The effect of marketing 5.0 on marketing performance: The moderating effect of customer resources

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A B S T R A C T

This study aims at exploring the effect of marketing 5.0 as a whole construct on marketing performance and the moderating role of customer resources between these two variables. Moreover, the study aims at examining the effects of marketing 5.0 dimensions, i.e., predictive marketing, contextual marketing, augmented marketing, and agile marketing on marketing performance as well as the moderating role of customer resources in the effect of each dimension on marketing performance. Collecting data by a closed-end questionnaire from a sample consisting of 186 managers and sales persons in clothing shops, the results pointed out that there is a statistically significant effect of marketing 5.0 on marketing performance and there is a statistically significant moderating effect of customer resources between marketing 5.0 and marketing performance. Furthermore, the results revealed that three dimensions of marketing 5.0, i.e., predictive marketing, contextual marketing, and augmented marketing, exerted significant effects on marketing performance. As well, customer resources significantly moderated the effects of predictive marketing and augmented marketing on marketing performance. Such results contribute to marketing performance literature through highlighting the importance of both marketing 5.0 and customer resources together in enhancing marketing performance.

1. Introduction

One of the most crucial determinants of business performance is marketing performance. Such a construct reflects the ability of a firm to adequately perform its marketing activities. Recently, scholars (e.g., Alanazi, 2022; Bakator et al., 2023) highlight the importance of marketing 5.0 as a significant predictor of marketing performance. Marketing journey includes anticipating product and market orientations in marketing 1.0 and marketing 2.0, transforming firms focus to human-centric customer management in marketing 3.0, adopting digital technologies to carry out digital marketing in marketing 4.0, and introducing new principal technologies such as artificial intelligence into marketing strategy to attain positive outcomes such as business performance (Lies, 2021; Alanazi, 2022; Dutt, 2023). Marketing 5.0, in which new principal technologies such as Artificial Intelligence (AI), augmented reality (AR), virtual reality (VR), and Internet of Things (IoT), is utilized to gain several benefits like increasing customer satisfaction, engagement, and loyalty, enhancing brand reputation, and improving business performance (Dutt, 2023) through incorporating new technologies into marketing strategy (Bakator et al., 2023). In the literature, marketing 5.0 and some of its related dimensions, i.e., predictive marketing, contextual marketing, augmented marketing, agile marketing, and data-driven marketing Kotler et al. (2021), have been assumed to exert significant effects on marketing performance (Alanazi, 2022). A specific vein of the literature highlights customer resources as a key predictor of marketing performance benefiting from customer retention, performance of new product development and positive customer lifetime value (Żyminkowska et al., 2019). These resources contain customer social interactivity, customer persuasion capital,

customer knowledge and skills as well as customer contribution to new product development, that is, customer involvement in product development and customer interactions with other customers (Harmeling et al., 2017; Żyminkowska et al., 2019; Frempong et al., 2020).

On the basis of these studies, it was suggested that both marketing 5.0 and customer resources are pivotal predictors of marketing performance. However, due to lack of previous empirical studies on the effect of marketing 5.0 and its dimensions (predictive marketing, contextual marketing, augmented marketing, agile marketing) on marketing performance as well as the moderating role of customer resources in this regard, this study aims at lessening this gap in the literature in order to deliver new insights on crucial factors that improve marketing performance through exploring the nature of the relationship between marketing 5.0 as an independent variable, customer resources as a moderating variable, and marketing performance as a dependent variable, as well as using four marketing dimensions (predictive marketing, contextual marketing, augmented marketing, agile marketing) as independent variables with the same moderating and dependent variables.

2. Literature review and hypotheses development

2.1 Marketing performance

Marketing performance refers to a business ability to engender specific outcomes, either financial or non-financial outcomes, through marketing activities. Such a definition depends on the literature of marketing performance measurements in which three major types of these measurements were documented, i.e., measuring marketing productivity, recognizing performance metrics, and assessing brand equity (O'sullivan & Abela, 2007). In the same vein, five measurements of marketing performance were highlighted, which are marketing efficiency (converting marketing inputs into marketing outputs), customer relationship management (attracting and retaining valued customers), intellectual capital and knowledge assets management (creating market intelligence and considering customer-oriented culture), internal consistency (maintain strategic alignment of marketing functions with non-marketing functions), and supply chain interface (maintaining strategic alignment with adequate supply chain partners) (Lamberti & Noci, 2010). It can be measured using indicators like increased sales, increased number of customers, improved profits, and exceeding the current profit target (Alanazi, 2022).

2.2 Marketing 5.0

Marketing 5.0 has been conceptualized as a marketing strategy in which humans and technology collaborate to engender customer experience (Alanazi, 2022). It emphasizes using technology applications such as artificial intelligence to investigate customer data and create recommendations, the importance of co-creation with customers to develop products or services, as well as considering customer feelings of security (Dutt, 2023). For Bakator et al. (2023), marketing 5.0 refers to incorporating advanced technology into marketing strategies such as artificial intelligence, Internet of Things (IoT), and big data analytics. According to Kotler et al. (2021), marketing 5.0 consists of five dimensions: predictive marketing, contextual marketing, augmented marketing, agile marketing, and data-driven marketing. Predictive marketing refers to studying customer data to understand and influence customer behavior (Muhajir, 2024). It enables firms to forecast customer behavior (Ajiga et al., 2024) and carry out market segmentation, make customer-related proactive decisions, and detect the best customer segments (Amajuoyi et al., 2024). Contextual marketing is providing the right customers with useful information at the right time (Zheng et al., 2021). Augmented marketing refers to an influential instrument that significantly alters customer engagement and purchasing decisions (Maria, 2023). An example of augmented marketing is IKEA's virtual reality application, by which customers are allowed to pictured how furniture will appear in their homes (Dutt, 2023). Finally, agile methodology in marketing 5.0 context emphasizes examining customer interactivity, using appropriate software solutions, customer collaboration, and customer response analysis (Acharyulu, 2022).

2.3 Customer resources

Customer resources signify customer voluntary involvement in a firm's marketing function in terms of specific facets such as customer network assets, customer persuasion capital, customer knowledge about a firm's products, brands, and other customers, and customer creativity in terms of customer contributions for product development through his or her valuable ideas (Harmeling et al., 2017). Customer resources as a pivotal construct has been linked to customer value, customer retention, new product performance, and firm performance (Żyminkowska et al., 2019; Sun et al., 2022). These resources can be utilized through customer involvement in new product development and customer communications with other customers (Żyminkowska et al., 2019).

2.4 Hypotheses development

2.4.1 Marketing 5.0, customer resources and marketing performance

Marketing performance has been assessed as an endogenous variable in numerous prior works using different exogenous variables such as marketing strategy (Lamberti & Noci, 2010; Kartawinata & Wardhana, 2013), e-marketing (Chong et al.,

2016), market orientation (Murray et al., 2011), innovation capability (Alam et al., 2013), e-commerce (Farida et al., 2017), entrepreneurial marketing (Hidayatullah et al., 2019; Zahara et al., 2023), big data (Gupta et al., 2021) as well as digital marketing (Prayuda, 2024). One important independent variable, i.e., marketing 5.0, was used as a predictive factor of marketing performance and other outcomes such as business sustainability and business competitiveness in several papers (e.g., Alanazi, 2022; Bakator et al., 2023; Alkobaisi & Al Mubarak, 2024). Reviewing the literature in this regard shows that marketing 5.0 engenders several benefits such as improving business performance, enhancing customer engagement and loyalty, advancing brand reputation, improving customer satisfaction, and achieving long-term sustainability (Dutt, 2023). Foreseeing the impact of marketing 5.0 (predictive marketing, contextual marketing, and augment marketing) on marketing performance, Alanazi (2022) found significant effects of both contextual marketing and augmented marketing on marketing performance while predictive marketing had no significant effect on the same endogenous variable. Other studies recognized the importance of predictive marketing (Muhajir, 2024), contextual marketing (Zheng et al., 2021), augmented marketing (Suryawijaya & Aqmala, 2023), and agile marketing (Acharyulu, 2022) on marketing outcomes like marketing performance. On the other hand, it was expected in the current paper that customer resources (CR) (Harmeling et al., 2017) aided marketing 5.0 in lifting marketing performance. In order to investigate the effects of marketing 5.0 as a whole construct on marketing performance, and the moderating role of customer resources in this respect, the following hypotheses were proposed:

H₁: *Marketing 5.0 shows a significant effect on marketing performance.*
H₂: *CR shows a significant effect on marketing performance.*
H₃: *CR moderates the effect of marketing 5.0 on marketing performance.*

2.4.2 Marketing 5.0 dimensions, customer resources and marketing performance

Dimensions of marketing 5.0 as stated in the above-mentioned literature consist of predictive marketing, contextual marketing, augmented marketing, and agile marketing. Prior works (e.g., Alanazi, 2022) directly documented significant effects of contextual marketing, and augmented marketing on marketing performance. Other works indirectly indicated that predictive marketing, contextual marketing, augmented marketing and agility marketing can be used as a driver of marketing 5.0 (Zheng et al., 2021; Suryawijaya & Aqmala, 2023; Acharyulu, 2022; Muhajir, 2024; Ajiga et al., 2024; Amajuoyi et al., 2024). Regarding the effect of customer resources, it was recognized that customers' active participation yielded respectable results on a firm's marketing functions. Such participation is attained through customer social network assets, customer persuasion, ability to influence other customers, customer knowledge about products, services, and other customers, and customer creative ideas to develop new products (Harmeling et al., 2017; Żyminkowska et al., 2019). In order to examine the effects of marketing 5.0 dimensions as well as the moderating effect of customer resources, the following hypotheses were postulated:

H₄: *Predictive marketing shows a significant effect on marketing performance.*
H₅: *Contextual marketing shows a significant effect on marketing performance.*
H₆: *Augmented marketing shows a significant effect on marketing performance.*
H₇: *Agile marketing shows a significant effect on marketing performance.*
H₈: *CR shows a significant effect on marketing 5.0.*
H₉: *CR moderates the effect of predictive marketing on marketing performance.*
H₁₀: *CR moderates the effect of contextual marketing on marketing performance.*
H₁₁: *CR moderates the effect of augmented marketing on marketing performance.*
H₁₂: *CR moderates the effect of agile marketing on marketing performance.*

3. Research methodology

3.1 Research sample and data collection

Two hundred and fifty participants, i.e., managers and sales persons form clothing shops were chosen to achieve the purpose of the current study. Brief definitions of marketing 5.0 and its dimensions, customer resources, and marketing performance were included in the questionnaire. A five-point questionnaire was utilized to collect research data in which 5 refers to strongly agree and 1 refers to strongly disagree. A total of 186 questionnaires were returned valid for data analysis with a response rate of 74.4%. It should be noted that participants' responses reflect their perceived opinions on the effects of marketing 5.0 on marketing performance, and the moderating role of customer resources in the effect of marketing 5.0 and its related dimensions on marketing performance.

3.2 Research model

Twelve hypotheses were postulated to be tested in this study. The first three hypotheses as portrayed in Figure 1 were developed to assess the effect of marketing 5.0 and customer resources on marketing performance as well as the moderation part of customer resources. The other nine hypotheses as shown in Fig. 2 were established to evaluate the effects of marketing 5.0 dimensions on marketing performance and the moderating effects of customer resources in the effect of each dimension of marketing 5.0 and marketing performance.
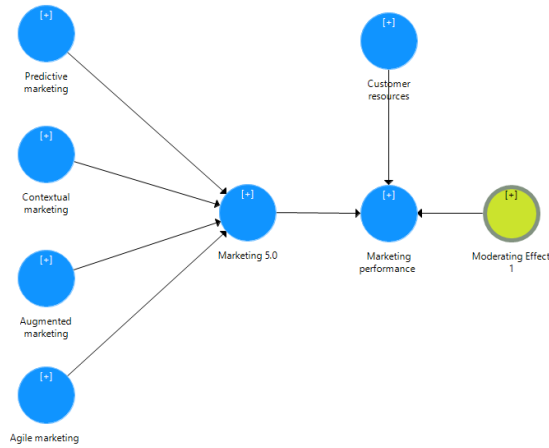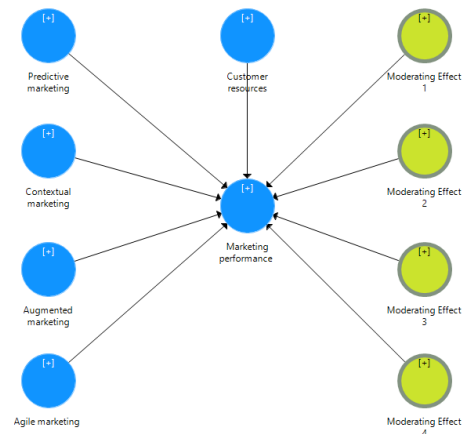
Fig. 1. Research first conceptual model

Fig. 2. Research second conceptual model

3.3 Research measures

Marketing 5.0 has been assessed using four dimensions: predictive marketing, contextual marketing, augmented marketing, agile marketing. Each dimension was measured by 4 items. Hence, 16 items were used to measure marketing 5.0 dimensions. Moreover, both customer resources and marketing performance were measured using 8 items. All these items were adopted from previous studies as depicted in Table 1.

Table 1
Research variables and items

Variables	Codes	Items	Reference
Predictive marketing	PRM1	Forecasting customer responses.	Alanazi (2022)
	PRM2	Foreseeing customer likes to advise products	
	PRM3	Considering personalized ads based on customer clicks.	
	PRM4	Assisting the firm to predict customer demand.	
Contextual marketing	COM1	Enhancing customer purchasing intention.	Alanazi (2022)
	COM2	Increasing product perceived usefulness.	
	COM3	Touching customer interests through electronic banner ads.	
	COM4	Enhancing customer experience through real-time features.	
Augmented marketing	AUM1	Making online shopping easier through virtual information.	Alanazi (2022); Maria (2023); Suryawijaya & Aqmala (2023)
	AUM2	Permitting customers to try out products.	
	AUM3	Improving customer engagement in real-time environments.	
	AUM4	Enhancing customer attitude toward brands.	
Agile marketing	AGM1	Responding more quickly to market changes.	Dutt (2023); Acharyulu, (2022)
	AGM2	Rejoining customer needs rapidly.	
	AGM3	Creating customer awareness of products.	
	AGM4	Motivating customers to buy shop products.	
Customer resources	CSR1	Customer ties with social networks.	Harmeling et al. (2017); Żyminkowska et al. (2019)
	CSR2	Customer influence on existing or potential customers.	
	CSR3	Customer knowledge about firm's products and brands.	
	CSR4	Customer contribution to firm's product development.	
Marketing performance	MPR1	Increased shop's sales.	Alanazi (2022); Astuti et al. (2018)
	MPR2	Growing number of customers.	
	MPR3	Improved market growth and share	
	MPR4	Enlarged current profit target	

4. Data analysis

4.1 Reliability and validity

Composite reliability (CR) and Cronbach's alpha coefficients (α) were used to assess reliability. The cut-off value of these two indices is 0.70. On the other side, factor loadings (FL) and the average variance extracted (AVE) were used to check validity. Factor loadings should be higher than 0.70 and AVE values should be more than 0.50 (Hair et al., 2011). As presented in Table 2, all these criteria were achieved meaning that the current research measures are reliable and valid and can be used to harvest research data.

4.2 Model fit

The determination factor (R^2), effect size criterion (f^2) and Stone-Geisser (Q^2) are three indices used to test the current model fit. The present results indicate that the current structural model shows a good predictive power of marketing performance ($R^2 = 0.428$), a moderate effect size of marketing 5.0 on marketing performance ($f^2 = 0.489$) and very small effect size of customer

resources on marketing performance ($f^2 = 0.005$). In terms of the model's predictive relevance, the results pointed out that Q^2 value of marketing 5.0 is 0.529 and Q^2 value of marketing performance is 0.220. These two values were adequate as their values are higher than zero.

Table 2
Results of reliability and validity

Variables	Codes	FL	AVE	CR	α
Predictive marketing	PRM1	0.867	0.800	0.941	0.916
	PRM2	0.906			
	PRM3	0.908			
	PRM4	0.895			
Contextual marketing	COM1	0.849	0.730	0.915	0.876
	COM2	0.852			
	COM3	0.860			
	COM4	0.855			
Augmented marketing	AUM1	0.851	0.681	0.895	0.843
	AUM2	0.874			
	AUM3	0.806			
	AUM4	0.766			
Agile marketing	AGM1	0.885	0.804	0.943	0.919
	AGM2	0.877			
	AGM3	0.917			
	AGM4	0.908			
Customer resources	CSR1	0.856	0.749	0.923	0.888
	CSR2	0.878			
	CSR3	0.869			
	CSR4	0.859			
Marketing performance	MPR1	0.783	0.553	0.831	0.726
	MPR2	0.831			
	MPR3	0.703			
	MPR4	0.644			

4.3 First model testing

Fig. 3 shows the first structural model of the study in which marketing 5.0 is linked to marketing performance. Marketing 5.0 was used as a whole construct consisting of four dimensions (predictive marketing, contextual marketing, augmented marketing, and agile marketing) in presence of customer resources as a moderating variable. Full results of these effects can be seen in Table 3.
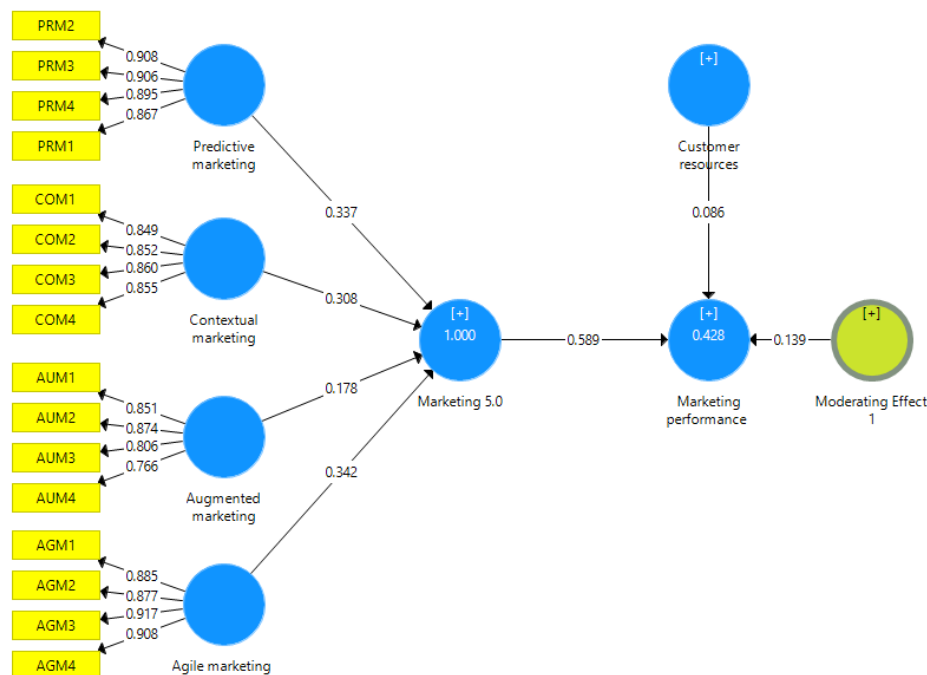
Fig. 3. Research first structural model

It was found that marketing 5.0 exerted a significant effect on marketing performance ($\beta = 0.589$, t-value = 6.942, p-value = 0.000), which confirms that the first hypothesis (H1) was supported. Furthermore, the results revealed that customer resources had no significant effect on marketing performance ($\beta = 0.086$, t-value = 939, p-value = 0.174), which means rejecting the

second hypothesis (H2). However, the results disclosed a significant moderating role of customer resources in the effect of marketing 5.0 on marketing performance, which signifies accepting the third hypothesis (H3).

Table 3
Results of the first structural research model

Research hypotheses			β	t	P	Result
H1	Marketing 5.0	→ Marketing performance	0.589	6.942	0.000	Accepted
H2	Customer resources	→ Marketing performance	0.086	0.939	0.174	Rejected
H3	Moderating effect	→ Marketing performance	0.139	2.458	0.007	Accepted

4.4 Second model testing

Fig. 4 displays the second structural model of the study in which marketing 5.0 dimensions (predictive marketing, contextual marketing, augmented marketing, and agile marketing) are linked to marketing performance.
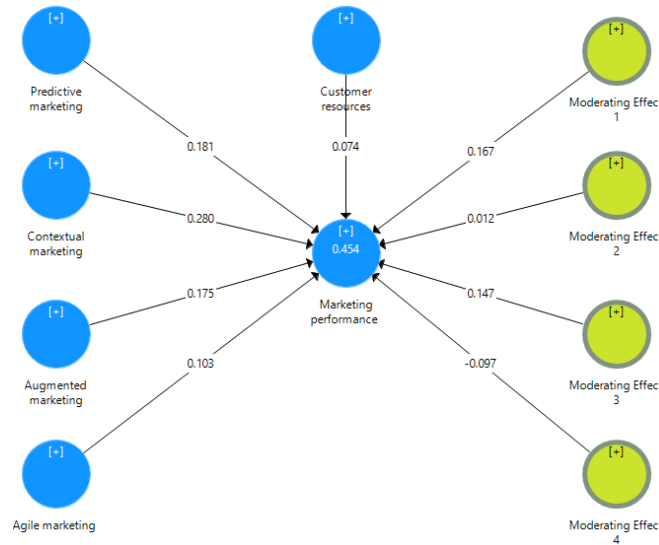
Fig. 4. Research second structural model

The results of the second structural research model as shown in Table 4 indicate that marketing performance is significantly affected by predictive marketing (β = 0.181, t-value = 2.016, p-value = 0.022), contextual marketing (β = 0.280, t-value = 2.146, p-value = 0.016), and augmented marketing (β = 0.175, t-value = 2.521, p-value = 0.006). But agile marketing had no significant effect on marketing performance (β = 0.103, t-value = 804, p-value = 0.211). These results indicate that hypotheses H4, H5, and H6 were accepted and H7 was rejected.

Table 4
Results of the second structural research model

Research hypotheses			β	t	P	Result
H4	Predictive marketing	→ Marketing performance	0.181	2.016	0.022	Accepted
H5	Contextual marketing	→ Marketing performance	0.280	2.146	0.016	Accepted
H6	Augmented marketing	→ Marketing performance	0.175	2.521	0.006	Accepted
H7	Agile marketing	→ Marketing performance	0.103	0.804	0.211	Rejected
H8	Customer resources	→ Marketing 5.0	0.074	0.735	0.231	Rejected
H9	Moderating effect 1	→ Marketing performance	0.167	1.652	0.049	Accepted
H10	Moderating effect 2	→ Marketing performance	0.012	0.111	0.456	Rejected
H11	Moderating effect 3	→ Marketing performance	0.147	2.447	0.007	Accepted
H12	Moderating effect 4	→ Marketing performance	0.097	0.714	0.238	Rejected

Similarly, customer resources had no significant effect on marketing 5.0 (β = 0.074, t-value = 0.735, p-value = 0. 0.231) meaning that H8 was rejected. In terms of the moderating effects, it was found that the effect of predictive marketing on marketing performance was moderated by predictive marketing (β = 0.167, t-value = 1.652, p-value = 0.049) and augmented marketing (β = 0.147, t-value = 2.447, p-value = 0.007), which means accepting H9 and H11 in which moderating effect 1 and moderating effect 3 were proposed. Additionally, the results revealed that customer resources had no significant moderating role in the effect of contextual marketing (β = 0.012, t-value = 0.111, p-value = 0.456) and agile marketing (β = 0.097, t-value = 0.714, p-value = 0.238), which means rejecting H10 and H12 in which moderating effect 2 and moderating effect 4 were suggested.

5. Results discussion and research conclusion

This study aims at exploring the effects of marketing 5.0 (H1) and customer resources (H2) on marketing performance and the moderating role of customer resources in the effect of marketing performance (H3). Also, the study is concerned with investigating the effects of marketing 5.0 dimensions (predictive marketing, contextual marketing augmented marketing, and agile marketing) on marketing performance (H4-H7), the effect of customer resources on marketing performance (H8), and the moderating effects of customer resources on the effects of marketing 5.0 dimensions on marketing performance (H9-H12). The results in line with previous studies (e.g., Alanazi, 2022) designated a significant effect on marketing 5.0 on marketing performance. This result can be justified stating that forecasting customer responses, considering their likes and personalized ads to predict their demand, touching customer interests and improving their experience using real-time features, refining customer involvement and their attitudes toward brands play a significant part in lifting customer purchase intention and hence increase the number of customers and sales. For the effect of customer resources on marketing 5.0 and its moderating role, the results pointed out that customer resources had no significant effect on marketing 5.0 and at the same time significantly moderates the effect of marketing 5.0 on marketing performance. This result indicates that customer persuasion capital, customer knowledge, and customer influence on existing or potential customers does not affect the application of marketing 5.0 in which firs use predictive analytics (Muhajir, 2024), providing customers with useful information on their devices in contextual marketing (Zheng et al., 2021), augmented reality to improve customer digital interactivity (Suryawijaya & Aqmala, 2023), and exercising agile methodology through marketing strategy (Acharyulu, 2022). However, customer resources aid firm's efforts to apply marketing 5.0 activities.

Regarding the effects of marketing 5.0 dimensions (predictive marketing, contextual marketing augmented marketing, and agile marketing) on marketing performance, the results showed that three dimensions (predictive marketing, contextual marketing, and augmented marketing) had significant effects on marketing performance, while the fourth one (agile marketing) had no significant effect on the same dependent variable. Some of these results were echoed in previous works (e.g., Alanazi, 2022) in which significant effects of contextual marketing and augmented marketing on marketing performance were cited. Other works appreciated the importance of predictive marketing algorithms, contextual marketing, and augmented marketing for marketing performance (e.g., Suryawijaya & Aqmala, 2023; Muhajir, 2024; Ajiga et al., 2024; Amajuoyi et al., 2024). Concerning the effect of customer resources on marketing performance, no significant effect was recorded in this study. Such a result can be justified stating that customer persuasion capital, knowledge and influence alone do not result in more customers and sales. However, customer resources help other variables inducing marketing performance. As found in this study customer resources moderate the effects of predictive marketing and augmented marketing on marketing performance, while contextual marketing and agile marketing did not play such a moderating role. In fact, customer social network ties, customer persuasion ability to influence other customers, customer knowledge about products and other customer, and customer creative ideas to develop new products (Harmeling et al., 2017) support the firm's ability to predict customer responses (Alanazi, 2022), and improving customer engagement (Maria, 2023) but do not improve customer experience through real-time features, particularly, in the absence of customer opportunities to offer creative ideas to develop new products (Harmeling et al., 2017).

On the basis of these results, it was concluded that incorporating advanced technologies such as Artificial Intelligence (AI), augmented reality (AR), virtual reality (VR), Internet of Things (IoT) improve marketing performance. Such applications make shopping experience easier, enhance the firm's ability to predict customer interests, responses and demand, augment customer purchase intention, enlarge product supposed usefulness, better customer engagement, and boost customer attitude toward brands. Hence, firms are required to introduce marketing 5.0 technologies to lift their marketing performance. It should be noted that marketing 5.0 requires customer resources as a beneficial factor employed to aid the application of marketing 5.0 technologies. Briefly, marketing performance can be enhanced through integrating marketing 5.0 technologies into customer knowledge, skills and involvement in product development and communications with the firm and other existing and potential customers.

6. Research implications

Investigating the effect of marketing 5.0 and its four dimensions (predictive marketing, contextual marketing, augmented marketing, and agile marketing) on marketing performance in the presence of customer resources as a moderating variable, confirms in empirical terms that firms can improve their marketing performance using marketing 5.0 technologies with assistance of customer resources as presented by their social network ties, customer persuasion ability to influence other customers, customer knowledge about products and other customer, and customer creative ideas to develop new products. Such an implication calls firms to utilize new core technologies such as Artificial Intelligence (AI), augmented reality (AR), virtual reality (VR), Internet of Things (IoT) as well as customers to improve the outcomes of these advanced technologies. In theoretical terms, the current study added customer resources as a critical supporter factor in the relationship between marketing 5.0 and marketing performance. Therefore, scholars are requested to reexamine the importance of customer resources as a moderator of the effect of marketing 5.0 on marketing performance.

7. Research limitations and future work directions

A major limitation of this study is that it was conducted based on data collected from managers and sales persons from clothing retailing. Such an industry is different from other industries with respect to marketing 5.0 applicability and customer opportunities to engage in firms' marketing functions through their ties over social networks, customer persuasion ability to influence other existing and potential customers, customer knowledge about products and other customer, as well as customer creative ideas to develop new products. Moreover, the first model of this study was conceptualized using one whole construct (marketing 5.0) with a moderating variable (customer resources) while the second one was conceptualized using four dimensions of marketing 5.0 (predictive marketing, contextual marketing, augmented marketing, and agile marketing) with the same moderating variable. Therefore, scholars are required to take notice of the examined industry considering other mediating or moderating variables.

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