

**EFFECTS OF CUSTOMER LEARNING CAPABILITY AND MARKETING PROFITABILITY: A
CONCEPTUAL FRAMEWORK**

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ABSTRACT

The objective of this paper is to examine the influences of five dimensions of customer learning capability on marketing profitability. The use of customer knowledge, customer information efficiency, customer quality response, value development success, and marketing advantage are proposed as mediators of marketing profitability. In fact, the business environment quickly changes in customer demands, competition, technologies, and regulations. Then, customer learning would be acceptable, which is an essential factor for business. Firms must concentrate and seek to understand how to respond to their customers. The quality of responsiveness is based on real customers' needs through learning with customers. Then, learning is viewed as organizational capability, and also organizational capabilities are viewed as a resource. As a result, customer learning capability is a necessary resource of competitive advantage and profitability. The conclusion, contributions and suggestions are explicitly provided.

Keywords: *Customer Learning Capability, Customer Knowledge Richness, Customer Information Efficiency, Customer Response Quality, Value Development Success, Marketing Advantage, Marketing Profitability*