grow quickly if it does the following three things: improves the startup's capacity for growth; raises consumer demand for its goods and services; and increases the quantity, variety, and speed of investments made in the creation, development, upkeep, and improvement of value propositions for external stakeholders. However, many related studies were found to have been carried out on this subject matter but none have been found to have used the specific variables of the study. Specifically, MO have been found examined against business performance, business growth; MO have been investigated against several other business sectors but none was on food processing companies. Hence,, this study has investigated the extent to which marketing orientation influences the formation of unique value propositions of food processing companies in Southwest, Nigeria.

METHODOLOGY

The descriptive research design of the survey type was adopted in the study. The population of the study was two hundred and twenty six (226) respondents which comprised all the operation and marketing managers of all the registered food processing companies in Southwest, Nigeria, according to the 10th annual Dun and Bradstreet B2B data report 2024. The sample of the study

consisted of two hundred and eight (208) respondents. This was achieved through the use of purpose random sampling technique to select two (2) out of the six (6) states in the region to ensure that the states with the highest number of registered food processing companies were included. The selected states were Lagos and Ogun States. All the operation and marketing managers of the registered food processing companies in the selected states were sampled. The study adopted an interview method to collect data from the respondents. The data collected for this study were analyzed using both descriptive and inferential statistics. All hypotheses were tested at 0.05 level of significance.

RESULTS AND DISCUSSION

What are the key components of marketing orientation that influence the formation of unique value propositions of food processing companies in Southwest, Nigeria?

Table 1: The key components of marketing orientation that influence the formation of unique value propositions of food processing companies in Southwest, Nigeria

Items	N	Mean	Std. Dev	T	df	Sig.
Food processing companies need to deeply understand the preferences, needs, and behaviors of their target customers in Southwest Nigeria	1,026	4.017	0.812	57.509	1,025	0.002
Companies operating in the food processing industry must conduct thorough competitor analysis to identify gaps in the market and differentiate themselves from competitors	1,026	4.022	0.756	47.741	1,025	0.000
Innovation is crucial for food processing companies to stay competitive and meet evolving consumer preferences	1,026	3.795	0.788	58.500	1,025	0.003
Food processing companies in Southwest Nigeria need to segment the market based on demographic, geographic, psychographic, and behavioral factors	1,026	4.032	0.859	57.153	1,025	0.003
Food processing companies need to deeply understand the preferences, needs, and behaviors of their target customers in Southwest Nigeria	1,026	4.640	0.744	52.199	1,025	0.001

Mean cut-off is (2.5)

Table 1: Descriptive Statistics for components of marketing orientation that influence the formation of unique value propositions of food processing companies in Southwest, Nigeria

Source: Field Survey (2024)

Table 1 revealed the components of marketing orientation that influence the formation of unique value propositions of food processing companies in Southwest, Nigeria. These are: customer orientation, competitors' orientation, innovation and market segmentation. From the table, the mean for the need to deeply understand the preferences, needs and behaviors of their target customers in Southwest Nigeria ranged between 3.795 and 4.640. The actual mean figures were 4.017, 4.022, 3.795, 4.032 and 4.640 respectively for the need to deeply understand the

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preferences, needs and behaviors of their target customers in Southwest Nigeria, the mean revealed that food processing industry must conduct thorough competitor analysis to identify gaps in the market and differentiate themselves from competitors.

To what extent does the key components of marketing orientation influence the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria?

Table 2: Extent to which the key components of marketing orientation influence the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria

Items	N	Mean	Std. Dev	T	df	Sig.
Food processing companies that adopt a customer-oriented approach prioritize understanding the needs, preferences, and behaviors of their target customers in Southwest Nigeria	1,026	4.589	0.352	67.232	1,025	0.000
Analyzing competitors helps food processing companies identify gaps in the market and areas where they can differentiate themselves based on customer needs and preferences	1,026	4.126	0.531	63.741	1,025	0.004
Innovation is key to meeting evolving customer needs and preferences	1,026	4.321	0.726	65.426	1,025	0.002
Market segmentation helps companies identify distinct groups of customers with specific needs and preferences	1,026	3.082	0.506	64.351	1,025	0.000

Mean cut-off is (2.5)

Table 2: Descriptive Statistics for key components of marketing orientation influence the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria

Source: Field Survey (2024)

Table 2 showed the extent to which the key components of marketing orientation influence the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria, which was measured using the adopt a customer-oriented approach prioritize understanding the needs, preferences, and behaviors of their target customers in Southwest Nigeria, key to meeting evolving customer needs and preferences, market segmentation helps companies identify distinct groups of customers with specific needs and

preferences. The results indicated that on a Likert scale of 1 to 5 (1 for strongly disagree and 5 for strongly agree) the means for extent to which the key components of marketing orientation ranged between 3.742 and 4.589. The actual means were 4.589, 4.126, 4.321, 3.082 and 3.742 respectively for companies identify distinct groups of customers with specific needs and preferences accordingly. Since all these items of extent to which the key components of marketing orientation influence the identification and understanding of customer needs & preferences of food processing companies means is above the average of 2.5 cut-off mean, it can therefore be concluded that, the major key components of marketing orientation influence the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria are; adopt a customer-oriented approach prioritize understanding the needs, preferences, and behaviors of their target customers in Southwest Nigeria, key to meeting evolving customer needs and preferences, market segmentation helps companies identify distinct groups of customers with specific needs and preferences.

To what extent do marketing-oriented food processing companies utilize customer feedback and market data to continuously enhance their value propositions in Southwest, Nigeria?

Table 3: Extent to which marketing-oriented food processing companies utilize customer feedback and market data to continuously enhance their value propositions in Southwest, Nigeria

Items	N	Mean	Std. Dev	T	df	Sig.
These companies actively solicit feedback from customers through various channels such as surveys, suggestion boxes, customer service hotlines, and online feedback forms	1,026	4.019	0.627	42.366	1,025	0.000
Marketing-oriented food processing companies invest in market research to gather insights into consumer trends, preferences, and behavior	1,026	4.312	0.450	47.401	1,025	0.0002
Based on customer feedback and market data, these companies continuously refine and innovate their product offerings to better meet the evolving needs and preferences of consumers in Southwest Nigeria	1,026	4.021	0.463	52.426	1,025	0.000
Marketing-oriented companies use customer feedback and market data to tailor their marketing strategies and messaging to resonate with the target audience in Southwest Nigeria	1,026	4.415	0.564	45.351	1,025	0.000

Mean cut-off is (2.5)

Table 3: Descriptive Statistics for marketing-oriented food processing companies utilize customer feedback and market data to continuously enhance their value propositions in

Southwest, Nigeria

Source: Field Survey (2024)

Table 3 showed the extent to which marketing-oriented food processing companies utilize customer feedback and market data to continuously enhance their value propositions in Southwest, Nigeria, which was measured using the dimensions of companies actively solicit feedback from customers through various channels such as surveys, suggestion boxes, customer service hotlines, and online feedback forms, marketing-oriented food processing companies invest in market research to gather insights into consumer trends, preferences, and behavior, marketing-oriented companies use customer feedback and market data to tailor their marketing strategies and messaging to resonate with the target audience in Southwest Nigeria. The results indicated on a Likert scale of 1 to 5 (1 for strongly disagree and 5 for strongly agree) the means for marketing-oriented food processing companies utilize customer feedback and market data ranged between 3.210 and 4.415.

The actual means were 4.019, 4.312, 4.021, 4.415, and 3.210 respectively for companies actively solicit feedback from customers through various channels such as surveys, suggestion boxes, customer service hotlines, and online feedback forms, marketing-oriented food processing companies invest in market research to gather insights into consumer trends, preferences, and behavior, marketing-oriented companies use customer feedback and market data to tailor their marketing strategies and messaging to resonate with the target audience in Southwest Nigeria, the means revealed that companies actively solicit feedback from customers through various channels such as surveys, suggestion boxes, customer service hotlines, and online feedback forms was the topmost marketing-oriented food processing companies utilize customer feedback and market data to continuously enhance their value propositions in Southwest, Nigeria. All the items of marketing-oriented food processing companies utilize customer feedback and market data to continuously enhance their value propositions in Southwest, Nigeria means are above the average of 2.5 cut-off mean, it can therefore be concluded that marketing-oriented food processing companies utilize customer feedback and market data to continuously enhance their value propositions in Southwest, Nigeria are; companies actively solicit feedback from customers through various channels such as surveys, suggestion boxes, customer service hotlines, and online feedback forms, marketing-oriented food processing companies invest in market research to gather insights into consumer trends, preferences, and behavior, marketing-oriented companies use customer feedback and market data to tailor their marketing strategies and messaging to resonate with the target audience in Southwest Nigeria.

Test of Hypotheses

The following hypotheses were tested at a 0.05 significant level.

Hypothesis One

H₀₁: The key components of marketing orientation does not have any significant influence on the formation of unique value propositions of food processing companies in Southwest, Nigeria

Table 4: Model Summary of key components of marketing orientation and influence on the formation of unique value propositions of food processing companies in Southwest, Nigeria

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.347	.406	.298	.5074

a. Predictors: (Constant), key components of marketing orientation

b. Dependent Variable: influence on the formation of unique value

Source: Field Survey (2024)

Table 5: Analysis of Variance in key components of marketing orientation and influence on the formation of unique value

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	122.473	1	17.376	74.392	.0002
	Residual	228.838	1,025	.368		
	Total	351.311	1,026			

a. Predictors: (Constant), in key components of marketing orientation

b. Dependent Variable: influence on the formation of unique value

Source: Field Survey (2024)

The model summary table 4.2 shows the evidence that, 40.6% of the variations in the key components of marketing orientation and influence on the formation of unique value propositions of food processing companies in Southwest, Nigeria.

Hypothesis one, which stated that key components of marketing orientation does not have any significant influence on the formation of unique value propositions of food processing companies in Southwest, Nigeria is rejected at $R=.347$, $R^2=.406$, $p = (.0002) < .05$. This implies that key components of marketing orientation significantly affects the influence on the formation of unique value propositions of food processing companies in Southwest, Nigeria.

Hypothesis Two

H₀₂: The key components of marketing orientation does not have any significant influence on the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria.

Table 6: Model Summary of marketing orientation and influence on the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.318	.514	.148	.5316

a. Predictors: (Constant), marketing orientation

b. Dependent Variable: influence on the identification and understanding of customer needs & preferences

Source: Field Survey (2024)

Table 7: Summary of Analysis of Variance in marketing orientation and influence on the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	132.473	1	15.303	65.101	.0003
	Residual	248.834	1,025	.314		
	Total	381.307	1,026			

a. Predictors: (Constant), marketing orientation

b. Dependent Variable: influence on the identification and understanding of customer needs & preferences

Source: Field Survey (2024)

The model summary table 4 reveals that 51.4% of the variations in the marketing orientation and influence on the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria.

Based on these results, hypothesis two, which stated that marketing orientation and influence on the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria was rejected at $R=.318$, $R^2=.514$, $p = (.0003) < .05$. This means that there is significant relationship between marketing orientation and influence on the identification and understanding of customer needs & preferences of food processing companies in Southwest, Nigeria.

Hypothesis Three

H03: The extent to which marketing-oriented food processing companies utilize customer feedback and market data does not have any significant influence on the continuous enhancement of their value propositions in Southwest, Nigeria.

Table 8: Model Summary of marketing-oriented food processing companies utilize customer feedback and market data and influence on the continuous enhancement of their value propositions in Southwest, Nigeria

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.481	.569	.354	.6335

a Predictors: (Constant), marketing-oriented food processing companies

b. Dependent Variable: influence on the continuous enhancement of their value propositions

Source: Field Survey (2024)

Table 9: Summary of Analysis of Variance on the extent at which marketing-oriented food processing companies utilize customer feedback and market data and influence on the continuous enhancement of their value propositions in Southwest, Nigeria

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	213.261	1	3.812	20.747	.000
	Residual	218.834	1,025	.277		
	Total	432.095	1,026			

a. Predictors: (Constant), marketing-oriented food processing companies

b. dependent Variable: influence on the continuous enhancement of their value propositions

Source: Field Survey (2024)

The model summary table 6 reveals important confirmations. Firstly, 56.9% discrepancy in development of the influence on the continuous enhancement of their value propositions as brought about by marketing-oriented food processing companies.

Hypothesis three, which stated that, the extent to which marketing-oriented food processing companies utilize customer feedback and market data does not have any significant influence on the continuous enhancement of their value propositions in Southwest, Nigeria. was rejected at $R=.481$, $R^2= .569$, $p = (.000) < .05$ revealed that marketing-oriented food processing companies utilize customer feedback and market data significant affects influence on the continuous enhancement of their value propositions in Southwest, Nigeria.

DISCUSSION AND CONCLUSION

This study examined the influence of marketing orientation on the formation of unique value propositions of food processing companies in Southwest, Nigeria. It was discovered that marketing orientation significantly influence the formation of unique value propositions of food processing companies in Southwest, Nigeria. Also, the findings show that the key components of marketing orientation which are customer orientation, competitors' orientation, innovation and market segmentation significantly influence the formation of unique value propositions of

food processing companies in Southwest, Nigeria; there is a significant relationship between the key components of marketing orientation and the identification & understanding of customer needs & preferences of food processing companies in Southwest, Nigeria and marketing-oriented food processing companies utilize customer feedback and market data to continuously enhance their value propositions in Southwest, Nigeria at a high extent.

In line with the findings of this study, the influence of marketing orientation on the formation of unique value propositions among food processing companies in Southwest Nigeria is undeniable. By adopting a customer-centric approach, these companies are able to delve deep into the needs, preferences, and aspirations of their target audience. Through market research, customer engagement, and continuous feedback mechanisms, they gain invaluable insights into what sets them apart in a crowded marketplace. This understanding allows them to craft compelling value propositions that resonate with their customers, offering distinct benefits that differentiate them from competitors. Moreover, marketing orientation empowers food processing companies to leverage their strengths, whether it be sourcing locally-grown ingredients, employing sustainable practices, or catering to cultural preferences, to create offerings that hold genuine value for their customers. By effectively communicating these unique selling points through branding, messaging, and promotional efforts, they can establish a strong position in the minds of consumers and build long-lasting relationships.

Recommendations

Based on the findings of this study the following recommendations were made;

Food processing companies in Southwest, Nigeria should:

- i. Conduct thorough market research to gain a deep understanding of the local consumer preferences, cultural nuances, and emerging trends.
- ii. Implement robust customer engagement strategies, such as surveys, focus groups, and social media interactions, to gather continuous feedback from consumers.

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