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From Product Launch to Customer Retention: Key Phases in Product Based Marketing

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Abstract

This paper focuses on the current changes in product marketing in the contemporary world. The definition of marketing is being reinvented as technology grows by the day and the customers are increasingly becoming picky and also the companies are finding it hard to distinguish themselves. Its focus areas are of relevance since they include the positioning of the brands, the ways they create customer experiences, the ways they market their products, and the ways in which they create loyalty. The research penetrates deep into what the customer prefers by using surveys among different industries and age groups. It puts particular focus on individual marketing, brand attachment, and loyalty programs. The results show just how important it is to properly launch products, maintain the interest of the customers, and support them even after they make purchases. The observations have the potential to guide companies to improve their marketing strategies, build upon customer relationships and stand in the competitive market.

Keywords: Customer Retention, Marketing Strategy, Product Innovation, Brand Loyalty, Consumer Behavior

Introduction

The world of business today is competitive and fast moving and product introduction is only the beginning of a brand life. Although the introduction is a successful one that attracts the attention and gives the preliminary interest, the ultimate success consists of the ability of a company to keep the customers in the long-term. Product marketing does not mean selling and it is a planned process and it is there to assist the product in the development process up to maturity and growth. To stay up-to-date, companies put a lot of effort in terms of market awareness, building a reputable brand, making inventive marketing campaigns, and striving to uphold customer relationships. But changing gears, as between simple acquisition of new customers and their re-acquisition, is the failure point of most companies.

Not just attracting new customers but being engaged in forming strong long-lasting relationships should also be part of a complete marketing strategy. That is like offering personalized experiences and continually creating value. High rates of churn are normally experienced when the companies ignore the fact that their current customers need to be satisfied. It costs money because it adds to the marketing expenses and potential revenue is also lost.

A good product Marketing plan does not occur immediately. It develops through a number of phases and each of these phases requires a different approach. The product launch is the first phase, which concentrates on extensive research on the market. This study reveals what the customers desire, evaluates the competition and establishes the appropriate pricing. Developing a good brand image, developing catchy marketing messages and determining the most effective methods of introducing the product to the maximum amount of people is also important at this stage.

The second phase of growth is to enhance brand credibility, and enhance product features with customer feedback. It also entails incorporation of the strategies that differentiate the brand among its competitors. This is the stage where consumer trust is gained, positive word-of-mouth is created and an emotional bond with the brand is developed.

As part of the last stage, customer retention, businesses are looking at maintaining and building customer relationships. This they achieve by use of loyalty schemes, personalized marketing, good customer care and value addition following a purchase. Those companies that handle these stages properly have an upper hand as they are able to create customer loyalty in the long term and increase profitability.

Customer retention becomes very problematic in the digital world today. Consumers are more educated, they have an abundance of choices and demand high quality products and exceptional brand experiences. Such elements as brand image, after sales service, continued interaction and emotional attachment to the brand are critical in developing loyalty. As the competition grows and product life cycles reduce, effective retention techniques including subscription, exclusive membership plans, and personalised and data-driven retention strategies must be utilized by companies to ensure that customers are retained over time.

Although there has been a lot of research on the marketing strategies, gaps in knowledge concerning the transition between product launch and customer retention still exist. The majority of the research is devoted to customer loyalty or the process of launch. They seldom investigate the interrelationship between the phases. There are numerous cases where many businesses focus on getting new customers as opposed to maintaining existing ones. It has been proven that it is far more costly to acquire new customers compared to retain the one you have. This paper seeks to address that gap by looking at the way businesses can develop coherent strategies. It will have acquisition, engagement and retention flowing smoothly. In the end, this strategy facilitates success in the long term.

Review of Literature

Product based marketing plays a central role in the perception of products by consumers, adoption of products and retaining the customers in the long run. An effective marketing plan will help in successful introduction of the product and an increase in brand position in a competitive market. This literature review examines some of the important aspects of product marketing including product innovation, branding strategies, digital marketing, pricing, and customer loyalty. This section demonstrates how businesses can address various parts of the product lifecycle to enhance their performance in the market and keep the customers interested by examining the existing literature.

Anthony Di Benedetto (1999). Determining the Key Success Factors in New Product Launch This paper demonstrates that the significance of successful product launches is a key aspect that enables the best performance. It indicates that the launch stage is usually the most expensive stage in the process of creating a new product. Despite its importance, the process of product launch has not been studied very intensively in literature. The study lays down strategic, tactical and information-gathering initiatives which significantly influence the success of a new product introduction.

Youjae Yi (2003). Influences of Loyalty Programs on Value Perception, Program Loyalty and Brand Loyalty. This paper examines how reward schemes within loyalty programs impact on the perceived value of customers and how such a perception impacts on customer loyalty in general. The results indicate that the input of customers influences the efficacy of the loyalty programs. When the involvement is High, the use of direct rewards is more effective when compared to the use of indirect rewards in enhancing customer loyalty and creating stronger brand relationships.

Mark D. Uncles, Grahame R, Dowling and Kathy Hammond wrote a 2003 article on the topic of customer loyalty: A Paradox in Competitive Markets. This paper examines the issue of customer loyalty. It challenges the general idea that loyalty is mainly a result of attitude, which is formed due to customer relationship management (CRM) initiatives, including loyalty and affinity programs. The study reveals that rivalry in competitive markets, which are dependent on repeat-purchasing, the loyalty usually depends on the repeated-buying and acceptance of the competing brands rather than the intense consumer attitudes. The article implies that loyalty programs are not as efficient in driving demand as it is usually thought.

In a research by Marko Merisavo of the Helsinki School of Economics, (2008). Loyalty of the Customer to Digital Marketing Communication. The proposed study recommends a model in which brand communication would enhance customer loyalty. This is improved primarily due to the frequency of purchase and the connection that they establish. It means that the customer value and commitment increases as the customer stimulates information processing through brand communication. This growth enhances attitudinal and behavioural loyalty. Personalization and interactivity are also given an emphasis, where it is found that the two are influential in enhancing the effectiveness of brand communication in creating brand loyalty in the long-term.

Ernst, Wayne D. Hoyer, Manfred Krafft and Katrin Krieger (2010). Customer The relationship management and company performance depend on performance of new products. This research illustrates that CRM has a positive influence in the performance of the new product is a mediator between CRM and firm performance. These findings can be helpful in the research and practice of CRM and new product development (NPD).

In 2010. There was a study by Laith Alrubaiee and Nahla Al Nazar on the influence of relationship marketing on customer loyalty. They analysed this question as a customer. This paper examines how to achieve the loyalty of the customers in the competitive banking sector in the world. It stresses the need to plan long-term financial prosperity. This translates to increased sales, increased customer base, reduced costs and increased capacity to sell. The results indicate the relationship between the various elements of relationship marketing, and the demographics and customer loyalty factors. Such findings can be of great help to banks and are indicative of future studies.

Mornay Roberts-Lombard researched the role of CRM in acquisition and retention of customers and also optimizing the lifetime value of the customers in the year 2011. This study targeted banks and short term insurance companies. The results indicate that the CRM is about two-way communication and resolving conflict in an effective way. It also underscores the necessity of integration between IT and marketing departments so as to make key customers loyal in the long-term.

Oren Dayan and Cecil A. Arnolds (2014). Customer Relationship Management (CRM) and its effect on Competitiveness of business. This paper will discuss the role of CRM in assisting businesses in creating a lifetime value of its customers. This growth is critical towards enhancement of competitiveness, survival and profitability. It emphasizes the fact that effective CRM promotes empathy, appreciation, friendliness and trust between consumers and a business. The study also examines the impact the introduction of new product in the market like product development, promotion, pricing, and distribution have on the success of CRM. It recognizes the problems managers are faced with, as they apply effective CRM practices.

As Chang and Taylor (2016) note, customer engagement in early and late stages of new product development (NPD) has a positive impact on financial performance and accelerated time to market. Nevertheless, engaging customers at the development phase can slow performance and lower the output. The study has emphasized that customer engagement is better suited in the fast-paced tech setting, new markets, low technology, and in small organizations or B2B undertakings. The implications of these findings on academic research and management practice on effective customer engagement in the context of innovation are significant.

Dibie, Nto, Unanam and Bassey (2019) describe product innovation as a necessary step to attract and retain customers. The study stresses the importance of constant and adaptive innovation to increase customer satisfaction and retention. It was also shown that these innovation strategies assist companies in getting new customers and retaining the existing ones, leading to growth and increasing competitiveness in the market.

In 2019, Mainak Mitra and Soumit Roy developed a model of how a New Software Product Launch Cycle should be managed in a data-driven perspective. They have conducted a study to illustrate how product development methods, product launch planning and product lifecycle strategies combined can enhance product success. The study suggests that market signals and customer feedback can be used by organizations to enhance performance and sustain growth, using both theoretical models and real-world data.

Rizwan Ullah Khan, Yashar Salamzadeh, Qaisar Iqbal and Shaohua Yang (2020). *The Effect of Relationship Management of Customers and Company Reputation on Customer Loyalty*: The research involved examining the relationship between customer satisfaction and customer relationship management (CRM), customer loyalty and company reputation. It has discovered that customer satisfaction is a partial mediator. This implies that, the reputation of the employees and loyalty is enhanced by trust.

Umair Abbas, K. M. Anwarul Islam, and Sajid Hussain (2021). *The Relationship between Brand Image and Customer Loyalty through the Intermediation of Customer Satisfaction and Brand Awareness*. The research examined the impact of brand image, customer satisfaction and brand awareness on customer loyalty. Statistical analysis was done by using SPSS software. The study was conducted just in the midst of the COVID-19 pandemic and the authors carried out some limitations in terms of time and resources. It is because during the pandemic, they observed that customer loyalty changed substantially and they should consider conducting a study on the impact of global pandemics or other crises on customer loyalty in the future.

Jesus Cambra-Fierro (2021). *Managing Customer Experience variability at Firms*. Customer retention in an energetic perspective. This paper looks at how companies deal with variability in customer experience in enhancing retention. It identifies that as businesses use money to improve customer experiences with the anticipation of a financial pay off, customer perception is never influenced by a personal experience and market transformation. The study helps to gain new understanding of the role of variability of customer experience in impacting individuals and how the instability of the market impacts big results. Customer retention is affected by the age of the relationship.

Prokesheva, Anna (2024) has examined customer brand loyalty and establishment of retention strategies of Nomad Shop. The study examines the issues in the fashion industry due to the changing customer preferences. It lays stress on brand loyalty. It is centered around one Nomad Shop, which is a retailer of multifunctional high-quality clothing. The research results indicate that a good branding and understanding of consumer behavior enhance loyalty and sustainable business growth.

Research Methodology

This paper applies a simple approach to analyse the most important phases of the product marketing. It analyzes all the product introduction up to retention of customers. It adopts a quantitative research design which features surveys and statistical analysis that will help evaluate the impact of marketing strategies on consumer behavior, brand perception and a long-term loyalty. The research design, research goals, sampling, and method of data collection are presented in the methodology. This makes sure it is well analyzed on what drives the success of the product and customer interaction.

Research Objectives

The main goals of this research are:

- To study how product-based marketing affects customer acquisition and retention.
- To find out what factors influence consumer adoption, brand perception, and long-term loyalty.
- To look at the role of product innovation, branding, digital marketing and pricing strategies in keeping customers engaged
- To provide practical recommendations for businesses to improve their marketing strategies at different stages of the product lifecycle

Types of Research

This study uses a quantitative research method to collect numerical data through surveys and analyze it with statistical techniques. It is divided into two types of research:

- Descriptive Research: This looks at the reaction of various consumer groups to marketing effort in different phases of the product. It examines the engagement trends, brand loyalty and strategies of retention.
- Causal Research: This determines cause and effect relationships between the marketing strategies and the customer behavior. It discusses the influence of product positioning, branding and post sale interactions in retention in the long term.

Data Collection Method

The study uses primary and secondary data sources to give a clear view of marketing effectiveness.

- Primary Data: The data will be obtained by using a structured survey that will consist of 55 to 60 questions and will be done by the researcher in the field to find out the consumer preferences on the products in terms of product launching, promotions, brand trust and purchase decisions.
- Secondary Data: This will be collected based on scholarly research, industry reports, branding case studies, and market research analysis. This information offers an insight in the product launches, branding strategies and customer retention strategies.

Sampling Methodology

The study uses a non-probability sampling method to select consumers who actively engage with brands and make purchase decisions. The following techniques are used:

- Purposive Sampling: This targets individuals who have experience buying branded products and interacting with product-based marketing strategies.
- Convenience Sampling: This collects data from easily accessible consumers through online surveys, social media platforms, and shopping communities.

Sample Size

- The study includes 124 respondents, representing a diverse range of demographics.

Results And Discussion

Demographic Insights

The respondent demographics offer useful insights into consumer characteristics:

Gender Distribution

The survey included 72 females (58.1%), 50 males (40.3%), and 2 individuals identifying as “Other” (1.6%).

Age Groups

- 18-25 years: 106 participants (85.5%)
- 26-35 years: 8 participants (6.5%)
- 36-45 years: 5 participants (4%)
- 46-55 years: 5 participants (4%)

Education Levels

- Postgraduate: 56 respondents (45.2%)
- Undergraduate: 44 respondents (35.5%)
- Professional Degree Holders: 8 respondents (6.5%)
- Working Professionals: 13 respondents (10.5%)
- High School Graduates: 3 respondents (2.3%)

Income Distribution

- Below ₹20,000: 72 respondents (58.1%)
- ₹20,000 - ₹50,000: 31 respondents (25%)
- ₹50,000 - ₹1,00,000: 16 respondents (12.9%)
- Above ₹1,00,000: 5 respondents (4%)

Descriptive Statistics

Analysis of survey responses highlights key consumer trends:

- 52% of respondents said that promotional incentives, like discounts and free samples, encourage them to buy new products.
- 48% of consumers focus on product quality rather than price when making buying decisions.
- 57% find online reviews to be influential, and 54% think after-sales service contributes to brand loyalty.
- 55% noted that a strong brand image impacts their long-term purchasing decisions.

ANOVA Analysis: Influence of Income on Promotional Offers

A one-way ANOVA test checked if income levels affect how consumers respond to promotional offers.

- F-statistic: 0.2873
- p-value: 0.8419 (not statistically significant)

The analysis showed a p-value above the 0.05 threshold. This suggests that income levels do not significantly influence how consumers respond to promotional offers. This suggests that purchasing behavior related to promotions stays consistent across income groups.

T-Test: Gender Differences in Quality vs. Price Preference

An independent t-test was done to see if gender affects the preference for quality over price.

- T-statistic: -1.1547
- p-value: 0.2836 (not statistically significant)

Since the p-value is greater than 0.05, the results show no significant difference between male and female consumers in prioritizing quality over price.

Regression Analysis: Factors Affecting Promotional Offer Effectiveness

A multiple regression analysis was used to evaluate factors influencing consumer susceptibility to promotional offers:

- R-squared: 0.437 (explaining 43.7% of the variance)
- Significant Predictor:
 - Preference for quality over price ($p = 0.000$)
- Non-Significant Predictors:
 - Online reviews ($p = 0.124$)
 - After-sales service ($p = 0.597$)
 - Strong brand image ($p = 0.542$)

Conclusion

This research reveals the level of importance of product-based marketing in acquiring new customers, maintaining their attention and retaining them in the long run. Although the traditional marketing primarily aims at drawing new customers, the findings indicate that the addition of retention tactics in the process is important in sustaining customer loyalty to the brand and generating higher customer lifetime value. The study highlights that consumer trust and support are highly influenced by such factors as brand perception, emotional response, personalized marketing and post-purchase experiences. Also, data utilization in marketing, intelligent branding and customer loyalty programmes will be crucial in increasing repeat purchases and long term commitment by the consumer.

In spite of its contributions, this study is limited in a number of ways. The number of the sample (124 respondents) is also varied, and it does not necessarily represent the overall customer behavior in different industries and regions. Also, the use of surveys can cause biases, because the opinions of the consumers do not always correspond with their real purchase behavior. Although the fact that the study concentrates on quantitative analysis is beneficial, the study also fails to fully answer the need to understand the motivations of consumer loyalty. A wider methodology incorporating qualitative research, such as interviews and focus groups may provide a more insightful picture of consumer experiences and brand interactions.

Further, The study identifies gaps in the comprehension of the efficacy of particular retention measures during the long run with regard to the various types of products. Although the marketing strategies vary in various industries, in this study, there is no distinction in terms of the impact of marketing efforts on high and low involvement products. Future research may investigate industry-specific retention techniques particularly in the dynamic industry such as technology and e-commerce where consumer demands and competition are constantly changing. New trends also include artificial intelligence (AI), hyper-personalization, and blockchain that require further research to learn how they can enhance marketing approaches and retain customers.

In order to enhance the effectiveness of marketing, companies must prioritize continuous consumer relationships via adaptable branding, information examination and AI-based personalization. Moving to customer-centric models with prioritizing the experience above

transactions will contribute to developing long-term relationships between brands and facilitating a consistent increase. Firms that invest in data analysis and automation will be able to increase the retention policies, predict the demands of the consumers, and remain competitive in the ever-evolving market.

This paper highlights the need to match the marketing activities with the changing consumer preferences. The current generation of consumers demands a streamlined, individualized and purposeful online and offline experiences. Experiences on different channels, social media, and influencer partnerships play a major role in influencing brand perceptions amongst people. Nevertheless, it is difficult to balance out the processes of automation and personalization. Overdependence on technology can reduce customer relationships with the personal touch. Further studies might consider mixed marketing as in the case of automation with AI, personal, humanized engagement to enhance efficiency and emotional attachment.

The other critical aspect to consider is the ways through which brand trust and post purchase interaction create loyalty. Although the research details the important retention measures. We should look into the psychological factors that can determine long term brand commitment. The effects of ethical branding, corporate social responsibility (CSR), and needs more study. Keeping abreast with these shifting trends and adapting marketing approaches will be important to businesses that are interested in creating good brands that emerge in the competitive and dynamic business environment.

Limitations and Suggestions

This research has excellent information about how product-based marketing strategies can be used in customer retention. It has a number of limitations though. The respondents, which were 124 people enough, might not be representative of the entire consumer behaviour in various industries and in various regions. More representative and bigger sample might provide more insights. Also, the use of surveys may cause biases because self-reported data may not be representative of behavior. Observational data or behavioral tracking could be applied in future studies to obtain more specific results.

In addition, despite the quantitative approach applied in the research, it failed to take the psychological and emotional elements, which influence brand loyalty. This would be understood better by a mixed-method approach (that combines qualitative methods such as interviews or focus groups). The study was also silent on the long term performance of retention at different product lines. Future research may consider high involvement and low involvement goods, particularly in the fast moving industries.

New technologies such as AI, hyper-personalization, and blockchain may have an influence on customer retention plans. In future studies, it would be interesting to determine the impact of these technologies on brand loyalty and engagement. The roles of ethical branding, corporate social responsibility and sustainability in creating consumer loyalty are also increasing and require greater emphasis. Finally, the next research may focus on how automation and personalization can be balanced to retain the human touch in the brand relations and remain efficient in the same time.

To sum everything mentioned above, discussion of these limitations and the exploration of these suggestions will give a more detailed picture of product-based marketing strategies and customer-retention in a dynamic market place.

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