

Innovative Marketing Strategies and Marketing Success of E-Tailing Firms in Port Harcourt.

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Abstract

This study examined empirically the relationship between innovative marketing strategies and marketing success of e-tailing firms in Port Harcourt. The study had three (3) objectives, three (3) research question and three (3) hypotheses. The study was anchored on the diffusion of innovation theory; this study adopted the descriptive survey design within a quantitative method. The population comprised of 50 respondents of three (3) electronic commerce firms (Jumia, Kinga and Slot System Ltd) in Port Harcourt, Rivers state Nigeria using probability sampling with a simple random technique to ensure unbiased representation. The primary data was collected through the administration of questionnaire to the respondents of electronic commerce firms. The instrument was administered to the respondents of electronic commerce firms in Port Harcourt. A total number of 50 copies of the questionnaire were administered to the respondents. This study adopted a combination of descriptive and inferential statistical. Charts, frequency tables, means, as well as percentages constituted the descriptive statistical while the Pearson Product Moment correlation was used to analyze the relationship between independent and dependent variables. The findings revealed significant positive correlations across all three dimensions. Process innovation, pricing innovation and place innovation were shown to have positive and significant relationship with marketing success of e-tailing firms in Port Harcourt. The study concluded that to achieve sustainable growth, firms must prioritize innovation (process, pricing, and place) across multiple dimensions, supported by a deep understanding of their market and informed by evidence-based practices from the literature. This study recommends that E-tailing firms should invest in advanced process innovation; they should implement dynamic pricing strategies that adjust prices based on demand, competitor behavior, and market trends and Leverage Technology for Place Innovation.

Keywords: *Innovative Marketing Strategies, Process Innovation, Pricing Innovation, Place Innovation and Marketing Success*

Introduction

The proliferation of digital platforms and the rapid adoption of e-commerce have significantly transformed retailing into a dynamic, competitive landscape. E-tailing, a form of retail conducted online, has experienced exponential growth globally, driven by advancements in technology, changing consumer behaviors, and the quest for convenience. In Nigeria, particularly in Port Harcourt, e-tailing is emerging as a critical component of the retail sector, contributing to economic development by fostering entrepreneurship, creating employment, and enhancing access to goods and services (Nwokah & Ntah, 2017). However, e-tailing firms face intense competition and operational challenges, necessitating the adoption of innovative marketing strategies to remain competitive and achieve success.

Innovative marketing strategies are increasingly recognized as essential tools for e-tailing firms to differentiate themselves, optimize operational efficiency, and cater to evolving consumer preferences. Process innovation, pricing innovation, and place innovation constitute three important dimensions of these strategies. Process innovation involves the integration of advanced technologies to enhance operational workflows, improve customer experiences, and streamline supply chains (Prössel, 2005). Pricing innovation focuses on flexible and customer-centric pricing mechanisms, such as dynamic pricing, which adjusts prices based on demand and market trends. Place innovation emphasizes leveraging technology to expand distribution networks and enhance product availability, enabling firms to reach wider markets while improving delivery efficiency (Awa et al., 2010).

Port Harcourt, as an urban and economically vibrant city, presents a unique environment for e-tailing firms. The city's increasing population, coupled with its status as a hub for economic activities in Nigeria, has fostered significant growth in online retailing. However, challenges such as inadequate infrastructure, high competition, and evolving consumer expectations persist. Research indicates that innovative marketing strategies can effectively address these challenges by improving customer engagement, reducing costs, and driving repeat patronage (Akpan & Epepe, 2022). Despite these benefits, many e-tailing firms in Port Harcourt have been slow to adopt such strategies, limiting their ability to capitalize on market opportunities.

Existing studies underscore the critical role of innovation in enhancing marketing success among e-tailing firms. For instance, dynamic pricing models allow firms to respond swiftly to market fluctuations, ensuring optimal revenue generation while retaining customer loyalty (Nwibere et al., 2021). Similarly, process innovations, such as AI-powered recommendation systems, have been shown to boost customer satisfaction and increase sales conversion rates. Place innovations, which leverage logistics technologies to optimize delivery, play a pivotal role in meeting the growing demand for fast and reliable e-commerce services. These strategies collectively influence key performance metrics such as customer acquisition, retention, and profitability (Daddie et al., 2020). This study focuses on examining the relationship between innovative marketing strategies and the marketing success of e-tailing firms in Port Harcourt.

Statement of the Problem

The growth of e-tailing in Port Harcourt has been hindered by poor marketing success, manifesting as low customer acquisition rates, inadequate retention of existing customers, and minimal repeat

purchases. Despite the rising demand for online retail services, many e-tailing firms struggle to stand out in a highly competitive market. The lack of effective marketing strategies has resulted in limited brand visibility, reduced customer loyalty, and a failure to capitalize on the immense potential of the city's vibrant and growing digital economy. This challenge is exacerbated by the rapidly evolving nature of consumer preferences, which demand innovative approaches to attract and retain a tech-savvy customer base.

A specific issue contributing to this problem is the underutilization of innovative marketing strategies by e-tailing firms in the region. For instance, many firms fail to adopt process innovations, such as automated customer engagement tools or AI-driven recommendations, which could enhance customer satisfaction and operational efficiency. Similarly, pricing innovation, such as dynamic or value-based pricing models, is often overlooked, leading to suboptimal pricing strategies that fail to balance customer expectations with profitability. Moreover, place innovation, including the use of advanced logistics and last-mile delivery systems, remains underdeveloped, resulting in delays and poor service delivery. These shortcomings collectively diminish the marketing effectiveness of e-tailing firms, limiting their ability to compete and grow in a fast-paced e-commerce ecosystem.

Innovative marketing strategies present a viable solution to address these challenges and enhance the marketing success of e-tailing firms in Port Harcourt. By implementing process innovations, firms can streamline their operations, improve the shopping experience, and build stronger customer relationships. Adopting pricing innovations enables firms to better align their pricing strategies with market dynamics, attracting price-sensitive customers while optimizing revenue. Meanwhile, place innovations allow firms to expand their reach and improve delivery efficiency; ensuring products are available to customers conveniently and reliably. Together, these innovative approaches provide e-tailing firms with the tools to overcome their current limitations, enhance their competitive edge, and achieve sustainable growth in the digital marketplace.

Conceptual Framework

The conceptual framework represents the relationship between innovative marketing strategies and marketing success as depicted in Figure 1. The independent variables for this study were three innovative marketing strategies that were considered crucial in affecting the marketing success of e-tailing firms in Port Harcourt.

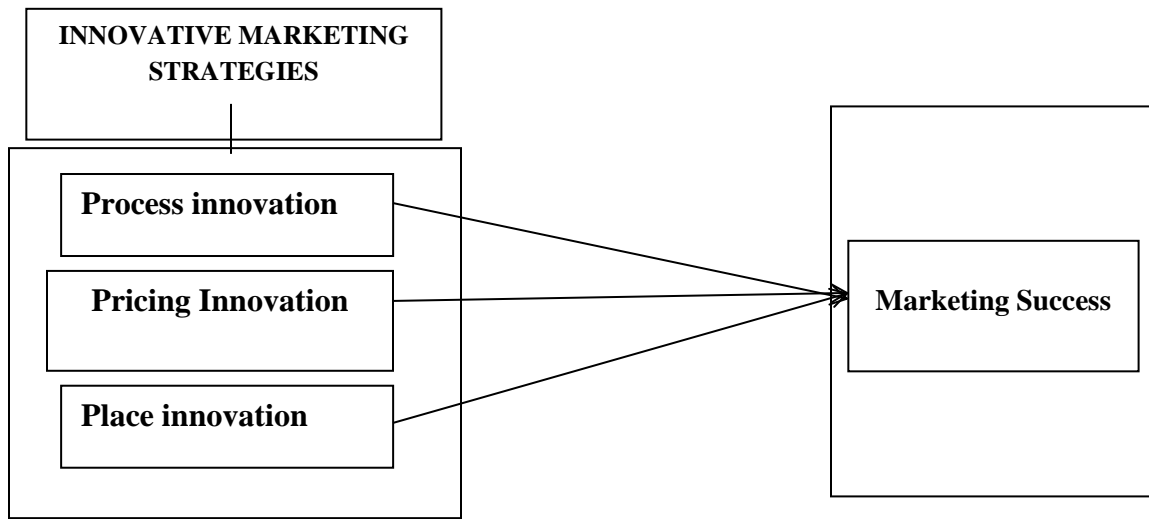


Figure.1.1: Conceptual framework showing the relationship between innovative marketing strategies and marketing success.

Source: Joudeh et al., 2023; Kumbara and Afuan 2020; Mochama 2021.

Aim and Objectives of the Study

The aim of this study was to examine the relationship between innovative marketing strategies and marketing success of e-tailing firms in Port Harcourt. The specific objectives of the study are as to:

- i. determine the relationship between Process innovation and marketing success of e-tailing firms in Port Harcourt.
- ii. examine the relationship between Pricing innovation and marketing success of e-tailing firms in Port Harcourt.
- iii. determine the relationship between Place innovation and marketing success of e-tailing firms in Port Harcourt.

Research Questions

To address the objectives of the study, the following questions were raised and answered:

- i. What is the relationship between Process innovation and marketing success of e-tailing firms in Port Harcourt?
- ii. How does Pricing innovation relate with marketing success of e-tailing firms in Port Harcourt?
- iii. How does Place innovation relate with marketing success of e-tailing firms in Port Harcourt?

Research Hypotheses

The following hypotheses were formulated and tested:

Ho₁: There is no significant relationship between Process innovation and marketing success of e-tailing firms in Port Harcourt.

Ho₂: There is no significant relationship between Pricing innovation and marketing success of e-tailing firms in Port Harcourt.

H₀₃: There is no significant relationship between Place innovation and marketing success of e-tailing firms in Port Harcourt.

Review of relate literature

Concept of Innovative Marketing Strategies

Innovation is the creation of something new or a modification of already existing product. The term innovation comes from the Latin word *innovatio* or *innovo*, which means to renew or to make something new (Norrman, 2008). Additionally, innovation is all about finding new ways to do things and to obtain strategic advantage (Tidd & Bessant, 2013). The definition, however, has developed over time and been interpreted very differently by different researchers, academicians and industry players (Sauber & Tschirky, 2006). Innovation in the form of entrepreneurship is a trigger for the creative destruction of products, markets and industries that foster change. Marketing innovation is the application of a new concept or marketing strategy, different from the existing marketing methods in firms, and therefore, it has not previously been used and is considering changes in design or product packaging, in the distribution and promotion of products, or in the pricing policy, which may bring about an increased penetration of goods and services of the company in the current market or new markets (Kolapo, et al., 2021).

Jeanine and Harmeling (2011) explained that understanding marketing innovation strategies is critical to organizations' success, development, and long-term survival. In addition, the concept of marketing innovation strategy proposes a roadmap that enterprises such as banks, and SME can use to overcome their marketing problems to practice successful marketing activities. For instance, marketing innovation strategy means innovation in all aspects of marketing activity; therefore, it is not limited to a specific field. For example, the invention in the field of product, service, or advertising, but instead includes all other marketing areas (Sathana et al., 2018).

Process Innovation and Marketing Success

Faith and Simon (2023) defined process innovation as the process of enhancing an organization's production and logistics methods in order to dramatically enhance all of its supporting activities, such as purchasing, accounting, computing, and maintenance. This definition matched that of Rogers (1962), who believed that process innovation encompassed any major enhancements made to the entire process of production and delivery, regardless of the tools, technologies or software utilized. They also underlined the need for businesses to innovate their business practices in order to increase their productivity across the board. The term "process innovation" typically refers to a completely new approach that has not yet been adopted or implemented by the company. The process may have been created by the business itself or with outside assistance (Namusonge, et al., 2016).

Alinda et al. (2024) found strong correlation between process innovation and sustainability practices in Uganda. Specifically, Canh et al. (2019) concludes that product and process innovation are beneficial to firm performance in terms of market share in Vietnam. Many empirical studies revealed a very significant effect of product and process innovation of firms on performance and competitiveness. Samuel (2023) and Wondifraw et al. (2022) found that product; process, marketing and organizational innovation was positively and significantly related to firm performance. Su (2023) also stated that product innovation has a direct effect on a firm's performance. Wondwossen (2018) observed that product, process and market

innovations give the Small and Medium Enterprises a competitive edge in the market. Hence the following null and alternative hypotheses were formulated:

Ho₁: There is no significant relationship between Process innovation and marketing success of e-tailing firms in Port Harcourt.

Pricing Innovation and Marketing Success

Pricing innovation is the most challenging area of innovative marketing (Mburu, 2023). The ability to control costs for products and services at every level of production suggested a way to maintain the efficiency of production. According to Kisuya et al. (2023), price was the only element of the marketing innovation strategies that produced revenue and it was the strongest source of marketing success. Embracing the transformation and changes that pricing innovation can bring is crucial for a business to maintain a sustainable competitive advantage in such a complex, volatile, and competitive environment (Adomako & Ahsan, 2022). Ignoring the transformative nature of the business environment and operating with a business model that is outdated and does not move with time, can be extremely detrimental to a company and it may ultimately lead to the cannibalization of the business itself. Baineamasanyu and Sewanyina (2020) sought to establish the effect of pricing innovation strategy on competitiveness in Uganda. The study used a case study of MTN Ltd whereby 65 respondents were surveyed in Bushenyi District. The study used both qualitative and quantitative research methods to examine the research issues. Quantitative data analysis was conducted using descriptive statistics, correlational analysis, and multiple regression whereby the OLS regression model was used. On the other hand, qualitative data was analyzed using thematic analysis. The findings of the study showed a strong relationship between pricing innovation strategy and competitive advantage. The study was in the telecommunication industry while the current study is in e-tailing firms. Kwistianus (2022) carried out a study to examine the impact of pricing innovation on the competitiveness of businesses that have adopted Activity-Based Costing (ABC). Data for the study was obtained through a survey of 100 companies that use ABC. A structured questionnaire was used in the survey and the research used the Structural Equation Model with Partial Least Square statistical methods. The results of this research indicated that pricing innovation strategy was a determinant factor of competitive advantage. In addition, this research found that pricing strategy can improve competitive advantage with the implementation of an ABC System. Price was a paramount characteristic of marketing strategy and an important component since it was the only element that contributed to the company's revenue and ultimately gained profits (Adan, 2020). It is also the most changeable component of marketing strategies. Therefore, it is important for entities to implement appropriate pricing strategies, which could result in beneficial effects such as customer satisfaction, loyalty, and retention (Mburu, 2023). As noted above there is an inconsistency in the effect of pricing competitive advantage. For example, Kwistianus (2022) found that pricing innovation was a crucial determinant of competitive advantage. However, Mishra (2021) found that pricing innovation had no significant effect on competitive advantage. Despite these contradictions, these variables have not been examined in the context of commercial banks. Hence the following null and alternative hypotheses were formulated:

Ho₂: There is no significant relationship between Pricing innovation and marketing success of e-tailing firms in Port Harcourt.

Place Innovation and Marketing Success

A distribution channel is made up of a series of people or entities whose role is to ensure the product concerned reaches consumers at the right place and time. According to Amondi (2020), the distribution channel is made up of product design and sales, product transfer to consumers, and auxiliary services relating to sales. These are interconnected events from the point of production to the point of sale. A distribution channel involves 5 main functions which are: communication, handling, transport, storage, and assortment (Mochama, 2021). The distribution innovation strategy intends to maximize the customer-firm relationship. In a situation where a firm faces fierce competition, it is important for the firm to be innovative in distribution channels. Many firms have incorporated technology in their distribution channels whereby the growth of Information Technology (IT) has been a catalyst for market expansion (Amondi, 2020). In their study, Idah and Egessa (2023) demonstrated that the use of social media to innovate distribution channels impacts the marketing success of a company. In addition, the use of social media necessitates creativity and innovation in the branding and marketing of the bank's products. Good distribution channel innovation capabilities will aid firms in differentiating themselves from competitors and generating consumer interest in their products and services. This gives firms an advantage over their competitors Yusuf (2022) carried out a study to investigate the effect of distribution channel innovation on the marketing success of SMEs dealing with batik products. The study used a quantitative research method to examine the research issues. Quantitative data analysis was conducted using descriptive statistics and correlational analysis. The findings of the study showed a strong correlation between distribution channel innovation and marketing success. That study made use of correlation analysis to determine the relationship between marketing innovation strategies and marketing success. However, the current study used a Pearson correlation to examine how each marketing innovation strategy relates with marketing success. Empirical studies on the relationship between distribution channel innovation and competition have been mixed. For example, a study conducted by Tang and Mesfin (2020) indicated that distribution channel innovation improved competitive advantage. Similarly, Suryati and Lusia (2022) analyzed how distribution channels affect competitive advantage. Nonetheless, Mburu (2023) found no significant relationship between distribution channel innovation and competitive advantage. Based on the discussion above, the following null and alternative hypotheses are formulated:

H₀₃: There is no significant relationship between Place innovation and marketing success of e-tailing firms in Port Harcourt.

Theoretical Framework

Diffusion of Innovation Theory Every research work must be based on a theory. It is the theory that will be used to explain the phenomenon being studied. A theory, according to Agu (2008), is only an effort to combine and synthesise empirical facts in order to maximise clarity and unity (p.9). Innovation is the lifeblood of progress, propelling societies, businesses, and individuals forward. But how do innovations spread, gain acceptance, and ultimately transform our world? The answer lies in the Diffusion of Innovation Theory, a theory propounded by Everett M. Rogers in 1962. This theory has since become a cornerstone of understanding how new ideas, products, and technologies permeate societies. According to Everett Rogers' 1962 Diffusion of Innovation Theory, the acceptance of an innovation follows a bell-shaped curve, with certain individuals being the first to adopt the innovation (innovators), followed by a larger group of early adopters, and finally a majority of the population (late adopters) (Rogers (1962). The Diffusion of Innovation

Theory remains a powerful tool for understanding how innovations permeate societies and markets.

Empirical Review

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Methodology

This study adopted the descriptive survey design within a quantitative method. The population comprised of 50 respondents of three (3) electronic commerce firms (Jumia, Kinga and Slot System Ltd) in Port Harcourt, Rivers state Nigeria using probability sampling with a simple random technique to ensure unbiased representation. The primary data was collected through the administration of questionnaire to the respondents of electronic commerce firms. The instrument was administered to the respondents of electronic commerce firms in Port Harcourt. A total number of 50 copies of the questionnaire were administered to the respondents. This study adopted a combination of descriptive and inferential statistical tools with the aid of statistical package for social sciences (SPSS) version 23.0 in order to facilitate the analysis. Charts, frequency tables, means, as well as percentages constituted the descriptive statistical while the Pearson Product Moment correlation was used to analyze the relationship between independent and dependent variables at $P > 0.01$ (two - tailed test).

Data Analysis and Results

In this section, the data collected in the questionnaire were analyzed statistically. The analysis covered the demographic variables of the respondents as well as the bivariate and multivariate analyses.

Table 1 Questionnaire Distribution and Retrieval

Questionnaire Distribution	Questionnaire Retrieval	Useful Questionnaire	Not Useful
50	46	40	6

Table 1 shows the order in which copies of the questionnaire were administered to the respondents and their collection rate. From the table, it is observed that out of the 50 copies of the questionnaire administered to the respondents, 46 copies were collected, 40 copies were useful and 6 copies were not useful.

Demographic Analysis

The demographic variables of the respondents were presented and analyzed in this section. The percentage and frequency tables were used to present and analyzed the demographic variables of the respondents.

Table 2: Sex of the Respondents

Sex	Frequency	Percentage
Females	18	45%
Males	22	55%
Total	40	100%

Source: Field Survey, 2025.

Table 2 shows the gender of the respondents who participated in this study. The data indicates that out of the 40 respondents, who completed and returned copies of the questionnaire, 18 were females and 22 were males.

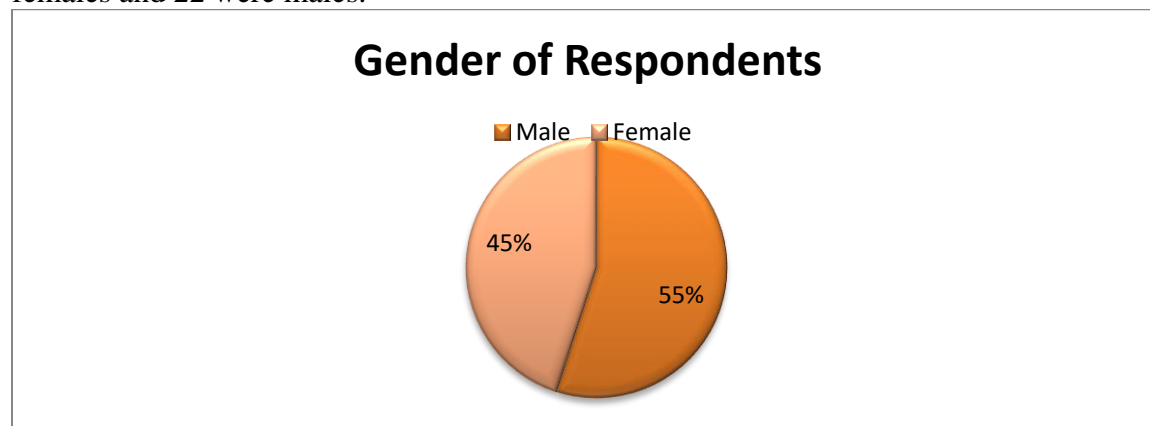


Figure 2 showing gender of respondents

As clearly indicated in table 2 as well as represented in the chart above, according to the analysis, out of the total 40 respondents, 55 % representing 22 respondents were males while 45% representing 18 respondents were females.

Bivariate Analysis

Test of Hypothesis one (1)

Ho₁: There is no significant relationship between Process innovation and marketing success of e-tailing firms in Port Harcourt.

Table 3: Correlations

			Process innovation	marketing success
Pearson (r)	Process innovation	Correlation Coefficient	1.000	.738*
		Sig. (2-tailed)	.	.037
		N	40	40
	marketing success	Correlation Coefficient	.738*	1.000
		Sig. (2-tailed)	.037	.
		N	40	40

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

SPSS output, 2025.

The output analyzed the extent to which Process innovation and marketing success of E-tailing firms in Port Harcourt. Pearson correlation co-efficient indicates a strong association between the two variables ($r = 0.738$). The test of significance indicates that with $P 0.037 < 0.05$ we reject the null hypothesis which states that there is no significant relationship between Process innovation and marketing success. Thus, a higher level of Process innovation was associated with higher levels of marketing success of E-tailing firms in Port Harcourt.

Test of Hypothesis Two (2)

Ho₂: There is no significant relationship between Pricing innovation and marketing success of e-tailing firms in Port Harcourt.

Table 4: Correlations

			Pricing innovation	marketing success
Pearson (r)	Pricing innovation	Correlation Coefficient	1.000	.908*
		Sig. (2-tailed)	.	.033
		N	40	40
	marketing success	Correlation Coefficient	.908*	1.000
		Sig. (2-tailed)	.033	.
		N	40	40

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

SPSS output, 2025.

The output analyzed the extent to which Pricing innovation relate with marketing success of E-tailing firms in Port Harcourt. Pearson correlation co-efficient indicates a strong association between the two variables ($R_s=0.908$). The test of significance indicates that with $P\ 0.33 < 0.05$ we can reject the null hypothesis which states that there is no significant relationship between Pricing innovation and marketing success of E-tailing firms in Port Harcourt. Thus, higher levels of pricing innovation were associated with higher levels of marketing success of E-tailing firms in Port Harcourt.

Test of Hypothesis Three (3)

Ho₃: There is no significant relationship between Place innovation and marketing success of e-tailing firms in Port Harcourt.

Table 5: Correlations

			Place innovation	marketing success
Pearson (r)	Place innovation	Correlation Coefficient	1.000	.857**
		Sig. (2-tailed)	.	.007
		N	40	40
	marketing success	Correlation Coefficient	.857**	1.000
		Sig. (2-tailed)	.007	.
		N	40	40

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

SPSS output, 2025.

The output analyzed the extent to which after Place innovation relate with marketing success of E-tailing firms in Port Harcourt. Pearson correlation co-efficient indicates a strong association between the two variables ($R_s=0.857$). The test of significance indicates that with $P.007 < 0.05$ we

can reject the null hypothesis which states that there is no significant relationship between Place innovation and marketing success of E-tailing firms in Port Harcourt. Thus, higher levels of Place innovation were associated with higher levels of marketing success of E-tailing firms in Port Harcourt.

Discussion of Findings

The findings from the bivariate analysis demonstrate a significant and positive relationship between innovative marketing strategies and the marketing success of e-tailing firms in Port Harcourt. Specifically, the relationships between process innovation, pricing innovation, and place innovation with marketing success were analyzed, revealing strong correlations in all three areas.

Process Innovation and Marketing Success

The analysis indicates a significant positive relationship between process innovation and marketing success ($r=0.738, p=0.037$ $r = 0.738, p = 0.037$ $r=0.738, p=0.037$). This suggests that firms employing advanced technologies, such as AI-driven customer engagement systems and optimized supply chain management, can significantly enhance customer satisfaction and streamline operations. The findings align with Rogers' (1962) definition of process innovation, which emphasizes the enhancement of production and logistics methods to improve operational productivity. Relevant literature supports these findings, with Faith and Simon (2023) highlighting that technological process innovations improve organizational performance. Similarly, Canh et al. (2019) concluded that process innovation positively influences market share and firm competitiveness in Vietnamese manufacturing firms. These examples illustrate the broad applicability of process innovation across industries and regions.

Pricing Innovation and Marketing Success

The study demonstrates a strong positive correlation between pricing innovation and marketing success ($r=0.908, p=0.033$ $r = 0.908, p = 0.033$ $r=0.908, p=0.033$). Pricing strategies, such as dynamic pricing and value-based models, allow firms to respond to market demand fluctuations and enhance revenue while maintaining customer satisfaction. This aligns with the findings of Kwistianus (2022), which showed that pricing innovation significantly determines competitive advantage, especially when integrated with modern costing systems.

The role of pricing innovation as a revenue driver is further reinforced by Adomako and Ahsan (2022), who noted that effective pricing strategies enable firms to achieve sustainable competitive advantages. However, some inconsistencies, such as Mishra's (2021) findings that pricing innovation does not always impact competitiveness, suggest that contextual factors, such as industry type, may influence outcomes. For e-tailing firms in Port Harcourt, the positive results underscore the importance of adopting flexible pricing mechanisms to capture and retain a tech-savvy customer base.

Place Innovation and Marketing Success

The analysis reveals a significant positive relationship between place innovation and marketing success ($r=0.857, p=0.007$ $r = 0.857, p = 0.007$ $r=0.857, p=0.007$). Place innovation, including enhanced distribution networks and last-mile delivery solutions, plays a pivotal role in ensuring timely product availability and improving customer satisfaction. The findings echo the results of

Yusuf (2022), who demonstrated the positive impact of innovative distribution strategies on the marketing success of SMEs.

Moreover, Amondi (2020) highlighted that technology-driven distribution innovations enable firms to differentiate themselves and maintain competitive advantages in dynamic markets. These innovations are especially relevant in urban and economically vibrant cities like Port Harcourt, where consumer expectations for quick and reliable services are high.

Conclusion

This study examined the relationship between innovative marketing strategies—process, pricing, and place innovations—and the marketing success of e-tailing firms in Port Harcourt. The findings revealed significant positive correlations across all three dimensions, highlighting their critical role in enhancing marketing performance. Process innovation was shown to have positive and significant relationship with marketing success of e-tailing firms in Port Harcourt, pricing innovation showed positive and significant relationship with marketing success of e-tailing firms in Port Harcourt, and place innovation also showed a positive and significant relationship with marketing success of e-tailing firms in Port Harcourt. The study concluded that to achieve sustainable growth, firms must prioritize innovation (process, pricing, and place) across multiple dimensions, supported by a deep understanding of their market and informed by evidence-based practices from the literature.

Recommendations

Based on the findings, the following recommendations are made:

1. **Invest in Advanced Process Innovation:** E-tailing firms should incorporate technologies such as artificial intelligence (AI) for personalized customer engagement, machine learning for predictive analytics, and automation to streamline supply chain operations. These innovations can enhance efficiency, reduce operational costs, and improve customer satisfaction, contributing to sustainable marketing success.
2. **Adopt Flexible and Dynamic Pricing Models:** E-tailing Firms should implement dynamic pricing strategies that adjust prices based on demand, competitor behavior, and market trends. This approach will ensure competitive pricing, maximize revenue, and attract a broader customer base. Training and tools for real-time pricing analysis should be provided to management teams.
3. **Leverage Technology for Place Innovation:** E-tailing firms should optimize their distribution channels by adopting advanced logistics technologies, such as route optimization tools, real-time tracking, and last-mile delivery systems. This will ensure timely product delivery and enhance customer experiences, particularly in a fast-paced urban environment like Port Harcourt.

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