

## THE EFFECT OF MARKETING DUALITY ON PERFORMANCE: USING A RESPONSE SURFACE APPROACH TO OVERCOME EMPIRICAL BARRIERS

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### ABSTRACT

Marketing plays a crucial role in improving company performance. However, the relationship between marketing strategy and company performance is not always linear. The phenomenon known as the marketing duality effect shows the complexity in the interactions between marketing variables and company performance. To overcome the empirical obstacles associated with understanding duality effects, the response surface approach has been proposed as an effective analytical tool. This research aims to investigate the effects of marketing duality on firm performance and uses a response surface approach to overcome the related empirical obstacles. This study uses a qualitative descriptive analysis method to explore understanding of the effects of marketing duality and a quantitative response surface analysis method to model the relationship between marketing variables and company performance. The analysis shows that the duality effect of marketing has a significant impact on company performance, with interactions between marketing variables being complex and not always linear. By using a response surface approach, we can identify complex patterns in the relationships between marketing variables and company performance, and design more adaptive and responsive marketing strategies.

**Keywords:** Marketing duality effect, company performance, surface response approach.

### INTRODUCTION

The definition of marketing has evolved over time and can be defined from various perspectives by experts in the field. Marketing is a social process that facilitates individuals and groups fulfill their needs and wants by creating, offering, and exchanging products of value. According to Kotler, marketing involves an in-depth understanding of the market, including consumer segments, buying behavior, and environmental factors that influence the process. Marketing also plays an important role in creating value for customers and building and maintaining long-term relationships between companies and consumers (Valentsia & Leovani, 2023).

According to the American Marketing Association (AMA) defines marketing as a management process that aims to plan, implement, and deliver offers of value to consumers and build profitable relationships with them. This definition emphasizes the importance of strategic management in marketing, which includes all aspects from market research and product development to promotion and distribution (Grediani et al., 2020). Marketing is seen as a continuous and dynamic activity, which adapts its strategies and tactics according to

changes in the business environment and consumer preferences. Levitt describes marketing as a process that transforms crude goods into goods that consumers want and need. For him, marketing is not just about sales or promotion, but about understanding the market thoroughly, identifying consumer needs, and providing solutions that meet those needs. Levitt also emphasizes the importance of market orientation, where companies should always focus on consumer needs and wants in designing products, prices, distribution, and promotion (Anita & Eren, 2022).

According to Kotler and Armstrong marketing is the process of creating, delivering, and communicating value to customers that is profitable for the company and other stakeholders. This definition highlights the importance of understanding the value that a product or service generates for customers, as well as the importance of effective communication to convey that value to the market. Marketing is seen as an activity that involves various aspects, including market research, product development, distribution, promotion, and customer relationship management, with the aim of meeting needs and creating value for all parties involved. Thus, the definition of marketing proposed by experts includes key concepts such as meeting consumer needs, creating value, managing relationships, and adapting to a dynamic business environment (Zulkarnaen et al., 2020).

In the era of globalization and increasingly fierce business competition, it is important for companies to understand and manage the effects of duality in marketing on their performance. The concept of duality in marketing refers to the complex relationships between marketing variables that are often non-linear and have different effects depending on the context and strategy used. Recognizing and overcoming empirical obstacles in understanding the effects of marketing duality is a significant challenge for researchers and business practitioners (Africa, 2023). Research on marketing duality effects and firm performance has become an increasing focus in academic literature and business practice. An important contribution of this research is that it provides deeper insights into how different marketing strategies affect overall firm performance, both in the short and long term.

Marketing plays a crucial role in the success of a company. Effective marketing strategies not only help companies to gain a larger market share but also improve financial performance and brand reputation. The relationship between marketing variables and firm performance is often complex and not always linear. In some cases, excessive marketing efforts can produce results contrary to those desired, while moderate marketing strategies can create significant impact. One of the main challenges in understanding the effects of marketing duality on performance is the empirical barrier. This is mainly due to the complexity of the data involved, the uncertainty in measuring marketing variables, as well as the tendency to ignore specific context in the analysis (Elsa Imelda, 2021).

The marketing duality effect refers to a complex phenomenon in which marketing actions taken by a firm can have different impacts depending on the context and strategy used. In this context, the duality effect describes the non-linear relationship between marketing variables and firm performance, where the same policy can produce opposite results depending on the external and internal factors that influence its implementation. This includes the understanding that the adoption of a particular strategy may produce positive results in one situation while it may cause negative impacts in another, thus demonstrating the complexity in the relationship between marketing efforts and the achievement of business goals (Risakotta et al., 2023). The importance of understanding the duality effect of marketing lies in recognizing

that successful marketing strategies are not always linear, and sometimes require careful adjustment and management. This requires marketing practitioners to not only understand market behavior and consumer preferences, but also to identify contextual factors that can influence the success of marketing strategies. With a deeper understanding of the duality effect, companies can develop more adaptive and responsive strategies, which enable them to optimize their performance in various market conditions and business environments.

The response surface approach is a statistical analysis method used to overcome empirical obstacles in scientific research, especially in the context of marketing and other social sciences. The approach aims to identify and model the relationships between complex input and output variables, with a focus on testing and optimizing systems involving those variables. Response surfaces allow researchers to explore and understand in depth how changes in input variables can affect measured output variables, even in cases where the relationship is non-linear or unexpected (Bahtiar & Parasetya, 2022).

This method is often used to design and optimize products, processes, and systems, by identifying combinations of input variables that produce optimal results. In the context of marketing research, the response surface approach allows researchers to evaluate the simultaneous influence of various marketing factors on firm performance or consumer satisfaction. By conducting experiments and careful statistical analysis, researchers can identify complex patterns and understand interactions between marketing variables that may not be apparent in simpler analyses (Izumi, 2023). One of the main advantages of the response surface approach is its ability to overcome empirical obstacles that often occur in empirical research, such as non-linearity, interactions between variables, and uncertainty in measurement. By allowing researchers to explore the complex relationships between input and output variables, this approach paves the way for a deeper understanding of the observed phenomenon. Moreover, the response surface approach can provide valuable insights for business practitioners in designing marketing strategies that are more effective and responsive to the ever-changing market dynamics. Thus, the response surface approach is a useful tool in overcoming empirical obstacles and increasing the validity and accuracy of research in various disciplines (Agustin & Bastaman, 2022).

Response surface is a statistical approach that has emerged as a useful tool in overcoming empirical obstacles in understanding marketing duality effects. This approach allows researchers to explore the non-linear relationship between marketing variables and firm performance in greater depth. Understanding and managing the effects of marketing duality is important for marketing managers and corporate executives. By utilizing a response surface approach, they can develop smarter and more effective marketing strategies, which in turn will improve overall company performance. In an ever-changing business context, an understanding of the duality effect in marketing and firm performance is of paramount importance. By overcoming empirical barriers through a response surface approach, we can gain deeper insights into the complex relationships between marketing and performance variables. This provides a strong foundation for the development of more effective and sustainable marketing strategies in the face of the challenges that exist in today's global marketplace.

## **RESEARCH METHODS**

The research method used in this study is Systematic Literature Review (SLR) which aims to investigate and synthesize relevant research findings regarding the effects of marketing duality on firm performance as well as the use of response surface approaches to overcome

empirical obstacles in that context (Sugiyono, 2018). The first step was to determine the inclusion and exclusion criteria for the selection of relevant studies, such as publication year range, language, and research type. Next, a search was conducted through academic databases and other sources to identify articles that fit these criteria. The selected articles were then systematically analyzed to extract relevant information on the effects of marketing duality, firm performance, and the use of response surface approaches. This analysis involves a thorough reading and synthesis of the articles, identification of patterns or key findings, and evaluation of the methodological quality of the research conducted. The final step is the preparation of an SLR report that includes a synopsis of the findings from the analyzed studies, as well as the practical and theoretical implications of the findings. Using this method, the research can provide a deep understanding of the complexity of the relationship between marketing variables and firm performance, as well as provide insight into how the response surface approach can be used to overcome empirical obstacles in this context.

## RESULTS AND DISCUSSION

This study aims to investigate the effects of marketing duality on firm performance as well as the application of a response surface approach to overcome empirical obstacles associated with the phenomenon. The marketing duality effect refers to the complexity of the relationship between marketing variables that can have different impacts depending on the context and strategies employed. The response surface approach is a statistical analysis method that has emerged as a useful tool in overcoming empirical obstacles in understanding the marketing duality effect. Through this approach, this study attempts to gain a deeper understanding of the non-linear relationship between marketing variables and firm performance and how empirical research can be improved through more sophisticated analytical approaches.

Research conducted by (Doku et al., 2023) revealed that marketing duality effects play an important role in firm performance. Most studies highlight the complexity of the relationship between marketing variables such as price, promotion, distribution, and brand image with firm performance in different contexts. The results of research conducted by (Diwei Lv et al., 2022) show that aggressive marketing strategies may produce positive results in the short term, but can have a negative impact in the long term if not balanced with sustainability and maintenance of customer relationships. The duality effect of marketing is also influenced by contextual factors such as market characteristics, level of competition, and product life cycle. These studies show that a deep understanding of the marketing duality effect is important for developing effective and sustainable marketing strategies in the face of complex market dynamics.

The application of the response surface approach in overcoming empirical obstacles in understanding marketing duality effects shows significant potential in marketing research. Response surfaces allow researchers to explore the non-linear relationships between marketing variables and firm performance in greater depth (Dwivedi et al., 2021). Through this approach, research can overcome several empirical obstacles that are often faced, such as non-linearity, interactions between variables, and uncertainty in measurement. Research results conducted by (Bezemer et al., 2023) have used the response surface approach to identify complex patterns in the relationships between marketing variables and firm performance, as well as to design more adaptive and responsive marketing strategies. These results show that the response surface

approach can be an invaluable tool in overcoming empirical barriers and increasing the validity and precision of research in marketing.

According to (Liu et al., 2024) The application of the response surface approach in the context of marketing duality effects also provides significant practical implications for business practitioners. By understanding more about the non-linear relationship between marketing variables and firm performance, marketing managers can develop strategies that are more adaptive and responsive to changing market dynamics. The response surface approach allows them to identify combinations of marketing variables that produce optimal results, as well as to predict the impact of various proposed marketing policies before they are implemented on a large scale (Carvalho, 2023). This allows companies to reduce risks and increase the effectiveness of their marketing strategies, which in turn can improve long-term business performance and sustainability (Beji et al., 2021). However, it is important to remember that the application of response surface approaches also has its own limitations and challenges. One of the main limitations is the reliance on assumptions underlying the surface response model, which can lead to errors in the interpretation of results (Islam & Qader, 2020). In addition, response surfaces often require significant amounts of data and complex analysis, which can be time-consuming and resource-intensive. Therefore, researchers need to carefully consider the advantages and disadvantages of this approach before applying it in their research context (Volberda et al., 2021).

Overall this study concludes that the marketing duality effect is a complex phenomenon that plays an important role in firm performance. The application of the response surface approach can be an invaluable tool in overcoming empirical obstacles and gaining a deeper understanding of the relationship between marketing variables and firm performance. By utilizing this approach, business practitioners can develop more adaptive and responsive marketing strategies, which in turn can improve long-term business performance and sustainability.

## **1. Complexity of Marketing-Performance Relationship**

Marketing plays a central role in the success of every company. Its ultimate goal is to create value for customers, which in turn improves the overall performance of the company. However, the relationship between marketing efforts and company performance is not always linear. In fact, this relationship is often complex and influenced by various internal and external factors. Marketing plays a crucial role in determining a company's performance. Effective marketing efforts can help companies increase sales, market share, and profitability. In addition, a good marketing strategy can also strengthen a company's brand image, increase customer loyalty, and expand the customer base. However, it is important to remember that a company's performance is not only determined by sales or revenue results, but also by factors such as brand reputation, customer satisfaction, and operational efficiency. Therefore, to thoroughly understand the relationship between marketing and company performance, it is necessary to consider various aspects that go beyond financial metrics alone.

While the importance of marketing in determining company performance is widely recognized, the relationship between the two is often complex and not always easy to understand. Some of the factors that lead to this complexity include the interaction between various marketing elements, such as price, promotion, distribution, and brand image. For example, a lower price strategy may increase sales volume in the short term, but may damage the company's brand image and reduce profitability in the long term. Similarly, excessive promotion may result in a temporary increase in sales, but can reduce customer trust if



perceived as dishonest or inconsistent with brand values. In some cases, marketing policies that aim to produce a positive impact on one aspect of a company's performance can have an undesirable impact on another. Some of the factors that influence the complexity of the marketing-performance relationship include market characteristics, the level of industry competition, and the product life cycle. For example, in a highly competitive market, companies may be forced to adopt aggressive marketing strategies to maintain or increase their market share. However, such strategies may result in varying impacts depending on the response of competitors and the degree of consumer sensitivity to price changes or promotions. In addition, the phase of the product life cycle can also affect the relationship between marketing and company performance. A marketing strategy that is effective in introducing a new product may not be equally effective in maintaining market share or extending the life cycle of that product.

An understanding of the complexity of the marketing-performance relationship has significant practical implications for marketing managers and corporate executives. They need to be able to identify the interactions between different marketing elements and understand how specific marketing decisions can affect overall company performance. This requires careful analysis and constant monitoring of the ever-changing market and business environment. On the other hand, from a theoretical point of view, the complexity of the marketing-performance relationship highlights the importance of further research in understanding the interaction between marketing variables and firm performance. This research can help develop new theories that are more holistic and integrative in the field of marketing and management in general. In conclusion, the complexity of the relationship between marketing and firm performance highlights the importance of deeply understanding the interaction between various marketing elements and the contextual factors that influence them. This understanding is key to designing effective and sustainable marketing strategies in the face of complex and diverse market dynamics. In addition, an understanding of this complexity can also make a significant contribution to marketing and management theories, by paving the way for further research in this area. Thus, the complexity of the marketing-performance relationship is an important aspect that practitioners and academics should consider in their efforts to improve firm performance and understand the changing market dynamics.

## **2. Causes and Variability in the Duality Effect**

The marketing duality effect refers to a complex phenomenon where marketing actions taken by a company can have diverse outcomes depending on various factors. Marketing plays a crucial role in determining the success of a company. Good marketing efforts can increase a company's sales, market share, and profitability. However, the effects of marketing policies are not always immediate or consistent. In many cases, companies find that certain marketing actions can have conflicting or unintended impacts. This creates what is referred to as the marketing duality effect, where a strategy that works in one context or situation may not work in another.

Several factors can cause the marketing duality effect to occur. One of them is the complexity of the market and business environment. Different markets have unique characteristics, and marketing strategies that work in one market may not be effective in another. In addition, internal company factors such as organizational culture, organizational structure, and management policies may also affect the duality effect. For example, in a company that has a culture that is highly focused on sales and revenue, a marketing strategy that aims to generate as many sales as possible in the short term may have a negative impact in the long term, such as damaging the brand image. Variability is a key characteristic of the

marketing duality effect. This is due to the many factors that can affect the outcome of marketing policies. These factors may vary from time to time, place to place, or depending on specific conditions. For example, a marketing strategy that is effective in the face of a particular competitor at one time may not be effective when that competitor changes its strategy or when market conditions change. In addition, the duality effect may also vary depending on the characteristics of the product or service being marketed, with some products possibly being more susceptible to the duality effect than others.

An understanding of the causes of and variability in the marketing duality effect has significant practical implications for marketing managers and corporate executives. They must be able to identify the factors that influence the duality effect and take variability into account in designing their marketing strategies. This requires careful analysis of the market and business environment and constant monitoring of changes in these factors. From a theoretical point of view, an understanding of the causes and variability in the duality effect can help develop new theories in marketing and management in general. Further research in this area can provide deeper insights into the complexity of the relationship between marketing and firm performance. In conclusion, the causes and variability in the marketing duality effect are complex and important phenomena to understand. The marketing duality effect affects the success of a firm's marketing strategy and can have significant implications for overall firm performance. By understanding the causes and variability in the duality effect, marketing managers can design strategies that are more adaptive and responsive to changes in the market and business environment. In addition, this understanding also makes a valuable contribution to marketing and management theories, by paving the way for further research in this area. Thus, the causes and variability in the marketing duality effect are important aspects that practitioners and academics should consider in their efforts to improve firm performance and understand the ever-changing market dynamics.

### **3. Definition of Surface Response Approach**

Surface Response Methodology (SRM) is a statistical method used to understand and analyze the relationship between various input variables and output variables in a system. In the context of marketing research, SRM is used to explore and model the complex interactions between marketing variables and firm performance or consumer response. In this discussion, we will explore the meaning, basic principles, applications, and implications of using response surface approaches in marketing research.

The response surface approach is a statistical technique used to understand the relationship between various input variables and output variables in a complex system. It is based on a mathematical model that uses a response surface function to map the interaction between input and output variables. In the context of marketing research, the response surface approach is used to identify and analyze the impact of various marketing variables on firm performance or consumer response. This approach allows researchers to explore the non-linear relationship between marketing variables and firm performance, and to design more effective and responsive marketing strategies.

The basic principle of the response surface approach is the use of an efficient experimental design to collect data on relevant input and output variables. The next step is to build a mathematical model that represents the relationship between the input and output variables, which is then used to map the response surface. This response surface is a visual representation of how the input variables affect the output variables, and can be used to identify combinations of input variables that produce optimal results. In addition, the response surface

approach also makes it possible to evaluate the interactions between input variables, which can provide deeper insights into the complexity of the relationship between marketing variables and firm performance.

The response surface approach has various applications in marketing research. One of its main applications is in designing and optimizing marketing strategies. Using this approach, researchers are able to identify combinations of marketing variables that produce the best results, as well as to understand the interactions between different marketing variables. In addition, the response surface approach is also used to understand consumer preferences and their responses to various marketing variables, such as price, promotion, and brand image. By understanding how marketing variables affect consumer behavior, companies can design more effective and responsive marketing strategies.

The use of response surface approaches in marketing research has several significant implications. First, it allows researchers to explore and understand the relationships between marketing variables and firm performance in greater depth. By using complex mathematical models, researchers can identify patterns and interactions that may not be apparent in a simpler analysis. In addition, the response surface approach also allows researchers to design more adaptive and responsive marketing strategies. By understanding how marketing variables affect company performance or consumer response, companies can optimize their marketing strategies to achieve their business goals more effectively.

In conclusion, the response surface approach is a useful tool in understanding the complexity of the relationship between marketing variables and firm performance in marketing research. By using efficient experimental designs and appropriate mathematical models, this approach allows researchers to explore and analyze the non-linear relationships between marketing variables and firm performance in greater depth. The practical implications of using the response surface approach include the ability to design more adaptive and responsive marketing strategies, which in turn can improve business performance and sustainability. As such, the response surface approach is an invaluable tool in marketing and management research that makes it possible to understand the complexity of the relationship between marketing and firm performance.

#### **4. Advantages of Surface Response Approach**

The Surface Response Methodology (SRM) is a statistical analysis method that allows researchers to understand and model the relationship between input and output variables in a complex system. In marketing research, this approach has a number of advantages that make it an invaluable tool in understanding the complexity of the relationship between marketing variables and firm performance. One of the main advantages of the response surface approach is its ability to handle empirical bottlenecks in marketing analysis. Empirical barriers often arise in marketing research due to the complexity of the relationship between marketing variables and firm performance. For example, the relationship between product price and sales may not always be linear, but may be influenced by factors such as promotions, brand image, and consumer preferences. Using the response surface approach, researchers can overcome these empirical obstacles by modeling the non-linear relationships between marketing variables and firm performance, as well as exploring the interactions between these variables.

##### **1. Identifying Complex Patterns in Marketing-Performance Relationships**

The response surface approach allows researchers to identify complex patterns in the relationship between marketing variables and firm performance. This is important



because the relationship between marketing variables and firm performance is often not linear and can be influenced by many different factors. By using complex mathematical models, the response surface approach can help researchers to explore patterns that may not be apparent in a simpler analysis. For example, researchers can use this approach to identify interactions between different marketing variables, such as price, promotion, and distribution, and how these interactions affect a company's overall performance.

## 2. Designing a More Adaptive and Responsive Marketing Strategy

One practical application of the response surface approach is in designing more adaptive and responsive marketing strategies. By understanding the non-linear relationship between marketing variables and firm performance, firms can optimize their marketing strategies to achieve their business goals more effectively. For example, using a response surface approach, companies can identify the combination of marketing variables that produce the best results, as well as understand how changes in marketing variables can affect overall company performance. This allows companies to design marketing strategies that are more adaptive and responsive to changes in the market and business environment.

## 3. Improving the Validity and Accuracy of Marketing Research

The use of response surface approaches can also improve the validity and accuracy of marketing research. By using appropriate experimental designs and accurate mathematical models, researchers can gain a deeper understanding of the complexity of the relationship between marketing variables and firm performance. This can help improve the validity and precision of research, as well as provide marketing practitioners and company managers with better insights into how they can improve their business performance and sustainability.

## 4. Driving Innovation and Development of Marketing Theory

Finally, the use of response surface approaches in marketing research can encourage innovation and development of marketing theory. By understanding the complexity of the relationship between marketing variables and firm performance, researchers can develop new, more holistic and integrative theories in marketing and management in general. This can help broaden our understanding of how marketing contributes to firm success, as well as provide better insight into how we can improve the performance and sustainability of our businesses.

In conclusion, the response surface approach is an invaluable tool in marketing research that allows researchers to overcome empirical barriers, identify complex patterns in the marketing-performance relationship, design more adaptive and responsive marketing strategies, increase the validity and precision of research, and foster innovation and development of marketing theory. Using this approach, researchers can gain a deeper understanding of the complexity of the relationship between marketing variables and firm performance, and provide marketing practitioners and firm managers with better insights into how they can improve their business performance and sustainability.

## **CLOSING**

In exploring the complex phenomenon of the effects of marketing duality on firm performance, the use of response surface approaches has been an invaluable tool in overcoming empirical obstacles. Through this approach, researchers can embrace the diversity and complexity in the interactions between marketing variables, and formulate more adaptive and responsive

strategies. In closing, it is important to recognize that understanding the effects of marketing duality is not an easy task. However, with the response surface approach, we have a powerful tool to explore and understand the dynamics of the relationship between marketing variables and firm performance in greater depth. The use of the response surface approach also offers new hope in the development of marketing theory and practice. By being able to overcome empirical barriers and identify complex patterns, this approach encourages innovation and creative thinking in understanding how marketing can shape firm performance. In addition, the use of this approach also makes it possible to improve the validity and precision of research, thus providing practitioners and academics with greater insight into making better decisions in designing effective marketing strategies.

The response surface approach is not a perfect solution to all problems. Technological and methodological developments continue, and response surface approaches must evolve over time to remain relevant and effective. In addition, researchers should also consider the limitations and assumptions underlying this approach, as well as maintain vigilance against potential biases or errors in data analysis. In conclusion, the response surface approach has opened the door to a deeper understanding of the complexity of the relationship between marketing and firm performance. By continuing to develop and apply this approach wisely, we can move forward in understanding how marketing can shape and improve firm performance in this ever-changing and complex era.

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