THE ROLE OF CUSTOMER-DRIVEN MARKETING STRATEGY IN PRODUCTS PRICING : AN EXPLORATORY STUDY IN THE OIL PRODUCTS DISTRIBUTION

HaithamHamed Salem[1],
Sarmad Hamza **Jassim[2]**
[1]Faculty of Administration and Economics, Mustansiriya University, Baghdad, Iraq
[2]Faculty of Administration and Economics, Mustansiriya University, Baghdad, Iraq
[1]hhaitham403@gmail.com, [2]dr.sarmad08@uomustansiriyah.edu.iq.

Abstract
This research aims to diagnose the role of customer-oriented marketing strategy with its dimensions (retail strategy, centralization strategy) as an independent variable in product pricing with its dimensions (pricing based on customer value, pricing based on competition) as an approved variable, in the oil products distribution company. Inadequate marketing information among managers in the petroleum products distribution company about the main and sub-variables that were searched for in terms of details, contents, and application requirements, in addition to the field problem represented in the decrease in the company's sales of the automotive engine oils product, with a gap between actual sales and planned sales due to competition. And based on the importance of the subject of the research and the importance involved in the research sample and the researched company, the researcher adopted the method of the exploratory study, and by collecting data and information on variables to identify and diagnose the areas in which problems occurred and by using the questionnaire as a basic tool for data collection, which included (45) Paragraph With conducting open interviews and field coexistence, the size of the community was a To study (110) individuals, an intentional sample consisting of (88) statistical individuals representing the senior and middle leaders in the company was selected. The researcher used (SPSS V25, AMOS 25) program in applying most of the statistical treatments and analyzes to test his hypotheses. The researcher concluded that there is a clear and common effect of the strategy Customer-oriented marketing in the dimensions of product pricing strategy, and the company's adoption of pricing method based on the cost of production and distribution of products more widely than its adoption of other pricing methods .
Keywords: Customer-Driven Marketing Strategy, product pricing.

METHODOLOGY

Research problem

The research problem is represented in two aspects, the first is cognitive, which is reflected in the lack of sufficient information among the managers in the oil products distribution company about the main and sub-variables that were searched in terms of details, contents and application requirements, and the other is the presence of a decrease in the company's sales of lubricants for car engines, so the problem is embodied The research is to answer the following main question: (What is the role of the Customer-Driven Marketing Strategyin the product pricing strategy? In addition, what is the nature of the relationship between the research variables? Hence, the following sub-questions emerge:

- What are the most prominent intellectual and philosophical contributions to the research variables represented by Customer-Driven Marketing Strategy, product pricing?
- What is the level of realization and understanding of the characteristics and concepts of the research variables and their relationship to the tasks entrusted to the researched company and the extent of their reflection on the research sample?
- What is the nature of the correlation between the search variables (Customer-Driven Marketing Strategyand product pricing?
- -What is the level of influence of the targeted marketing strategy directed at the customer on the pricing strategies of the company's products?

The Importance of Research

The importance of research can be explained through the following:

The importance of the research stems from the importance of the oil sector in which the researched company operates in relation to the national economy.

- This research is an attempt to explore the role of the Customer-Driven Marketing Strategyin pricing the products of the researched company and considering this as an important factor in creating continuous demand for the product and its growth
- The research provides a guide for the company's management to clarify the Customer-Driven Marketing Strategyand the basic pillars of its success to help the researched company achieve its marketing goals.
- The importance of the study is reflected in improving the company's profitability for products that suffer from low demand for them by drawing marketing work mechanisms in a scientific and accurate manner.

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- Provide a description of the knowledge and information from the available scientific sources regarding the concept of product pricing strategy and the most important pricing policies and activities prevailing in it.

RESEARCH OBJECTIVES

The objectives of the research can be clarified through the following:

- Determine the correlation and influence relationships between the Customer-Driven Marketing Strategyand the product pricing strategy.
- Diagnosing the reasons for the decline in sales of the petroleum products distribution company and the decline in the level of demand for products from oils for automobile engines.
- Establishing a theoretical framework that covers most of the marketing literature for research variables and everything related to them, by defining the concepts, importance and dimensions of research variables.
- Providing those concerned with practical and theoretical information that shows the nature of the research variables, their causes and sources, and the extent of their reflection on the research sample.

RESEARCH MODEL

The search model can be illustrated as in Figure (1).

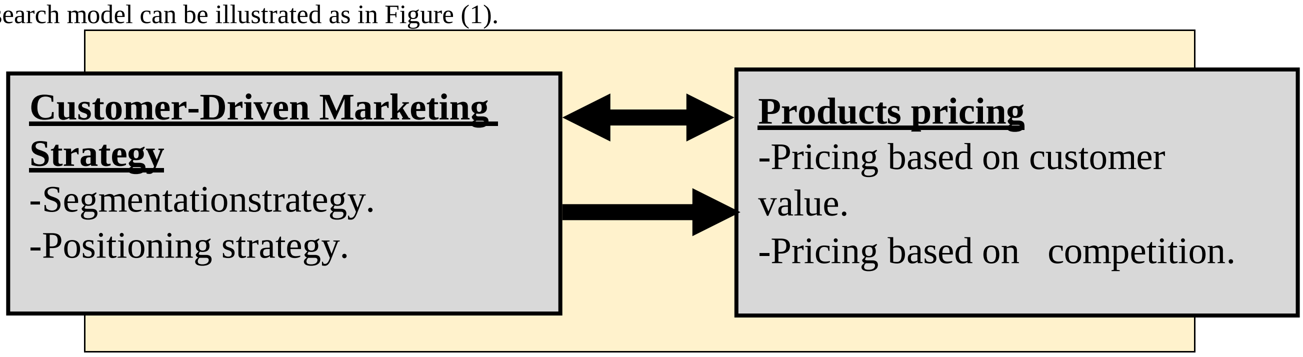

Figure 1 Research Model

RESEARCH HYPOTHESES

The first main hypothesis:

There is a statistically significant correlation between the stage of Customer-Driven Marketing Strategy and product pricing, and secondary hypotheses emerge from it as follows:

- A statistically significant correlation between Segmentation and product pricing.
- A statistically significant correlation between the Positioning stage and product pricing.

The second main hypothesis:

There is a statistically significant effect of the Customer-Driven Marketing Strategy on product pricing, and secondary hypotheses emerge from it as follows:

- There is a statistically significant effect of the Segmentation strategy in product pricing.
- There is a statistically significant effect of the Positioning strategy in product pricing.

Research limits

The study was conducted in the Oil Products Distribution Company, one of the formations of the Ministry of Oil, based in Baghdad. The research was conducted during the year (2021), which included the period of distribution of the questionnaire and the personal interviews conducted by the researcher in the oil products distribution company.

Community and sample research

One of the sectors of the petroleum industry in Iraq, represented by the Oil Products Distribution Company, one of the formations of the Iraqi Ministry of Oil, was chosen as an applied field of research. The accuracy of the answers, and (88) questionnaires were distributed to represent the size of the researched sample, which constitutes (%80) of the research community.

Metrics and statistical tools used

The research adopted a set of statistical methods for the purpose of analyzing the data, achieving the objectives of the study, and testing its hypotheses using (SPSS V25, AMOS 25) software.

LITERATURE REVIEW

Customer-Driven Marketing Strategy

Today, companies are trying to implement the strategic direction for most of their functions, especially the marketing function, the latter which took important developments in the concept and definition, starting from the selling concept to the concept of relationship marketing, passing through the concept of strategic marketing by linking the marketing function to the external environment, especially the competitive ones, to give the concept of marketing strategy that expresses That long-term plan that begins with analyzing marketing opportunities and setting goals, including preparing a plan to achieve those goals according to the resources available to the company, and it is helped by the presence of an effective marketing information system to provide it with the necessary information (Palmatier& Sridhar, 2021: 4). In order to succeed in today's competitive market, companies must focus on customers and must acquire customers from competitors and then engage and grow them by offering them greater value. However, in order to be able to satisfy customers, the company must first understand their needs and desires. Marketing strategy consists of decisions and actions that focus on establishing a sustainable competitive advantage compared to competitors in the minds of customers to create value for stakeholders, the marketing logic through which the company hopes to create customer value and achieve these profitable relationships. The company decides which customers to serve (Kotler et al. 2022:49).

Marketing strategies that are implemented and used simultaneously are referred to as the company's marketing program (Kerin and Hartley, 2022:46). Most marketing programs revolve around the specifications of the marketing mix and include internal controls and procedures to ensure their effective implementation. A company can develop marketing strategies that, when properly implemented and controlled, will contribute to achieving its marketing objectives and overall objectives. To formulate a marketing strategy, the marketer identifies the target market and develops a marketing mix to satisfy the individuals in that market (Fifield, 2008:129).

Some researchers identify the main steps for designing a Customer-Driven Marketing Strategy, as follows: (Grewal et al. 2021:168)), (Pride et al. 2019: 106)

- Developing a strategy or general objectives for the Positioning process, which is to clarify the vision or objectives of the company's marketing strategy. The segmentation strategy should be consistent and derived from the company's mission and goals.
- Segmentation methods are the use of a specific method to divide the market. Marketers use geographic, demographic, behavioral and psychological segmentation methods.
- Evaluate the attractiveness of different market segments. To make this assessment, the company should very carefully evaluate the attractiveness of the target market (opportunities, threats, and profitability of the sector) and its own competencies (strengths and weaknesses).
- Determine the target market after evaluating the attractiveness of different segments of the market, marketers should decide on their targeting. Some potentially profitable segments may be overlooked due to resource constraints, organizational strategy, or even customer resistance.
- The final step in designing a Customer-Driven Marketing Strategyis market positioning. It involves defining marketing mix variables so that target customers have a clear understanding of the product compared to competing products.

Dimensions ofCustomer-Driven Marketing Strategy

Segmentation strategy: The diversity in customer responses to the marketing mix is due to the difference in purchasing habits, the ways in which the product is used, or the purchase motives, as marketers take these differences into account when segmenting the market, but they are unable to provide a marketing mix for each customer, and for If this is possible, they are working to develop a unified marketing mix for the market and each customer, and that would lead to market fragmentation (Al-Rabiawi et al., 2015: 86). Market segmentation was defined as the process of dividing current or potential customers in the market into different groups or segments (Lamb et al. 2018). As defined (Dolnicar et al. 2018:6) market segmentation as a decision-making tool for the marketing manager in the critical task of selecting a target market for a particular product and designing an appropriate marketing mix. In the same way, the market segmentation process was defined by dividing the market into smaller parts based on a common characteristic (Solomon et al, 2018:215). (Kotler et al. 2020:50) referred to market segmentation as the process by which the market is divided into groups of buyers who have different needs, characteristics, or behaviors, and who may need separate marketing strategies or a combination of strategies. The importance of market segmentation lies in the benefits it brings to the company and the customer through its significant contribution to understanding market characteristics, predicting customer behavior, discovering and exploring new market opportunities, and identifying groups that are worth pursuing. (Jim and Martin, 2005:77). In addition to customer analysis, through segmentation, the company can better understand its customers, and strategic marketing planning becomes easier once the company has a clear picture of its best customers, and competitor analysis facilitates market segmentation process identification competitors and evaluate their strategies when focusing on a small part of the market (Pamula, 2014:34).

The various companies seek to achieve a set of goals through the market segmentation process by diagnosing the parts of the market with the best profitability and achieving the maximum possible satisfaction of the needs and desires of consumers in the target markets, in addition to finding more effective systems for promotion and distribution, as those in charge of the study of market segmentation provide the company with a general framework What should be the system for distributing goods and identifying the promotional means for the most desired commodity for consumers in the target markets (Al-Rabiawi et al. (2015: 88) and formulating appropriate marketing strategies and plans for each part that is chosen by the company to market its products, as well as reducing the various marketing costs by focusing efforts Marketing and not being dispersed into sectors that do not represent a factor of attraction or good profitability and maintaining existing customers by knowing what the customer wants and providing what he needs and desires (Rudiana and Komarlina, 2018: 6).

The segmentation process is not a random process, but rather a process that is planned in advance and takes place according to sequential steps to ensure the effectiveness of these steps, as it includes segmentation of consumer markets as well as segmentation of organizations' markets using specific segmentation criteria such as geographical, demographic, psychological and behavioral segmentation (Pride and Ferrell, 2019:114).

Positioning strategy: Some companies find it easy to choose a Positioning strategy by distinguishing their offerings by forming a unique set of advantages that appeal to a large group within the market, as the company decides on the value proposition, how it will create differentiated value for the target sectors and the positions it wants to fill in those sectors of the market. And he states (Al-Bakri, 2022: 76) that the strategy of Positioning is the method by which consumers identify the product based on important features, and it obtains a place in the minds of consumers compared to the products of competitors. Positioning also refers to the complex set of perceptions, impressions and feelings that consumers have towards a product compared to competing products. The strategy of Positioning also represents the mental place occupied by the product in the customer's thinking in terms of its acceptance and loyalty and the perceptions it holds about its level of efficiency, quality, and ability to satisfy needs. The term Positioning has been used by many researchers in the field of customer behavior from different points of view, as It was found that it is a creative practice that is carried out with current products, and that Positioning is not what the producing company does with regard to its products only, but rather an attempt to change and modify the position of the product in the minds of the target customers, and for the purpose of enhancing this, the company is keen to provide products of better quality, suitable price, greater benefit, safer and more compatible With the requirements of customers (Al-Azzawi, 196: 2012).

Focusing seeks to draw customers' attention to the most important aspects of a products' value proposition and aims to present the benefits of the offering in a way that highlights its core benefit(s) and provides customers with a compelling reason to choose the company's products (Chernev, 2014:87). The company is positioned in the market after the Segmentation process according to various methods, the most prominent of which is the first, the methods of Positioning based on value. Value is a common method of positioning because the price-quality relationship is among the most important considerations for consumers when making a purchase decision (Abratt and Bendixen (2019:36). Secondly, the Positioning based on the salient features, and here the Positioning strategy focuses on the most important product attributes for the target market (Grewal and Levy, 2018:289).

To form a positioning strategy, marketers take four steps to decide how to target their products' value propositions to their target market (Solomon et al. 2018:222):

- Analyzing the position of competitors: In order to establish a position for the product or the company in the mind of the customer, marketers need to first determine what is important in relation to the target market, by conducting a study to identify customers' expectations of competitors' products in terms of important characteristics and benefits.
- Define competitive advantage: Competitive advantage is a set of unique features of the company and its products that the customer views as important and superior to competitors.
- Marketing mix design: It is a set of tools consisting of product, price, promotional activities, and (distribution) or the place where the product is provided. The elements of the marketing mix should match the specific segment, and this means that the good or service should provide benefits that you value. The target segment and to add value and meet consumer needs.
- Evaluate customer responses and adjust as needed: Marketers evaluate customer responses so they can adjust strategies if necessary. Over time, the company may find that it needs to change its target segments or even change its positioning to respond to market changes.

PRODUCT PRICING

Price is the second major marketing mix tool. If effective product development, promotion and distribution sow the seeds of business success, then effective pricing is the harvest. Successful companies should try to create customer value through other marketing mix activities and continue to capture some of that value with the prices they earn. (Kotler et al., 2020:300) Dealers in its concept or the field of work in which they work, which may differ completely in content and content, but it represents a price for that thing that is dealt with (Al-Bakri,2022: 328). Accordingly, the price takes different forms and performs multiple functions, it may be in the form of wages and fees or fees and commissions, all of which are used to obtain a good or service (Kotler and Keller, 2022: 393). Price is one of the four elements of the marketing mix, and the process of determining it is called pricing (Al-Rubaie et al. (2015: 160). Historically, price was the main factor affecting buyer choices. Flexibility in scale and diversity, research, design and development capabilities (Kienzler, 2017:11) is increasingly important. To define pricing, it is necessary to start and define the essence of its work and its content based on the evaluation of the marketing process. (Kotler et al. 2020:301) defined pricing as the amount of money that is collected on a product or service, or the sum of the values that customers exchange in exchange for obtaining products. The individuals who pay the money, and the marketing units that carry out the process of providing products to them, and the pricing process is among the group of the main important functions that the company performs, because it has economic and social results that are reflected on the individual and society, and this importance appears because the price is the only element in the mix The marketing mix, which represents revenues, while the remaining elements of the marketing mix represent costs. Pricing has a strategic role in achieving growth rates, planned profits, expansions, and penetration of some markets. The price is also one of the main factors when making a purchase decision, as the customer may choose one brand over another according to the suitability of its price compared to his income level, and the consumer's choice of one product over another is due to his study of the relationship between the benefits of this product and its price (Baker, 2006:129).

Dimensions product pricing

There are many ways to price products, so companies have the possibility to choose from a variety of pricing strategies. In order to make wise decisions and adopt the most efficient pricing strategy, one must understand the best strategy in different situations. As the price charged by the company falls between a very low prices that does not result in profit or a very high price that does not result in any demand. Customers' perceptions of a product's value determine its price cap. If customers notice that the price of a product is greater than its value, they will not buy the product. Likewise, a product's costs determine its maximum price. If the firm prices the product below its costs, the firm's profits will suffer as it is priced (Baker, 2006:129).

- **Pricing based on customer value**: an approach that focuses on the total value proposition of a product as perceived by consumers, who determine value by comparing the benefits they expect the product to provide compared to the money they would spend on the product (Grewal et al. 2021: 354). This type of pricing refers to setting the price according to buyers' perceptions of value rather than costs (Kotler et al. 2020:304). This method involves understanding how much value consumers place on the benefits they receive from a product and setting a price that reflects this value. This method is generally seen as key to profitability by marketers because it requires a deeper understanding of those benefits that the customer values. This type of pricing uses buyers' perceptions of value as a key to pricing, meaning that the marketer cannot design a specific product and then set its price (Kotler et al. 2022:305). In this sense, value-based pricing is a pricing practice in which managers make decisions based on Visualize the benefits of the product offered to the customer and how the customer perceives and evaluates these benefits in relation to the price he pays. Sometimes Marketer compares value pricing with cost. Although costs are an important consideration in setting prices, cost-based prices are often associated with the product. The company designs what it considers a good product, adds the costs of making the product, and sets the price that covers the costs in addition to the target profit. Here, the marketer should convince buyers that the value of the product at this price justifies its purchase. In value-based pricing, it reflects this process, as the company first assesses the customers' needs for the product, and then sets the target price (Nagle et al, 2018:36).
- **Pricing based on competition**: Pricing based on competition determines prices based on competitors' strategies, costs, and offers. Consumers will base their judgments of the value of the product on the prices that competitors charge for similar products. The company should ask many questions when evaluating competitors' pricing strategies (Suwaidan, 2011: 267): First, how does the company's offers in the market compare to competitors' offers based on the benefits offered by the product? If consumers perceive a company's products to provide more value, then the company can charge a higher price and if consumers perceive a lower value compared to competing products, then the company should charge either a lower price or change customers' perceptions to justify a higher price. Second, how strong are your current competitors, and what are their current pricing strategies? If a company is faced with a group of smaller competitors that charge high prices relative to the value, they provide to customers, it may charge lower prices to drive competitors out of the market (Kerin and Hartley, 2022:372). On the other hand, if larger, lower-priced competitors dominate the market, a company may decide to target unserved market niches by offering value-added products and services at higher prices. Pricing based on competition is mainly used after the price of the product reaches equilibrium, which generally occurs when the product has been in the market for a long time and there are many alternatives to the product. Selection and implementation of the best in-store stimuli that focus on price as a key factor to counter the prices of various competing brands in target markets (Azzam et al., 2012: 134). It is worth noting that pricing is done according to this method for similar goods and not for differentiated goods, as the marketer evaluates the positions of the most influential competitors on the company's products and the market. The company chooses prices that are able to compete in the market, whether at prices equal to their prices or perhaps less than that (Al-Sumaidaie and Al-Alaq, 2010: 100). Under this method, there are three alternatives available for pricing: Pricing at the level of competitors' prices: the company sets prices for its products that approximate the prices of competitors' products announced in the market, especially when there is no clear difference between its products and competitors' products. Pricing is lower than the prices of competitors: department stores that provide few services to the final consumer use this method, and their business philosophy is based on obtaining a low profit margin per unit of the commodity that is compensated by the large volume of its sales (Muhammad, 241: 2013). Then pricing is higher than the level of competitors’ prices: Companies resort to applying this method when they offer products with characteristics and specifications that are characterized by quality, after-sales services and guarantees, and these characteristics are not available in competitors’ products offered in the market (Fayh and Jobber, 2015: 350).

SEARCH RESULTS ANALYSIS

Tests of validity and reliability of the questionnaire measurement tool:

Apparent validity of the questionnaire: The outputs of the virtual validity test were represented in Table (1), where the percentage of the arbitrators’ agreement on the validity of the ten Customer-Driven Marketing Strategyparagraphs as the independent variable was (80%), which is a high percentage that suggests the agreement of the arbitrators on (8) paragraphs of Between (10) paragraphs, as shown in Table (1).

While the percentage of the arbitrators' agreement on the veracity of the ten product pricing paragraphs as the dependent variable was (90%), which is a high percentage that establishes the arbitrators' agreement on (9) items out of (10) items, as shown in Table (1).

Table (1) data of the apparent validity test of the questionnaire

	Study variables	The number of paragraphs	The number of agreed paragraphs	The percentage of arbitrators’ agreement	level of honesty	Researcher's comment
X1	Segmentation	5	4	%80	high	The presence of high apparent
X2	positioning	5	4	%80	high	
X	Customer-	10	8	%80	high	

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	Driven Marketing Strategy					sincerity in all paragraphs of the questionnaire
Y1	Pricing based on customer value	5	5	%100	Complete	
Y2	Pricing based on competition	5	4	%90	high	
Y	product pricing	10	9	%90	high	
	the total	20	17	%85	high	

Structural confirmatory validity test for the marketing strategy directed to the customer and product pricing:
The researcher aims to use the assertive factor analysis method by proving the existence of assertive structural validity in the questionnaire items, and the researcher relies on the basic components method. (Principal component's) is one of the most common methods of the factorial analysis method. After applying this statistical method to the study data, and it is clear from the results of applying the confirmatory factor analysis method through the Amos statistical analysis program, it is confirmed that the questionnaire with its paragraphs (20) represents the subject of the study in the best way.

Internal Consistency: The internal consistency is used to indicate the degree of transparency and clarity of the questionnaire with its paragraphs, variables and dimensions so that they are understandable to the respondents from among the sample members who are included in the current study and the compatibility of the paragraphs of the questionnaire for statistical analysis, and this is achieved by proving the existence of a significant correlation between the paragraphs within the dimensions of the research.

Table (2) data of the internal consistency test for the Customer-Driven Marketing Strategyvariable.

n	**Questions**	Correlation coefficient between paragraph and dimension	Correlation coefficient between the paragraph and the variable (X).
1	The company has the ability to identify the market segments that it can serve best and most profitably.	**0.981****	**0.951****
2	The company identifies the similarities and differences between customers by relying on certain market segments.	**0.977****	**0.951****
3	The company serves individuals or groups that purchase a certain type of product for the direct use in the production of other products	**0.982****	**0.947****
4	The company serves individuals or groups for the purpose of resale.	**0.979****	**0.937****
5	The company serves individuals or groups that purchase for the purpose of use in general day-to-day operations.	**0.977****	**0.924**
6	The company carries out its marketing activities in the light of its identification of target markets.	**0.862****	**0.820****
7	The company works to identify customers who share certain characteristics.	**0.733****	**0.713****
8	The company focuses its attention on common factors among customers to design a single marketing mix.	**0.836****	**0.791****
9	The company seeks to position its offerings in markets that offer the required benefits and returns.	**0.805****	**0.764**
10	The company seeks to provide innovative products in order to compete.	**0.938****	**0.931****

****Correlation is significant at the 0.01 level (2-tailed).**
***Correlation is significant at the 0.05 level (2-tailed).**

Table (2) confirms that the ten items in the independent variable formed a strong correlation with the Customer-Driven Marketing Strategy, which documents the existence of high honesty and clarity in the items of the independent variable.

Table (3) confirms that the ten items in the dependent variable formed a strong correlation with product pricing, which documents the existence of high sincerity and clarity in the items of the dependent variable.

Table (3) data of the internal consistency test for the product-pricing variable.

n	**Questions**	Correlation coefficient between paragraph and dimension	Correlation coefficient between the paragraph and the variable (Y).
11	The company uses buyers' perceptions of the value of the product as a key to pricing.	**0.773****	**0.871****
12	The company works to build the value of its products in the minds of customers, which enhances their loyalty.	**0.741****	**0.854****
13	The company adds value-added features to differentiate their products to support their higher prices.	**0.798****	**0.909****
14	The company uses a pricing policy based on customer value when offering various products.	**0.749****	**0.871****
15	The company uses a pricing policy based on customer value when offering various products.	**0.790****	**0.900****
16	The company sets its prices in line with the most influential market leaders in the market.	**0.962****	**0.906****
17	The company targets customers by providing value-added products and services at higher prices.	**0.931****	**0.874****
18	The company prices its products based on competition when the product has many alternatives	**0.951****	**0.928****
19	The company adjusts its prices to meet the needs of customers and individual situations	**0.886****	**0.912**
20	The company chooses competitive prices equal to those of competitors or perhaps less than that.	**0.961****	**0.906****

****Correlation is significant at the 0.01 level (2-tailed).**
***Correlation is significant at the 0.05 level (2-tailed).**

Test correlations between research variables

The researcher invests the method of statistical treatment (Z - TEST) to test the hypotheses of the correlation between the marketing strategy directed to the customer with its three independent dimensions and the pricing of the products, as the correlations will be significant if (P-Value is less than or equal to 0.05) and thus the hypothesis is accepted with a confidence rate of (95%) Otherwise, the hypothesis of the correlation between the two variables is rejected, while the researcher employs the correlation coefficient between the two variables to explain the strength and direction of the correlation between the Customer-Driven Marketing Strategywith its independent dimensions and the pricing of the products.

It can be concluded from Table (4) that the first main hypothesis is accepted, according to which (there is a statistically significant correlation between the Customer-Driven Marketing Strategy and product pricing) with a confidence rate of (95%), as the calculated Z value was (6.488), which is significant, while the value of the coefficient The correlation between the two variables (0.730**) to establish that there is a strong, significant direct correlation between the two variables, as Table (4) achieves the acceptance of all secondary hypotheses emanating from the first main hypothesis.

Table (4) Results of testing the first main hypothesis

the variable X	**the variable Y**	**Correlation coefficient between the two variables**	**test Z**	
			Calculated Z value	probability value
Segmentation	product pricing	**0.721****	**6.408**	**0.00**
positioning		**0.694****	**6.168**	**0.00**
Customer-Driven Marketing Strategy		**0.730****	**6.488**	**0.00**

*Significant relationship between the two variables at a significant level of 0.05
** Significant relationship between the two variables at a significant level of 0.01

Examine the influence relationships between research variables:

The researcher uses the (F - TEST) test to show the validity of the hypotheses of the effect of the Customer-Driven Marketing Strategy with its independent dimensions in the pricing of products, as the effect hypothesis will be accepted when the probability value corresponding to the calculated F value is smaller than a significant level (0.05), that is, the hypothesis is accepted by (95%). As for displaying the ratio of interpretation of the marketing strategy directed to the customer to the changes that occur in the pricing of the product, the researcher relies on the coefficient of determination, %R2 (Coefficient Of Determination).

The impact of the Segmentation strategy on product pricing: Table (5) presents the acceptance of the first secondary hypothesis, which states that (there is a statistically significant effect of the Segmentation strategy on product pricing) emanating from the second main hypothesis with a confidence rate of (95%), as the calculated F value reached ((92.866), which is significant, while the value of the determination coefficient was (51.9%), which indicates the percentage of interpretation of the Segmentation strategy for the product pricing variable.

- **The impact of the positioningstrategy in product pricing**: Table (5) documents the acceptance of the second secondary hypothesis, which states that (there is a statistically significant effect of the positioning strategy in product pricing) emanating from the second main hypothesis with a confidence rate of (95%), as the calculated (F) value reached) 80.117) which is significant, while the value of the determination coefficient was (48.2%) to show the percentage of interpretation of the positioning strategy for the product pricing variable.

Table (5) results of the statistical analysis to test the second main hypothesis

the variable X	**the variable Y**	**Determination coefficient R^2 %**	**Test F**	
			Calculated F value	probability value
Segmentation	product pricing	**%51.9**	**92.866**	**0.00**
positioning		**%48.2**	**80.117**	**0.00**
Customer-Driven Marketing Strategy		**%53**	**31.944**	**0.00**

R^2 is a coefficient of determination that indicates the ratio of the independent variable to the dependent variable.

There is an effect of the dimensions of the Customer-Driven Marketing Strategy on the pricing of the product.

The effect of the dimensions of the customer-directed marketing strategytogether on the pricing of products:

Table (5) documents the acceptance of the second main hypothesis that {there is a statistically significant effect of the customer-directed marketing strategy on product pricing} which confirms its acceptance with a confidence rate of (95%), as it reached The calculated F value is (31.944), which is significant, because the probability value corresponding to the calculated F value was (0.00), which is smaller than the significant level (0.05). The value of the determination coefficient was %R^2 (53%), indicating that the Customer-Driven Marketing Strategy with its dimensions is capable Explanation of its percentage (53%) of any change in product pricing, which documents a clear impact of the Customer-Driven Marketing Strategy in enhancing product pricing in the petroleum products distribution company.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions:

- There is a clear common effect of the Customer-Driven Marketing Strategy in the pricing of products.
- The absence of an official representation of the marketing department in the organizational structure of the oil products distribution company, which promotes the implementation of the marketing plan and the approved marketing strategy, and undertakes the distribution and distribution of products, as that process falls on the responsibility of the processing and transportation departments in the company.
- The company adopts the previous sales method in estimating its sales for the next period, taking into account the analysis of the trend in future changes and their various aspects.
- The company suffers from low demand for some of its products (car oils) despite their lower prices compared to imported products because of not providing innovative products.
- Some of the company's products (car oils) are going through a deterioration phase due to intense competition in the market and change in customer tastes as well as technological progress.
- The company attaches great importance to following the Segmentation strategy in promoting the Customer-Driven Marketing Strategy on a larger scale compared to the concentration strategy.
- The company uses criteria for segmenting the local market to diagnose the parts of the market with the best profitability, and resorts to using geographical segmentation (the location of residence of the consumer) as a criterion for the formation of market segments.

- It requires the adoption of clear bases for dividing the market such as demographic, psychological and behavioral segmentation as well as the geographical segmentation approved by the company, and experimenting with different segmentation variables to find the best way to diagnose the parts of the market with the best profitability.

RECOMMENDATIONS

- The need to make the most of the impact of the Customer-Driven Marketing Strategy in pricing products by adopting a clear pricing strategy that suits the company's position in the market, in a way that enhances the strengths and reduces the weaknesses of the researched company.
- A marketing department should be created within the organizational structure of the company whose location is similar to the rest of the other departments, in order to enhance the implementation of the marketing plan and the approved marketing strategy.
- The company can use the method of strategic marketing planning and sales forecasting to reach the highest level in achieved sales and obtain more benefits in return for reducing costs according to the objectives that it plans in terms of short-term or long-term time.
- The need to coordinate with the producing company to provide products with technical specifications that suit the nature of demand by developing its production units and obtaining a franchise from one of the world's leading companies in the oil industry in order to give the product a competitive advantage.
- Identifying products that are going through a Decline phase and deciding whether to eliminate them, retain them, and reinvigorate them with the hope of returning them to the growth phase by improving product quality, features, packaging, or technology, or increasing promotional spending.
- Designing a marketing strategy, clear targeting, and market concentration in line with the company's objectives, targeting the right customers more effectively than competitors by providing high quality products, and developing a marketing mix linked to marketing programs that successfully implement the marketing strategy.
- It requires the adoption of clear bases for dividing the market such as demographic, psychological and behavioral segmentation as well as the geographical segmentation approved by the company, and experimenting with different segmentation variables to find the best way to diagnose the parts of the market with the best profitability.

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