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The Impact of Product Management Strategies on
Perceived Product Quality: Applied on the Technology
Consulting Sector: Code Design Company, Riyadh, Saudi
Arabia “Case Study”

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Graduation Project – 1

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Research Title:

**The Impact of Product Management Strategies on Perceived Product Quality:
Applied on the Technology Consulting Industry Code Design Company,
Riyadh, Saudi Arabia “Case Study”**

1. Introduction:

Product management strategies refer to the approaches and techniques used by companies to effectively manage their products throughout their lifecycle and maximize their success in the market. These strategies involve various steps and considerations, such as identifying growth opportunities, integrating data assets, understanding digital touchpoints, ensuring supply chain capabilities, and building supporting infrastructure (Langer & Mukherjee, 2023). Software product management, in particular, plays a crucial role in increasing the success rate of IT projects, and software product managers employ strategies to overcome challenges in their work. These strategies include identifying and evaluating solutions to common problems, developing guidelines for product management, and improving software engineering practices (Springer et al., 2023). Additionally, product management strategies encompass the concept of new product development, including options such as mergers, acquisitions, licensing, franchising, and proactive development, as well as product management strategies based on the product life cycle or individual product management (Kuka, 2018). The digital transformation has also influenced product management strategies, with a shift towards agile environments and a focus on marketing innovation and customer satisfaction (Jílková, 2019b). Finally, an integrated strategic project management framework has been developed to optimize business value creation and increase the likelihood of success in product innovation projects (Andersson & Chapman, 2017).

Perceived product quality refers to the consumer's impression or assessment of the quality of a product (Solin & Curry, 2022). It is a subjective perception that takes into account various factors such as the product's capabilities, advantages, durability, and functions (Springer et al., 2023). Perceived quality can be influenced by different aspects, including service quality, price perceptions, and product design (Kato,;Yang et al. (2022) It is an important factor that directly

affects the overall evaluation of a product by consumers. Nassè (2022) The concept of perceived quality is particularly relevant in the automobile industry, where it has been found that different attributes of a car can have asymmetric effects on overall evaluation . In low-income countries, perceived product quality also plays a role in customer satisfaction, highlighting the importance of offering high-quality products and services to increase customer satisfaction.

Product management strategies have a significant impact on perceived product quality Turcan & Turcan,(2023). Quality management, including measures such as understanding the market, providing excellent customer service, and establishing a quality management system, can improve product quality and customer satisfaction. The adoption of product quality management leads to higher competitive advantage, sustainability, and financial health for small and medium-sized enterprises (SMEs) (Kuka,2018). Additionally, the use of strategic management tools is believed to have a positive impact on product quality and business performance, although statistical analysis did not confirm this association in a study of Czech food processing companies. Solin & Curry (2022). Perceived quality is an important factor influencing purchasing decisions, with consumers prioritizing products with higher perceived quality Hosseini and Korani (2022). Overall, implementing product management strategies and quality management practices can contribute to improved perceived product quality and business performance.

Product management strategies significantly impact perceived product quality by enhancing market understanding, customer service, and quality management systems, leading to improved consumer satisfaction and loyalty (Stylidis et al., 2019; Bin et al., 2013). Quality management practices, such as understanding the market and providing excellent customer service, contribute to enhancing perceived product quality and customer satisfaction (Nassè (2022). Additionally, strategic management tools play a crucial role in improving product quality and business performance (Kuta,2018). Overall, implementing effective product management and quality management practices positively influences perceived product quality and consumer behavior.

2. Research Problem:

This paper investigates the correlation between product management tactics and perceived quality of products as applied to the technology consulting. Notably these procedures are presented for Code Design Company that is located in Riyadh, Saudi Arabia. Previous research by Springer et al., (2023). underscores the core role of product management strategies in business growth and customer satisfaction. In recent years, business landscapes have been going through major revolutions where such strategies play a key role. Though the management dynamics are not unknown, given that there is a plethora of writings on the subject, what is lacking is exploring clearly the effect they have on the perception of product quality. For events, Kuka, (2018). poke out the fact that additional examples of product management strategies should be set up to show their influence on project result and customer opinion improvement. This research attempt less to address the market deficits in the subject through an extensive investigation into the connection between product management strategies and perceived quality of the product in the long run which hopefully will be the bridge between the companies and the customer in their experience of using the product.

2.1. Theoretical gaps:

2.1.1. Limited Integration of Product Quality Frameworks:

Despite advancements in various product development approaches, there is a failure to integrate these innovations into existing evaluation systems, hindering the enhancement of product quality (Stylidis et al., 2019).

2.1.2. Inadequate Understanding of Consumer Perception Dynamics:

The assessment of product quality by consumers is influenced by factors such as brand image customer experience, and social media presence. However, there exists a gap in comprehensive research regarding the interactions among these factors and their impact on perceived product quality (Yang et al., 2022).

2.1.3. Limited Exploration of Industry-Specific Implications:

Research often fails to examine the relevance of models to specific industries, resulting in a lack of understanding of how these models affect product quality perception in sectors such as IT consulting (Springer et al., 2023).

2.2. Empirical Gaps:

2.2.1. Insufficient Case Studies on Product Quality:

While conceptual models offer insights into product management approaches, empirical studies on specific cases, like those of Code Design Company, are lacking. A conceptual model for gaps in product quality global journal of management science and technology (Hosseini & Korani, 2022).

2.2.2. Lack of Comprehensive Analysis of Consumer Behavior:

Many empirical studies overlook the role of consumer decision-making in conjunction with product management strategies, neglecting crucial aspects that influence consumer preferences and responses (Solin & Curry, 2022).

2.2.3. Absence of Longitudinal Studies:

Research often overlooks longitudinal analysis to track changes in consumer perception over time, which is essential for understanding the effectiveness of product management strategies (Yang et al, 2022)

2.2.4. Lack of Comparative Analyses:

The scarcity of comparative studies across different firms impedes the development of generalized insights into the effects of sales management on product quality (Nasse, 2022).

2.3. Main Research Question:

Given the identified theoretical and empirical gaps, the main research question for this study is to dig into “What is the relationship between product management strategies and perceived product quality, especially within the context of the Code Design Company in Riyadh, Saudi Arabia?”

3. Research Significance:

Theoretical and empirical significance of this research is under the umbrella of bridging gaps and progressing our understanding of the connection between product management strategies and perceived product quality in the technology consulting industry.

3.1. Theoretical Significance:

3.1.1. Development of Comprehensive Frameworks:

This research aims to enrich the understanding of product management philosophies and their impact on perceived product quality by synthesizing existing theories and empirical evidence, it sheds light on the mechanisms behind this relationship (Springer et al, 2022)

3.1.2. Advancement of Conceptual Models:

Through critical evaluation and integration of existing studies, this study improves conceptual models of product management. It identifies key variables and links affecting product quality, offering alternative models for theoretical growth (Springer & Miler, 2022)

3.2. Empirical Significance:

3.2.1. Validation of Theoretical Propositions:

By empirically testing hypotheses within the technology consulting industry, this study validates theoretical propositions regarding the link between product management strategies and perceived product quality (Springer et al, 2022)

3.2.2. Generation of Actionable Insights:

The study's empirical findings provide actionable insights for practitioners, enabling informed decisions on product management strategies. Identification of best practices enhances firms' ability to optimize strategies and improve customer satisfaction (Turcan & Turcan, 2023).

Overall, this research contributes to theoretical understanding and practical applications in product management, fostering innovation and competitiveness in the technology consulting industry.

4. Research Question:

The current study aims to answer the main Research Question:

What is the relationship between product management strategies and perceived product quality?

To answer this question we would have to answer the following sub questions:

1. How do product management strategies influence customer satisfaction levels?
- 2.How do pricing, branding, and distribution contribute most to enhancing perceived product quality?
- 3.what ways do product management strategies impact customer experience, product features, design, and functionality?
- 4.How extensively are product management strategies utilized within the Code Design company?

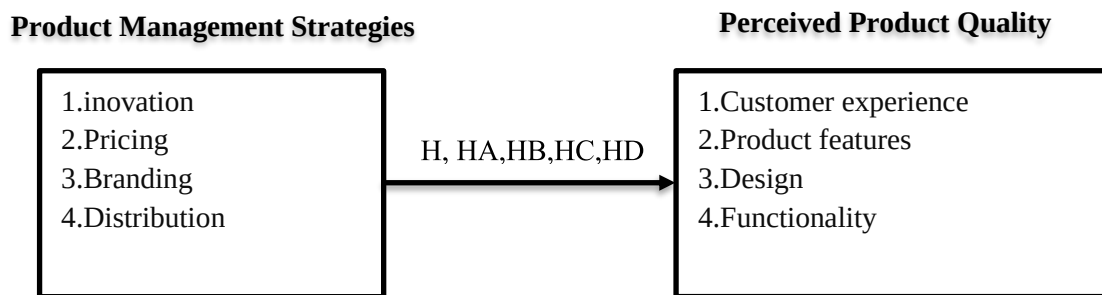
5. Research objective:

- 1.To examine the influence of product management strategies on customer satisfaction levels.
- 2.To identify the key elements of product management strategies, including pricing, branding, and distribution, that contribute most to enhancing perceived product quality.
- 3.To assess the impact of product management strategies on various dimensions of perceived product quality, including customer experience, product features, design, and functionality.
- 4.To evaluate the implementation level of product management strategies at Code Design Company.

6. Research hypotheses:

1. There is a statistically significant positive relationship between product management strategies and customer satisfaction levels.
2. There is a significant positive correlation between pricing, branding, and distribution strategies and perceived product quality.
3. There is a statistically significant positive relationship between the impact of product management strategies on customer experience, product features, design, and functionality.

7. Research model:



Suggested project model Source: Researcher

8. Empirical Study:

8.1. Introduction About Code Design Company:

Code Design Company: Product Management as service.

Code Design Company is a provider of product management services, its headquartered is in Riyadh, Saudi Arabia. With a focus on innovation and excellence, they specialize in empowering businesses to achieve extraordinary products and services that drive meaningful impact and value.

8.2. Vision:

Their vision is to revolutionize the landscape of product conceptualization, development, and market launch, transcending industry boundaries to unlock a future where innovation and business values take center stage.

8.3. Mission:

At Code Design, they are committed to partnering with their clients to articulate a discernible product vision, delineate strategic objectives, and meticulously construct roadmaps intricately aligned with their overarching business goals.

8.4. Services:

8.4.1. Product Strategy and Road mapping:

They work closely with your team to define a clear product vision, set strategic objectives, and create roadmaps aligned with your business goals, ensuring your product maintains a distinct edge over competitors.

8.4.2. Product Discovery:

Their streamlined process enables the exploration of our product's intrinsic value, identifying challenges and unmet customer needs to expedite the delivery of value to our customers.

8.4.3. Product Development:

Leveraging the expertise of their technical product managers, they establish a superlative product development experience, bidding farewell to uncertainty in planning and release preparations.

8.4.4. Market Research and User Insights:

Their research experts conduct thorough market analyses to gather invaluable user insights, informing decision-making, identifying trends, and unveiling opportunities for innovation.

8.4.5. User Experience Design:

Critical to product adoption and customer satisfaction, our adept UX designers craft

intuitive interfaces and optimize interactions, ensuring a visually appealing product and a gratifying user journey.

8.4.6. User Experience Research:

Serving as the linchpin for validation and empowerment within any successful product team, their UX research services, including usability and user testing, ensure our product seamlessly aligns with user needs.

8.4.7. Product Launch and Optimization:

They support us in developing effective go-to-market strategies, ensuring a smooth rollout and maximum impact. Additionally, they continuously monitor and analyze performance, providing actionable insights for ongoing optimization.

8.5. Importance of Studying Code Design Company:

Studying Code Design Company's approach to product management is crucial for several reasons:

8.5.1. Innovative Practices:

Code Design Company's innovative approach to product management, characterized by strategic planning, user-centric design, and continuous optimization, offers valuable insights into best practices for driving product success in today's competitive market.

8.5.2. Customer-Centric Focus:

By prioritizing user research, user experience design, and market analysis, Code Design Company demonstrates a commitment to understanding and meeting the needs of customers, providing a blueprint for creating products that resonate with target audiences.

8.5.3. Industry Leadership:

As a trusted partner for leading brands, Code Design Company's proven track record of success positions it as a thought leader in the product management space, making its strategies and methodologies worthy of study and emulation by industry peers.

8.5.4. Business Impact:

By studying Code Design Company's approach to product management, businesses can gain actionable insights and practical strategies for enhancing product development processes, optimizing user experiences, and driving business growth and success.

9. Conclusion:

Studying code design company's innovative approach to product management offers valuable lessons and insights for business seeking to create extraordinary product management services that deliver meaningful value to customers and drive sustainable businesses to grow and succeed

10. Research Design:

Research Philosophy: Positivist

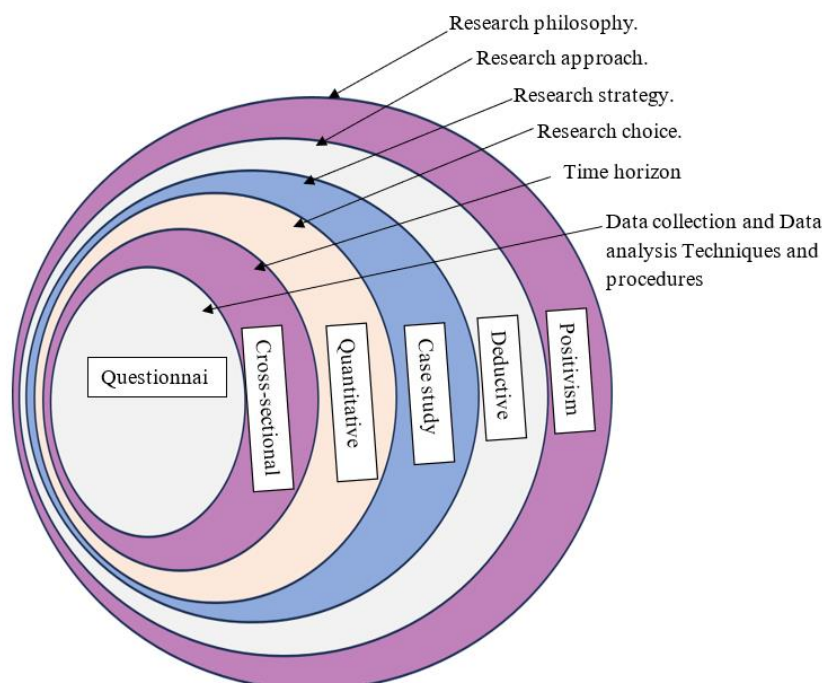
Research Approach: Deductive

Research Strategy: Case study.

Research Choice: Quantitative

Time Horizon: Cross-sectional

Data Collection and Analysis Techniques : Questionnaire



11. The suggested research structure:



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