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ENVIRONMENTAL SCANNING AND MARKETING PERFORMANCE OF PURE WATER INDUSTRY IN YENAGOA, BAYELSA STATE, NIGERIA.

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ABSTRACT
This study examines the effect of environmental scanning on the marketing performance of the pure water industry in Yenagoa, Bayelsa State, Nigeria. Environmental scanning, involving the systematic analysis of external factors such as economic, regulatory and technology are essential for firms to anticipate market changes and make informed strategic decisions. The study explores how these elements of environmental scanning influence key marketing performance indicators, including sales growth, market share and brand awareness within the industry. The gap identify in the study include limited contextual application, poor technology adoption, regulatory unpredictabilty and insufficient examination of marketing performance measures. Data were collected through surveys and interviews with industry stakeholders, and statistical analysis was employed to assess the relationship between environmental scanning practices and marketing outcomes. The study concludes that effective environmental scanning is a critical tool for driving growth in the pure water industry. These insights offer practical recommendations for industry players to strengthen their market positioning and adaptability to market dynamics.

Keywords: Economic Condition, Regulatory Measure, Technology and Market Share

INTRODUCTION
In a dynamic and competitive business landscape, firms in various industries adapt rapidly to changes in environmental factors in order to maintain market relevance and improve performance. Environmental scanning which involve the systematic analyzes of external forces such as economic conditions, regulatory policies, and technological advancements, is increasingly recognized as vital for strategic decision-making (Ajayi, 2023). In the pure water industry, particularly in regions like Yenagoa, Bayelsa State, environmental scanning is essential for firms to anticipate market demands and gain a competitive edge. The pure water industry in Nigeria is both a critical source of safe drinking water and a major economic contributor, yet it faces challenges related to quality standards, market competition, and consumer expectations (Oluwadare & Adedeji, 2023). The gaps in the study include limited contextual application, technology issue and regulatory unpredictability. This study aims to investigate the role of environmental scanning using economic condition, regulatory measure and technology in enhancing the marketing performance of firms within this sector, focusing on key performance indicators such as sales growth, market share and brand awareness.

Statement of Problems
The pure water industry in Yenagoa, Bayelsa State faces numerous challenges, including poor technology, fluctuating economic conditions, regulatory pressures. Despite these challenges, many pure water companies lack the strategic insights needed to navigate the complex external environment effectively which reduces marketing performance, less sales volume, diminished market share and low brand awareness. Environmental scanning which is a process of systematically analyzing external factors provide valuable information to help these firms adapt to market conditions and improve their performance. Yet, there is limited research examining how

environmental scanning specifically influences the marketing performance of pure water companies in Yenagoa. This study addresses this gap by investigating the effect of environmental scanning through the use of economic factor, regulatory measure and technology on key marketing performance indicators in the pure water industry, aiming to provide actionable insights that could support more effective decision-making and competitive advantage in this vital sector.

Objectives of the study

1. To examine the influence of economic condition on sales performance of pure water companies in Yenagoa
2. To assess the influence of regulatory measure on market share within the pure water industry in Yenagoa
3. To analyze the influence of technology in improving brand awareness for pure water firms in Yenagoa

Research Questions

1. How does economic condition influence the sales performance of pure water companies in Yenagoa?
2. What impact does regulatory measure have on the market share of pure water firms in Yenagoa?
3. How does technology contribute to brand awareness for pure water companies in Yenagoa?

Scope of the Study

Content Scope**:** The study focus on environmental scanning as the independent variable with economic condition, regulatory measure and technology as it dimension. The study examine marketing performance as it dependent variable with market share as it measure.
Geographical Scope: The scopes of the study are Fido, Ayalla, Aqualina, Ingo and Puria-Beni water companies operating in Yenagoa.
Unit of analysis**:** Data was gathering from the macro aspect of the industry which is the company managers, marketers, and other stakeholders

Significance of the Study

Industry Practitioners: The findings provide valuable insights for managers and marketers within the pure water industry on how to use environmental scanning to enhance marketing performance. By understanding the impact of economic, regulatory and technology advancement companies can make better-informed strategic decisions that improve sales, market share and profitability.
Policymakers and Regulatory Bodies: This study inform policymakers in Bayelsa State and beyond about the challenges and needs of the pure water industry. Understanding how regulatory factors affect the marketing performance of these firms can help in developing policies that support sustainable growth and fair competition in the industry.
Academics and Researchers: This research adds to the existing literature on environmental scanning and marketing performance, particularly in the context of Nigeria's pure water industry. It provides a foundation for further studies in similar industries or regions, offering a basis for comparison and contributing to the broader understanding of environmental scanning in emerging markets.
Consumers: Indirectly, the study benefits consumers by highlighting the importance of environmental awareness in the production and marketing of safe, affordable water. Improved marketing performance as a result of strategic environmental scanning can lead to better-quality products and increased satisfaction for consumers in Yenagoa and beyond.

Conceptual Review

Environmental scanning

This is define as the systematic process by which organizations monitor and analyze their internal and external environments to identify factors that could impact their success. This practice enables

businesses to detect opportunities and threats, facilitating informed strategic planning and decision-making. Another definition is the process of systematically analyzing external factors such as economic, political, regulatory, technological, and competitive elements that may impact an organization's operations and strategic decisions.

Economic Factor

Economic factors are critical components in environmental scanning as they directly influence consumer behavior, purchasing power, and business costs. Key economic factors include inflation rates, interest rates, economic growth, and exchange rates, all of which can affect market demand and organizational performance (Ogunlana & Okoye, 2023). Economic stability, for instance, typically correlates with higher consumer spending, benefiting industries like the pure water sector. However, in economies, businesses must adjust pricing and marketing strategies to maintain profitability and competitiveness (James & Lin, 2022). A solid understanding of economic factors allows businesses to anticipate shifts in market demand and align their strategies accordingly.

Regulatory Factors

Regulatory factor encompass government policies, regulatory changes, and political stability, all of which influence industry operations, particularly in regulated sectors like water production. These factors may include tax policies, health and safety regulations, and environmental laws that businesses must comply with to avoid penalties (Abdul & Thomas, 2023). In the pure water industry, political factors can directly impact product standards, licensing requirements, and distribution practices. Moreover, political stability is essential for creating a predictable business environment, which is beneficial for investment and long-term planning (Chen, 2022). When political conditions are uncertain, companies may face increased risks, necessitating agile strategies.

Technology factor

Technological advancements are reshaping industries, impacting production efficiency, product quality, and competitive advantage. In the pure water industry, technological factors may include innovations in water purification, packaging, and distribution methods that can significantly enhance operational efficiency and product safety (Elijah & Brown, 2023). Technology also facilitates digital marketing and customer engagement, which are increasingly important for maintaining brand awareness. According to Kumar and Sharma (2023), businesses that adapt to new technologies tend to achieve greater market resilience and customer satisfaction. Thus, staying updated on technological trends is crucial for maintaining a competitive edge.

Marketing performance

Marketing performance refers to the assessment of the effectiveness and efficiency of marketing activities, campaigns, and strategies in achieving organizational goals. It involves evaluating how well marketing efforts align with set objectives and the extent to which they contribute to business **s**uccess. It also a measure of the effectiveness of a company's marketing activities, often evaluated using indicators like sales growth, market share and brand awareness.

Sales Performance

Sales performance is a primary measure of marketing effectiveness, assessing the volume and growth of a company's sales over time. It reflects how well a company's products meet market demand and how effective its marketing strategies are in driving revenue. According to Wilson and Thompson (2022), consistent sales growth indicates strong market acceptance and effective sales strategies, while fluctuations may signal the need for strategic adjustments. Sales performance is a key marketing performance metric that measures the volume and growth rate of a company's sales over time, reflecting the effectiveness of its marketing strategies which can be measured through

metrics such as total sales volume, sales growth rate, and average transaction value, providing a direct insight into a company's market traction.

Market Share

Market share represents a company's portion of total sales within its industry, which is an indicator of its competitive position. A higher market share often suggests better brand positioning, customer loyalty, and marketing effectiveness (Chavez & Lin, 2023). Market share can be calculated as a percentage of the industry's total sales and is essential for benchmarking a company's performance against competitors. Firms with strong market shares can influence market trends and often benefit from economies of scale. According to Mehta and Taylor (2023), companies that prioritize market share often adopt more aggressive marketing and pricing strategies to sustain their position in competitive industries.

Brand Awareness

Brand awareness is define as the extent to which consumers recognize and remember a company's brand, often linked to marketing activities that improve visibility and consumer recall. It measures the extent to which customers recognize and recall a brand, a key factor in building customer loyalty and attracting new consumers. High brand awareness enhances customer trust and influences purchasing decisions, making it a critical component of long-term marketing success (Kim & Singh, 2023). Brand awareness can be measured through brand recall tests, survey-based recognition assessments, and social media engagement metrics. Strong brand awareness also helps a company differentiate itself from competitors, especially in crowded markets. Wang and Lee (2023) argue that companies with high brand awareness can command premium prices and enjoy more stable market positions.

Relationship between Economic factor and sales performance

Economic conditions directly influence consumer behavior, purchasing power, and business operations, when income levels in an economy rise, consumers have more disposable income, leading to increased spending on goods and services. Conversely, during periods of low income or high unemployment, consumers may reduce spending, negatively impacting sales performance. Inflation affects the cost of goods and services. If prices rise too quickly, consumers may delay or reduce purchases, affecting sales. On the other hand, stable inflation can encourage spending and boost sales performance (Ogunlana & Okoye, 2023).

Higher interest rates increase borrowing costs for both consumers and businesses, potentially reducing consumer spending and investment in inventory or expansion, which can lower sales. Lower interest rates often stimulate spending and economic growth, positively influencing sales. During periods of economic growth, consumer confidence typically rises, leading to increased spending and improved sales performance (Ogunlana & Okoye, 2023). In a recession, reduced economic activity can lead to declining sales.

Relationship between Regulatory factor and market share

Regulatory factors and market share is pivotal, as regulations directly impact how businesses operate, compete, and grow in a given market. Stricter regulations often increase operational costs for businesses. Companies that adapt efficiently gain a competitive edge, potentially increasing their market share. Those unable to comply may lose market share or exit the market. Regulations like licensing requirements, tariffs, or environmental standards can restrict new competitors, allowing established businesses to maintain or expand their market share (Abdul & Thomas, 2023).

Regulations that enforce fair competition (e.g., antitrust laws) prevent monopolistic practices, ensuring smaller businesses have a fair chance to compete, which can redistribute market share. Regulatory standards that ensure quality and safety boost consumer confidence. Companies that meet or exceed these standards often gain a larger market share by building trust and loyalty

(Chavez & Lin, 2023). Conversely, failure to comply with regulations can damage reputation and reduce market share due to penalties or loss of consumer trust. New regulations can disrupt markets, such as by phasing out outdated technologies or introducing environmentally friendly policies (Chen, 2022). Companies that innovate quickly can capture increased market share.

Relationship between Technology Factors and Brand Awareness

Advancements in technology influence how brands communicate, engage, and connect with their target audiences. Technology has enabled businesses to leverage digital platforms like social media, search engines, and email marketing to reach larger audiences cost-effectively. Platforms such as Facebook, Instagram, and Google Ads allow brands to create targeted campaigns that enhance visibility and brand recognition (Kumar and Sharma, 2023).

Technology facilitates the creation of diverse content formats, including videos, podcasts, blogs, and interactive media. Technology connects brands with influencers who have large followings. Partnering with influencers helps brands tap into new audiences and build trust, significantly increasing brand awareness.

THEORIES APPLICABLE TO THE STUDY

Resource-Based View (RBV) in Dynamic Environments by Kozlenkova et al. (2018)

This updated theory applies the RBV framework to dynamic economic conditions, arguing that a firm's resources must be adaptable to changing economic factors such as inflation, interest rates, and purchasing power. Kozlenkova et al. suggest that companies with flexible and valuable resources can sustain competitive advantage in volatile economic environments. They further provide insight that Firms with adaptable resources can withstand economic pressures like inflation or recession by reallocating or optimizing resource usage. Hence, businesses in the pure water industry can invest in efficient production methods to minimize costs during economic downturns. In supporting the theory, **Teece et al. (2018),** extend RBV through the concept of dynamic capabilities. They integrate it with strategies that emphasize adaptability, learning, and resource reconfiguration to respond to market changes effectively. They propose that combining RBV with dynamic capabilities can help overcome criticisms of RBV being too static, making it applicable in volatile industries.

Meanwhile, **Nason and Wiklund (2018),** challenge RBV by highlighting its limitations in dynamic environments. Their critique centers on the difficulty of sustaining competitive advantage solely through static resources when environments demand frequent reconfiguration. They emphasize that resource reconfiguration is essential for firms to adapt effectively to evolving markets.They argue that RBV's static perspective fails to fully explain firms' success in industries characterized by high competition and volatility. Also, **Kraaijenbrink et al. (2020)**, reevaluates RBV and critiques it for its broad definitions of "resource" and "value," which can lead to ambiguity. They also argue that RBV underutilizes dynamic processes and fails to address how resources evolve over time. While acknowledging RBV's contributions, they call for more robust frameworks that integrate dynamic elements into resource management

Dynamic Capabilities Framework by Teece et al. (Extended by Fainshmidt et al., 2018)

Dynamic capabilities refer to a firm's ability to adapt resources and competencies in response to changing external conditions. Economic disruptions require firms to reconfigure their capabilities, such as shifting supply chain strategies or adjusting to consumer spending patterns. In fluctuating economic conditions, water companies can innovate product packaging or distribution methods to meet cost constraints and consumer needs. In supporting the theory, Paavola **and Cuthbertson (2022),** on their ethnographic research on Tesco found that dynamic capabilities facilitate adaptive and transformational changes. They argued for broadening the framework to include incremental adjustments and changes in complex environments, highlighting its flexibility and relevance. **Fredrich, Bouncken, and Gudergan (2022),** in their studies, investigated the role of alliance

management capabilities within dynamic capabilities. They demonstrated how collaborative ventures and innovation performance are enhanced through specific dynamic capabilities, showing practical applications in fostering innovation. In criticism, **Eisenhardt and Martin (2000) (**as revisited in Teece, 2018), They critiqued the generalizability of dynamic capabilities, arguing that they often resemble best practices or ordinary capabilities rather than unique competitive advantages. Their earlier concerns persist in later discussions, especially regarding distinguishing dynamic capabilities from operational capabilities. Also, Z**amborsky et al.** (2022), highlighted the challenges of transferring dynamic capabilities across borders, particularly in diverse institutional settings. Their critique focused on the limitations imposed by external environmental factors and the complexity of implementing dynamic capabilities in multinational contexts.

Institutional Theory by Meyer & Peng (2016)

Institutional theory explores how organizations conform to regulatory, normative, and cultural pressures in their environment.It provide insight on compliance with local and international regulations as a crucial for legitimacy and long-term success, especially in highly regulated industries. The pure water companies in Bayelsa can proactively monitor and adapt to health and safety regulations to ensure compliance and avoid penalties. Aguilera and Grøgaard (2019), supported this theory by emphasize the significance of institutions in shaping business strategies and argue that Institutional Theory provides valuable insights into how firms navigate institutional voids, especially in emerging markets. Their work underscores how institutional frameworks complement firm-level strategies and enhance competitive advantages by addressing gaps in governance, legal systems, and property rights. Liedong et al. (2020), also supported the literature on institutional voids and their impact on firm resource allocation, especially in emerging economies. in emerging economies. They affirm that Institutional Theory is vital for understanding how firms adapt to institutional deficiencies and develop strategies tailored to unique environmental challenges. However, Buckley et al. (2016), argue that Institutional Theory often overgeneralizes institutional effects, assuming uniform responses from firms across diverse contexts. They critique its tendency to overlook firm-level heterogeneity, such as variations between state-owned and private enterprises, which leads to an incomplete understanding of institutional impacts. Also, Saka-Helmhout (2020), critiques the limited integration of institutional agency in international business studies. They highlight that many applications of Institutional Theory fail to fully address how embedded institutional environments influence firm-level decisions and behaviors, thereby limiting its explanatory power.

Political Economy Theory by Acemoglu et al. (2017)

This theory examines how political structures, corruption, and government policies impact economic and business environments. It focuses of how regulatory instability increases business risk and requires firms to adopt risk mitigation strategies. Companies in politically volatile regions like Bayelsa must engage with stakeholders to influence favorable regulatory outcomes. Rodrik (2018), supports the Political Economy Theory by emphasizing the importance of institutional quality in economic development. He expands on Acemoglu's ideas by analyzing how institutional frameworks impact economic policies, noting that democracies generally outperform autocracies in managing social conflicts and distributing resources efficiently. Robinson (2020), a collaborator with Acemoglu, Robinson further validates the theory by showcasing historical evidence of nations like the UK, where inclusive political institutions correlated with sustained economic progress. He discusses the transformative role of institutions in enhancing governance and economic structures. In the contrary Pincus and Robinson (2016), criticise the overemphasis on political institutions as the sole determinant of economic outcomes. They argue that structural factors like geography and cultural norms also significantly impact development, challenging the theory's universal applicability. The Atlantic Review (2019), Critics argue that the theory doesn't fully account for exceptions, such as authoritarian regimes like China, which have achieved substantial economic growth despite lacking

democratic institutions. This highlights a potential flaw in claiming that only inclusive institutions drive growth.

Technology-Organization-Environment (TOE) Framework by Tornatzky& Fleischer (Extended by Baker, 2017)

TOE identifies technological capabilities, organizational readiness, and environmental factors as critical to technology adoption. They argue that successful technology adoption depends on aligning these factors with business needs and external demands. Pure water companies can use this framework to adopt cost-effective automation technologies for production efficiency.Chen et al. (2015)

Chen and colleagues highlighted the TOE framework's effectiveness in analyzing the adoption of big data analytics in organizations. They emphasized its ability to integrate diverse organizational, technological, and environmental factors, providing a holistic view of how firms adapt to technological changes. This makes it valuable for strat**e**gic decision-making in technology investment. Also, Blut et al. (2022), supported the TOE framework's ability to merge with other models, such as the Diffusion of Innovation (DOI) theory, to explain diverse organizational scenarios. The inclusion of new constructs under Baker's extension made TOE more versatile in examining digital transformation processes across industries. However, Thomas and Yao (2023), criticized the framework for lacking sufficient granularity in analyzing the interplay between individual-level technology adoption behaviors and organizational-level constructs. For example, technological availability was sometimes misclassified, leading to ambiguities in construct application. Chiu et al. (2015),

Disruptive Innovation Theory by Christensen et al. (Updated by Yu & Hang, 2018)

This theory explains how disruptive technologies create new markets or value networks that challenge established ones. They emphasis early adoption of disruptive technologies gives businesses a competitive edge. Therefore, water companies adopting eco-friendly purification methods or smart distribution systems can differentiates themselves in saturated markets. In support of the theory, Christensen et al. (2018), highlighted the theory's evolution, transitioning from a descriptive framework to a causal explanation for innovation and competitive responses. This analysis emphasized the utility of the theory in interpreting market phenomena and guiding strategic decision-making, particularly in technology-intensive industries. Govindarajan&Kopalle (2018), also refined the theory by exploring predictive capabilities for identifying firms likely to develop disruptive innovations. Their work argued that understanding organizational characteristics can strengthen the applicability of the theory in forecasting future disruptive entrants in competitive markets. Danneels (2004), critiques questioned the predictive validity of the theory, arguing that it relies heavily on historical data and lacks clarity on defining when an innovation becomes truly disruptive. His work suggested that the theory often applies post-hoc interpretations rather than forward-looking predictions. Tellis (2006, echoed by Sood&Tellis, 2011), critiqued the oversimplification of characteristics like price and convenience associated with disruptive innovations. They found these traits insufficient to predict disruption in many cases, thus challenging the universality of the framework.

Theory of Sales Acceleration by Anderson & Oliver (Extended by Dahlstrom et al., 2018)

This theory posits that strategic alignment of sales resources with market demand drives sales acceleration. Dahlstrom et al. extended the theory by incorporating the role of digital sales channels and customer data analytics. They said sales growth depends on timely adaptation to customer needs and the use of technology to streamline sales processes. In the pure water industry, leveraging digital platforms for direct sales and customer relationship management can enhance sales growth. Mark Roberge (2018), in the Sales Acceleration Formula, emphasizes the need for structured sales methodologies that align closely with the buyer's journey. He supports the theory

by discussing how personalized sales training, data-driven insights, and dynamic customer engagement strategies enhance sales acceleration. His work aligns with the framework by advocating for modern, adaptive sales approaches to meet evolving customer demands. Moncrief, Marshall, & Watkins (2017), highlights the relevance of systematic salesperson motivation in improving sales outcomes. They argue that clear performance metrics and tailored motivational strategies, as proposed by the Sales Acceleration framework, drive productivity and effectiveness in sales. However, Ryan and Deci (2017), while recognizing the value of structured motivation in sales, they argue that over-reliance on rigid frameworks might stifle salesperson creativity and adaptability. This critique suggests the need for a balance between structure and flexibility in applying the Sales Acceleration principles. Also, Baumgartner and Pieters (2017) , critique the scalability of the framework, especially for small and medium-sized enterprises (SMEs). According to them, the resources required to implement advanced data-driven strategies might be prohibitive for smaller organizations, limiting the framework's applicability.

Competitor-Based Strategy Theory by Porter (Revised by Dobbs, 2016)

Porter's framework for analyzing competitive forces was revised by Dobbs to include the influence of globalization and digital disruption. He argue firms can increase market share by creating differentiation strategies that outperform competitors.By offering unique features like eco-friendly packaging or health-centric branding can help water companies gain market. Allen and Helms (2006), supported that Porter's generic strategies (cost leadership, differentiation, and focus) effectively link to organizational performance. Their empirical studies suggest that when organizations align their strategic practices with these generic strategies, they can achieve significant competitive advantages. KazemChaharbaghi (1990) supports the idea that Porter's framework is practical for leveraging internal resources to reduce external threats. This approach aligns with creating strategies that sustain competitive positions within industries. Datta (2009) critiques Porter's reliance on rigid frameworks like cost leadership, arguing that these strategies often lack flexibility in dynamic market conditions, potentially limiting firms' ability to adapt and innovate. Barney (1991), while acknowledging Porter's insights, argues that the theory underestimates the role of resource heterogeneity in sustaining competitive advantage. Barney's Resource-Based View (RBV) challenges Porter's external focus by emphasizing internal resource utilization.

Customer-Based Brand Equity (CBBE) by Keller (Extended by Christodoulides et al., 2016)

The CBBE model focuses on how customer perceptions shape brand awareness. Christodoulides et al. integrated the influence of online reviews and user-generated content. They added that Customer experiences shared online significantly influence brand perception and awareness.Therefore, encouraging satisfied customers to leave reviews or testimonials can enhance brand visibility for water companies**. Li**u and Lopez (2016) emphasized CBBE's applicability in digital contexts, showing its relevance in evaluating social media's impact on consumer perception and brand loyalty. Colicev et al. (2018), also supported the model by identify**i**ng the role of both owned and earned media in enhancing brand equity, linking CBBE to measurable marketing performance outcomes. Lastly, De Vries et al. (2017) validated the framework's focus on customer-centric metrics, noting its alignment with modern branding strategies in competitive markets. While Lovett and Staelin (2016) criticize the CBBE model that it lacks adaptability to rapidly evolving digital landscapes, emphasizing its traditional orientation. Christodoulides et al. (2016), while extending the model, highlighted the gap in addressing community-based brand interactions and cultural differences in global markets. Pauwels et al. (2018) noted limitations in accounting for the nuances of high-involvement product categories within the retail industry.

GAP OF THE STUDY

Limited Contextual Application - Most existing studies on environmental scanning focus on large-scale businesses or multinational corporations, with limited research addressing small or medium-scale industries like the pure water industry in developing regions.

Technology Adoption Studies - There is limited research on how small businesses in developing economies leverage technological tools for environmental scanning and their effect on improving sales growth and market share.

Regulatory and Political Focus - The role of political instability, regulatory unpredictability, and corruption in shaping environmental scanning efforts remains insufficiently explored, especially in regions like Bayelsa State.

Insufficient Examination of Marketing Performance Measures

Many studies evaluate marketing performance using general metrics (e.g., sales and profitability) without integrating nuanced factors like customer satisfaction, brand awareness, and market share in a cohesive framework.

SUMMARY

This study explores the impact of environmental factors specifically economic, regulatory and technological factors on the marketing performance of the pure water industry in Yenagoa, Bayelsa State. This study aimed to identify how these factors influence marketing outcomes such as sales performance, market share and brand awareness. The research revealed that while environmental scanning is an essential tool, its application within the pure water industry is limited, often due to inadequate resources, infrastructure, and market-specific insights. By examining these environmental dimensions, the study seeks to contribute valuable knowledge to guide strategic decision-making within the industry.

CONCLUSION

In conclusion, this study highlight the significant role of environmental scanning in enhancing marketing performance within the pure water industry. Economic factors, such as inflation and consumer purchasing power, were found to affect sales, while political factors like regulatory requirements and political stability play a crucial role in operational efficiency. Technological advancements, though limited, offer potential for improving production efficiency and brand differentiation, and competitive factors underscore the need for businesses to innovate and adapt to maintain market share. However, the study also identifies substantial gaps in the industry's approach to environmental scanning, which limit the ability of companies to respond proactively to external pressures. Addressing these gaps could improve resilience and competitiveness, leading to better overall marketing performance.

RECOMMENDATIONS

1. The companies in the pure water industry should prioritize structured environmental scanning practices, investing in tools and training that allow for regular monitoring of economic, political, technological, and competitive factors. This could improve their ability to respond proactively to changing conditions.
2. They should explore feasible technological solutions, such as advanced filtration and eco-friendly packaging, which could enhance operational efficiency and brand perception. Collaborating with technology providers or seeking government support for affordable technology access could be beneficial.
3. The companies should engage in strategic partnerships to mitigate risks associated with economic and political factors. They could form partnerships with other local businesses, industry associations, or even government agencies as this can improve resource access, influence policy, and reduce operational costs, ultimately strengthening market positioning.

4 The pure water industry should focus on customer satisfaction and brand awareness. In the important of profitability and sales are essential, companies should also emphasize customer satisfaction and brand tudy the influence of environmental factors on consumer behavior, focusing on how businesses can adapt marketing strategies based on insights from environmental scanning awareness initiatives. By actively engaging with customers through feedback systems and branding activities, businesses can improve loyalty and differentiate themselves in a crowded market.
5 Local industry players should collectively engage with policymakers to advocate for fair and supportive regulatory practices. This could help address challenges posed by political instability and regulatory changes, creating a more conducive environment.

SUGGESTION FOR FURTHER STUDIES

1. Future research could develop and test environmental scanning models tailored to specific industries, such as the water production industry. These models can focus on unique challenges, including sustainability and resource management.
2. Conduct longitudinal studies to analyze how sustained environmental scanning influences marketing performance measures (e.g., market share, profitability, brand awareness) over time. Comparative Studies Across.
3. Examine the role of advanced technologies like artificial intelligence, machine learning, and block chain in enhancing environmental scanning processes and their impact on marketing performance.
4. Investigate how different regulatory environments influence the effectiveness of environmental scanning and the adoption of sustainable marketing practices.
5. Study the influence of environmental factors on consumer behavior, focusing on how businesses can adapt marketing strategies based on insights from environmental scanning

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