



National
College *of*
Ireland

The Impact of Distribution on Consumer Loyalty in The
Nigerian Household Industry



Nasimot Gbemisola Adams

A dissertation submitted in partial fulfilment for the award of MSc
International Business

Submitted to the National College of Ireland, August 2020

Submission of Thesis and Dissertation

National College of Ireland

Research Students Declaration Form (Thesis/Author Declaration Form)

Name: Nasimot Gbemisola Adams

Student Number: x18208681

Degree for which thesis is submitted: MSc International Business

Material submitted for award

- a) I declare that the work has been composed by myself.
- b) I declare that all verbatim extracts contained in the thesis have been distinguished by quotation marks and the sources of information specifically acknowledged.
- c) My thesis will be included in electronic format in the College Institutional Repository TRAP (thesis reports and projects)
- d) I declare that no material contained in the thesis has been used in any other submission for an academic award.

Signature of research student: **Nasimot. A**

Date: 18/08/2020

Submission of Thesis to Norma Smurfit Library

National College of Ireland

Student: Nasimot Gbemisola Adams

Student Number: 18208681

School: School of Business

Course: MSc International Business

Degree to be awarded: MSc International Business

Title of Thesis: **The impact of distribution on consumer loyalty in the Nigerian household goods sector**

One hard-bound copy of your thesis will be lodged in the Norma Smurfit Library and will be available for consultation. The electronic copy will be accessible in TRAP (<http://trap.ncirl.ie/>), the National College of Ireland's Institutional Repository. In accordance with normal academic library practice all thesis lodged in the National College of Ireland Institutional Repository (TRAP) are made available on open access. I agree to a hard-bound copy of my thesis being available for consultation in the library. I also agree to an electronic copy of my thesis being made publicly available on the National College of Ireland's Institutional Repository TRAP.

Signature of Candidate:

For completion by the School:

The thesis was received by _____ Date: _____

This signed form must be appended to all hard-bound and electronic copies of your thesis submitted to your school.

ACKNOWLEDGEMENT

To Almighty God, I am grateful for the opportunity to finish this research despite all challenges.

I want to thank my supervisor for his understandings, suggestions throughout this project. The feedbacks and meetings are well appreciated.

My lecturers in school of business, you all contributed to the knowledge gained during the cause of my study. I appreciate your efforts.

My sincere gratitude to the respondents who took their time in sharing their opinions on the study and making this goal achievable.

To my entire classmates and friends, thank you so much for your help.

To my amazing mom and siblings, your words of encouragement and support is highly appreciated. I love you so much.

To my late father, it is unfortunate you did not see me finish this, but your support and encouragement helped me till the last. Thank you so much and may God bless your soul.

Abstract

Purpose

This research aims to examine the impact of distribution on consumer loyalty in the Nigerian household goods industry.

Findings

The results were made based on the proposed hypothesis for the study. Firstly, that there is a positive substantial relationship amid distribution and customer satisfaction. Secondly, that customer satisfaction leads to consumer loyalty. Lastly, that distribution vividly and positively influences consumer loyalty.

Research Methods

The study adopted the use of quantitative analysis using questionnaire distributed to 310 consumers of PZ Cussons Nigeria plc and the analysis of data was done using SPSS 26 (statistical package for social science).

Research Limitations

This study was limited to the Nigerian market with emphasis on the consumers of PZ consumers Nigeria plc. Another limitation was the time constraints imposed on the project since the researcher was bound to work within the given time limits. It could have influenced the quality of the research as more data should have been collected and examined to make the results more accurate and reliable.

Originality

This research contributes to the existing literature on consumer loyalty with an inclusion on distribution. The study hopes to give way for further research on the impact distribution has on consumer loyalty by academic practitioners.

Table of Contents

Abstract	5
1.0 CHAPTER ONE: INTRODUCTION	10
1.1 Background to the Study	10
1.2 Academic Justification	11
1.3 Statement of Problem	11
1.4 Gaps in Literature	11
1.5 Research Questions	12
1.6 Research Objectives	12
1.7 Research Hypothesis	12
1.8 Significance of study	13
1.9 Scope of the study	13
1.10 Overview of the study area	13
1.11 Structure of the study	14
2.1 CHAPTER TWO: LITERATURE REVIEW	16
2.2 CONCEPTUAL FRAMEWORK	16
2.2.1 Customer Loyalty	16
2.2.2 Customer Satisfaction	17
2.2.3 Types of customer loyalty	17
2.2.4 Relationship between customer loyalty and customer satisfaction	20
2.3 An Overview of the Nigerian Household Sector	22
2.4 Concept of Marketing and Marketing Mix	23
2.5 Distribution	24
2.5.1 Components of distribution channels	25
2.6 Theoretical Framework	26
2.6.1 Self-Determination Theory	26

2.6.2 Expectation-Confirmation Theory (ECT).....	26
2.6.3 Satisfaction-Loyalty Theory	27
2.7 Empirical Review.....	27
2.8 Literature Gaps.....	31
3.1 CHAPTER THREE: RESEARCH METHODOLOGY.....	32
3.2 Introduction.....	32
3.3 Research Aims and Objectives	32
3.4 Research Design and Philosophy.....	33
3.5 Research Approach	34
3.5.1 Inductive vs deductive	34
3.6 Research Strategy.....	35
3.7 Quantitative Primary Data Research.....	35
3.8 Sampling techniques and size	36
3.9 Analyzing Quantitative Data.....	37
3.10 Ethical Considerations	37
3.11 Limitations to Research	37
4.1 CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS	38
4.2 Introduction.....	38
4.2 Demographic Profile of Respondents	38
4.3 Respondents' Views on Brand Awareness	39
4.4 Respondents' Views on Customer Satisfaction	41
4.4 Respondents' Views on Consumer Loyalty.....	43
4.5 Test of Hypotheses.....	44
4.5.1 Test of Hypothesis One.....	45
4.5.2 Test of Hypothesis Two	46
4.5.3 Hypothesis Three	47

5.1 CHAPTER FIVE: Discussion of findings	53
5.2 Introduction.....	53
5.3 To investigate the relationship between distribution and customer satisfaction?	53
5.4 To examine the impact of customer satisfaction on consumer loyalty	54
5.5 To assess the impact of distribution on consumer loyalty	54
6.0 CHAPTER SIX: SUMMARY, CONCLUSION AND RECOMMENDATION.....	56
6.1 Introduction.....	56
6.2 Summary	56
6.3 Conclusion	56
6.4 Recommendations.....	57
6.4.1 Recommendations for Future Research	57
6.4.2 Recommendations for Practitioners/Industry professionals/Governments	58
References.....	59
Appendix	

CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The success of every business enterprise depends on consumers satisfaction. Customers often comes first when a company is about to start and then income follows. Those firms that succeed in thoroughly satisfying the customers will remain in the top position in any sector. In recent times, companies have recognized that consumer loyalty is a core component of corporate success and it plays a crucial role in increasing consumer value. Generally, consumers are those people who buy products or services that fulfill their needs and wishes. In terms of revenue, consumers purchase goods that meet their standards and firms will also assess their pricing with the standard of the goods attracting the consumer and retaining the long-standing relationship(Khadka and Maharjan, 2017).

A flooded market allows industries to refocus on consumers loyalty in order to retain their loyal consumers. To several service providers in competitive markets, loyal consumers are considered important as they will recommend their favorite products to other consumers in the market and several economic benefits such as price advantage, cost savings and increased revenue resulting from consumers loyalty (Kim Moon-Koo. *et al.*, 2016).

The advantages of this are reciprocal and can be recompensed by both businesses and consumers. From the firm's viewpoint, building consumer relationship provides important resources to businesses and it helps get more valuable consumer knowledge (Ndubisi 2007). Bowen and chen,2001 viewed it from the consumers perspectives, loyal consumers can help cut out expenses such as marketing costs and operational cost for businesses and the consumers may act as part-time employees who can provide product details to their family and friends.

Improving consumer loyalty is a vital activity for corporate managers as the relationship between profitability and consumer loyalty has been positive. Bowen and Chen (2001) stated in their paper that when a business retains 5% of new consumers, its profits increases between 25% to 125%.

1.2 Academic Justification

In recent years, consumer loyalty has been widely researched with most authors emphasizing on price, brand image, service quality and other factors as determinants of consumer loyalty. However, this study will be examining distribution as another factor that influences consumer's loyalty in the Nigerian context.

1.3 Statement of Problem

With the intense surge in competitions amongst businesses in the same industry, no serious company would be seen lagging behind in generating effective approach to achieve its vision and objectives, so as to continue in the business world (Simangunsong, Sitompul and Sadalia, 2018). Corporations all over the world are now finding it difficult to satisfy their customers' and gain customers' loyalty due to competitive pressure and rapid changes in consumers' preferences. These rapid changes in consumers' preferences are making it hard for organizations to distribute the exact goods, at the correct place and at the precise time to their consumers. As a result of this, several organizations in the fast-moving consumer goods market are looking for ways increase customers' satisfaction, and consequently, consumer loyalty, and how they are being affected by marketing mix, especially the distribution channels.

The fast-moving consumer goods industry is particularly facing serious challenges arising from economic, political and environmental factors, which are clearly affecting the marketing mix in this industry. Other challenges faced by this industry is strong competition in price and methods of distribution. Thus, to remain competitive in this industry, firms in the industry must make it imperative to deliver the needs and expectation of their consumers, and to ensure customers' loyalty (Ameur, Keltouma and Souar, 2015). Up till now, there is no proof that the effect of marketing mix, especially the distribution channel on consumer loyalty. Specifically, no clear distinction between which of the marketing mix element significantly influences the loyalty of consumers (Arokiasamy, 2012). Thus, against the background of the foregoing, this research seeks to investigate the impact of distribution channel on consumer loyalty.

1.4 Gaps in Literature

A thorough consideration of the entire review exhibit less discussion about the relationship between the consumer loyalty and its effects on distribution as majority of the authors

emphasizes prices as a major strategy for consumer loyalty in this competitive economy. Others sighted brand image and personal connection with the product as other ways of measuring consumer loyalty. The literature gaps will be extensively discussed in the literature review.

1.5 Research Questions

This study aims to examine the impact of distribution channel on consumer loyalty in the Nigerian household goods sector. The following research questions will guide the study in achieving the objectives.

1. What is the relationship between distribution channel and consumer satisfaction?
2. What impact does customer satisfaction have on consumer loyalty?
3. What is the impact of distribution channel on consumer loyalty?

1.6 Research Objectives

The sub objectives below will help in attaining the overall goal of this study which is to examine the impact of distribution on consumer loyalty in the Nigeria household goods sector.

1. To investigate the relationship between distribution and customer satisfaction.
2. To study the impact of customer satisfaction on consumer loyalty.
3. To assess the impact of distribution channel on consumer loyalty

1.7 Research Hypothesis

Hypothesis One

- i. H_0 : There is no significant relationship between distribution channel and customer satisfaction in Nigerian household goods industry.
- ii. H_1 : There is a significant relationship between distribution channel and customer satisfaction in Nigerian household goods industry.

Hypothesis Two

- i. H_0 : There is no significant relationship between customer satisfaction and consumer loyalty.
- ii. H_1 : There is a significant relationship between customer satisfaction and consumer loyalty.

Hypothesis Three

- i. H_0 : There is no significant relationship between distribution channel and consumer loyalty.
- ii. H_1 : There is a significant relationship between distribution channel and consumer loyalty.

1.8 Significance of study

Consumer loyalty has gained a huge number of interests over the years and several arguments have been made regarding that. Although consumer loyalty has been investigated in several areas, but all authors made emphasis on price, brand image and personal relationship as major determinants of consumer loyalty. However, this paper seeks to address the impact of distribution on consumer loyalty in the Nigerian household goods sector. Consumer loyalty has been adequately addressed but with little research specific to the African market. This paper will be focused on how distribution affect consumers loyalty in the household goods sector of the Nigerian market.

1.9 Scope of the study

The scope of the study is centered around the consumers of PZ Cussons Nigeria plc. PZ Cussons is a leading household company in Nigeria with a wide range of household products and as such will be used as the determining factor to examine whether distribution influences the loyalty of their consumers. This will also assist the researcher gather varying opinion on the subject matter during survey.

1.10 Overview of the study area

PZ Cussons Nigeria PLC is one of the subsidiaries of a major British personal healthcare and consumer product group. The company produces a wide range of products from personal care, home care, food and nutrition and electricals. PZ Cussons started in Sierra Leone in Africa where the founders George Zochonis and George Peterson began trading goods between UK and west Africa.

With over 135 years of business and expertise, PZ Cussons have grown and adapted to the changing needs of consumers, making it one of the leading consumer goods company in Nigeria serving both the poor and rich consumers.

1.11 Structure of the study

The structure of this research is divided into six sections which assists the researcher in providing a well detailed information of the topic being discussed. The first section is the introduction chapter, literature review chapter, methodology follows, analysis and findings come next and conclusions and recommendations are drawn at the final section.

Chapter one: Introduction

The first section presents a brief introduction to research topic as well as discussing the gaps in literature. It provides the justification of the study; research aims and develops research questions. It introduces the structure of the research and the scope and methods used.

Chapter Two: Literature Review

The second section contains existing literature relevant to distribution and consumer loyalty. The chapter critically analyzed past academic and sector literature relevant to the research and categorized into three which are conceptual, theoretical and empirical review.

Chapter Three: Research Methodology

The third section comprises of the research objectives, research philosophy and approach. This chapter will include the strategy of the research, methods of data collection, the population and sample size. The limitation and ethical consideration conclude the chapter.

Chapter Four: Findings

The fourth section presents the data analysis and findings of the collected primary data used in the study.

Chapter Five: Discussion

The fifth section contains the researcher's discussion of findings. It involves the researcher synthesizing the research results with the previously review literature and ensuring the research objectives were achieved.

Chapter Six: Conclusion and Recommendations

This is the chapter that concludes the entire project. This chapter will include the researcher's conclusions and recommendations for future research.

CHAPTER TWO: LITERATURE REVIEW

This chapter discusses current literature on the relationship between distribution and consumer satisfaction. Study of the literature was structured in the following sections; the first deals with conceptual review, the second deals with theoretical framework relevant to consumer loyalty and the last section deals with empirical review.

2.1 CONCEPTUAL FRAMEWORK

2.1.1 Customer Loyalty

Consumers may be individuals or companies purchasing and making use of a company's goods or services. They are also fundamental to business operations, life, and sustainability, because they appear to be responsible for business profit mainly by generating demand for products and services that ultimately lead to more products being generated by the company (Ranabhat, 2018). According to Gharacheh and Dabooeian (2011) a loyal consumer not only frequently refers to his organization to Purchase goods or use services but also play an significant role in raising income and enhancing the organizational reputation of potential clients by promoting products and services for family , friends and others. Consumer loyalty is defined by (Camarero, Garrido and Vicente, 2010) as a deep commitment to regularly purchase a product or service in the future irrespective of circumstances and marketing attempts to alter behavior. Sudari, Tarofder, Khatibi and Tham (2019) described consumer loyalty as the repurchasing activity as well as positive feedback from consumers towards the business due to the outstanding goods and service offered by the company.

Consumer loyalty is the behavior of customers to repeatedly buy products from a company after the products have been evaluated to bring customer satisfaction (Salem and Chaichi, 2018). Loyal consumers show more favorable reactions to a specific brand than disloyal consumers(Chattopadhyay, Dutta and Sivani, 2010). Tasci and Guillet (2011) is of the opinion that loyalty is shown by attitude indexes of confidence, excitement, and a propensity to re-buy a brand as a first option. Consumer loyalty is significant since new consumer acquisition costs are higher than old customer retention costs (Khadka and Maharjan, 2017). Punniyamoorthy and Raj (2007) and (Chang, 2010) argued that repurchase conduct by consumers is the prerequisite of

consumer loyalty. Previous studies have shown that customer satisfaction is among the determinants of consumer loyalty (Parasuraman, Zeithaml and Berry, 1988). Understanding the reason for loyalty is important since it can help an organization develop a workable strategy for delivering or producing quality products as well as delivering excellent services that meet customer needs and expectations (Pritchard, Havitz and Howard, 1999). (Pritchard et al., 1999) stated that consumer loyalty plays a crucial role in industries as it helps companies build strategies to fulfill consumer expectations. With the loyalty of consumers, companies can create partnerships easily and engage their current customers to make them buy back the goods of the company or renew their services (Mustawadjuhaefa and Jobhaarbima). Nyarko, Agyeman-Duah and Asimah (2016) asserted that each business entity needs to calculate its marketing mix approach, which would boost customer service and loyalty. Prentice and Loureiro (2017) indicated that consumer loyalty is one of the main factors that improves the competitive advantage of a firm.

2.1.2 Customer Satisfaction

Customer satisfaction has been recognized as the most important in marketing research issues and attributed to long-term business success (Nam, Ekinci and Whyatt, 2011). Pourdehghan (2015) describes customer satisfaction as the attitude of consumers towards the goods or services that influences their behavior. Consumer loyalty contributes to repeat purchases by consumers (Ryu, Han and Kim, 2008). Consumers who are pleased with the products or services of a business will generally continue to make certain purchases and recommend the products or services to their family and friends (YUSUF, NURHILALIA and PUTRA, 2019). According to (Khadka and Maharjan, 2017) customer satisfaction is complex and subjective. Customer satisfaction involves the feeling of the consumers about the performance of a product and consumers feel satisfied if the product's performance meets their expectations.

2.1.3 Types of customer loyalty

Consumers are different and have not the same buying habits. Consumers purchasing patterns may determine their financial state, family status, lifestyle, geographic location, and relationship with the suppliers and their goods. Relationships with the retailer may be influenced by general customer needs for the retailer's products and services, friends and relatives' opinions about the

products and suppliers (Ranabhat, 2018). Four forms of customer loyalty exist: No Loyalty, Inertia Loyalty, Laten Loyalty, and Premium Loyalty (Griffin Jill and Herres Robert T., 2002).

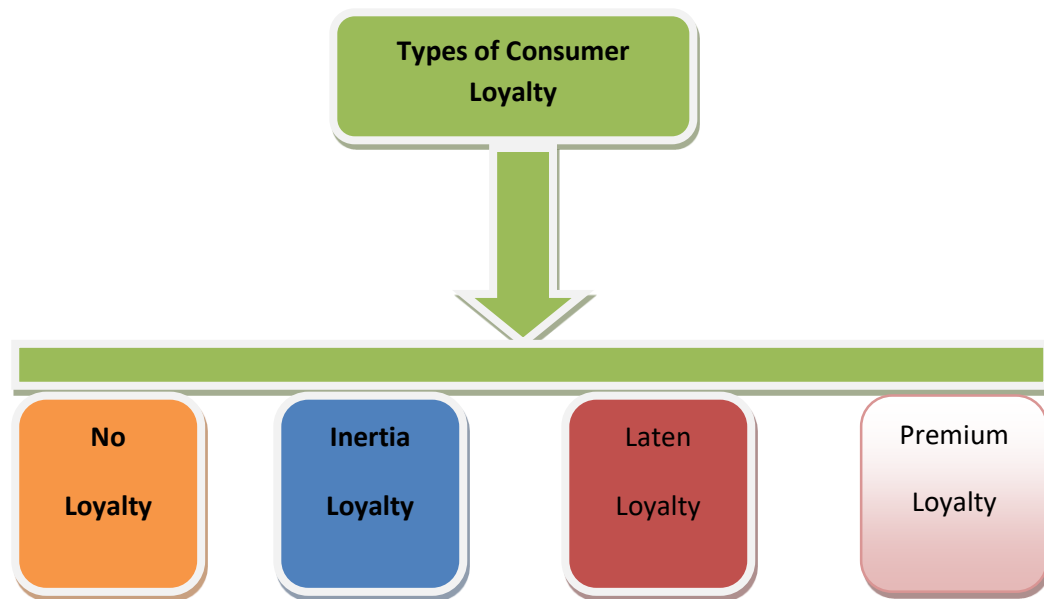


FIGURE 2.1. Types of customer loyalty (Griffin and Herres, 2002)

Consumers who are not faithful to any of the company's goods or service are considered no loyalty consumers. This group of customer appears to have a poor conduct or disposition towards a particular vendor because of various reasons such as the habit of testing variety, concerned more with price (Griffin Jill and Herres Robert T., 2002). This category of consumers will go wherever they want to meet their needs and desires (Ranabhat, 2018). Therefore, they only add a certain amount of money to the business so that businesses avoid targeting those customers because they are never going to be loyal customers.

Low degree of attachment but strong and frequent purchases of products or services generate loyalty to inertia. This category of consumers are influenced by the impact and performance of a product rather than price, quality and other factors which makes them stay with a certain product or service (Ranabhat, 2018). We have a degree of satisfaction with the goods and services even though they are regular customers. Khare (2013) argued that this form of loyalty is often seen in goods and services frequently purchased. Though deliberating courting consumers and offering goods or services in a way that differentiates them from the goods of other rivals, this category of customers may turn in a higher form of loyal consumers.

The third group are customers who have a very strong and optimistic attitude towards a retailer but have a poor repeat purchase. This set of consumers is termed late loyalty customers. Customers with late loyalty have a positive attitude towards a given brand or product (Harvey, 2017). Repeat buying is dictated by situational factors such as cost, limited channels of distribution, inconvenient location of stores or hours, lack of consistent availability rather than their attitude influences. When a company succeeds in eliminating these situational obstacles, then it can be assured that late reward consumers will benefit greatly from them.

Consumers with high levels of attachment and repeat goods and services are regarded as prime consumers of loyalty. It is the most popular form of corporate customer loyalty. Such customers are known as Product or Service outspoken supporters. We are frequent buyers of these items and still refer to them for use by family, friends and relatives. Consumer loyalty has a term that has been in use in the business domain since ancient times and will still dominate an important feature of any profit-oriented organization regardless of the industrial settings that the firm finds itself (Wang and Wu, 2012). This concept is likely to remain a topic of concern for any business enterprise as long as the organizational objective is channeled into creating and sustaining a robust reputation whose resulting effect can hardly be differentiated from the general understanding, trust and confidence customers have in the company's brand or product (Ranabhat, 2018).

Caceres and Paparoidamis (2007) reckoned that the main goal of each profit-oriented organization is to optimize profits from its business activities, often involving a mixture of different business decision ranging from the choice of business venue, what to manufacture, how to start this development and what to do. Finally, how to get the products to the consumers is undoubtedly the crux of the whole process of creating the satisfaction and usefulness of the intended customers, which in turn facilitates the profit realization of the company and builds the necessary confidence of the consumer in the product. This also necessitates the need for businesses to be extremely vigilant when making decisions on how to sell their goods, as this tremendously affects the ability of the company to retain its customers by inoculating them with the ideas of how their goods in the face of many other similar choices from competitors (Blut et al., 2007).

In the light of the above, many questions are generally posed in line with deciding whether consumer loyalty is influenced by the choice of distribution made by businesses, the personalities of the firms distribution representative in the distribution channel and lastly, the question of whether loyalty to the company's distribution representatives on the distribution channel leads to loyalty to the company's product or whether loyalty to the company's products leads to loyalty to the channel's distribution representatives (Woodruff, 1997).

It is always almost impossible for any discussion to be successfully focused only on customer loyalty without referring to customer satisfaction, because business operators have confirmed that the two concept are inextricably linked over the years (Ranabhat, 2018). Consumer loyalty is the outcome of customer satisfaction built by the company's ability to grab attention of its customers and get them to reach out regularly for their goods while getting many alternatives from the company's industry rivals.

2.1.4 Relationship between customer loyalty and customer satisfaction

Customer satisfaction is a measure of how well a company's supplied goods or services meets a consumer's standards. This is a marketing concept that explores the perception of the consumer needs across the company's goods or services and the successful customer satisfaction includes different factors such as product quality, service quality, atmosphere of the location where the product or service is purchased and price of the product or service. Customer satisfaction is very

significant as it offers in-house indicators that can be used to monitor and develop the business as well as lead consumer loyalty (Beard, 2014).

Consumer retention and customer loyalty are very different. Customer satisfaction tests the reaction of consumers towards a product or service. The satisfaction of consumers will be high when the products or service work well. But consumer loyalty is a little different as it tests the actions by knowing how many consumers buy back the goods or services rather than choosing other rival products and consumer loyalty by testing consumers views on repurchasing the products or services (Ranabhat, 2018).

Consumer loyalty will increase dramatically when consumers are extremely satisfied and at the same time, when the customer satisfaction level decrease, consumer loyalty decreases. Consumer loyalty is very critical in today's complex corporate world, consumers disappointment with goods or services can be the primary reason for customers intention to move. It is suspected that consumers who are not happy with the goods are more likely to talk about their bad encounters with ten people, which is the key reason to lose more consumers. On the other hand, the happy consumers are more likely to talk about their positive experiences with four to six people around them, which raises sales. The company would also be able to establish and sustain a long-term consumer tie. Happy consumers displays repurchase intentions (Daikh, 2015).

Consumer satisfaction and consumer loyalty are the same as one cannot go smoothly in the absence of one another. Satisfied consumers lead to loyal consumers. The relationship between consumer satisfaction and consumer loyalty is high, when satisfaction reaches a certain level and consumer loyalty decreases the satisfaction diminishes. On the other hand, when consumers are happy with the goods or service s, they continue to buy and will transmit positive reviews to others as well as increase profitability. There are two faces to which the relationship between customer satisfaction and consumer loyalty can be explained : customer expectation and price fairness (Memon, Arif and Aslam, 2016)

Customer expectation: is said to contribute to customer satisfaction and consumer loyalty. The company's offering products and services must be able to meet customer expectations. They

should be focused on the perception of the consumers as it is very difficult to meet the needs of the consumers, so businesses must be concerned about the quality of their product, communicate with consumers and pursue better customer service than the previous (Cichosz *et al.*, 2017). Product consistency is the consumer's prime concern when purchasing the goods. Consumers often stick with the business for the long-term, where they find the goods they expect. In solving their enquires, consumers often expect friendly and efficient contact with the business. In recent times, the company can connect easily with its consumers via email or web chat. When the organization wants to do something better than the previous one it keeps the consumers happy.

Price fairness: price is the amount of money customers pay to purchase goods or service. The price determines the satisfaction of the consumer, since the value of the goods and the price always comes together. The consumers often think about the quality while purchasing or reviewing the items. Typically, the price and service quality are judged fairly by the consumers. Consumers require regular purchasing when the price is fair and the way it is set helps to produce their degree of satisfaction. However, if a product is of good quality but the perceived price is not fair then it does not help improve the satisfaction of the customers. Charging price fairly leads to customer satisfaction and loyalty.

2.2 An Overview of the Nigerian Household Sector

The fast-moving consumer goods sector (FMCGs) is undoubtedly one of the world's largest manufacturing companies and comprised a variety of Products such as foodstuffs, beverages , personal care products, electronics , household goods and others (BINUYO and BINUYO). The above goods are essentially cheap goods but typically have a high turnover in terms of units sold to buyers of such products. Because FMCGs are usually household products, and are often used (Pradhan & Misra, 2014; KPMG, 2016). Although the sales volume is generally high for FMCGs, the profit margin per unit of the product sold is very low, the FMCGs sector typically operates on low profit margin (: Bijuna and Sequeira, 2012).

A research by 'Nielsen Emerging Market Insights' found that food, personal care, and household items constitute 37 per cent of overall monthly household expenses. With four out of ten

customers choosing to shop at alternative locations such as neighborhood stores and open markets, shopping malls are rapidly becoming a shopping destination with affluent, young and fashionable shoppers thronging the malls for household products. The research shows that culture, family and the maintenance of high standards are key attitudes that affect Nigerian consumers' buying habits.

The way many Nigerian consumers approach the purchasing of household goods and services has continued to influence the establishment and development of organized retail. Consumers not only have a wider selection to choose from, they often see, sample and buy many of Western shoppers' products and brands now take for granted. Analysts believe that industries that have undergone transition from the traditional retail sector of the nation include food and drink, clothing and footwear, goods for personal care and houseware. A strong structured retail sector expected to have a positive effect on the growth of other consumer industries, with their increasing rates of disposable income and emerging trends. Adesola (2018) revealed some Nigerians could afford to become brand-conscious, increasing demand for fashion designers. However, most customers in Nigeria prefer to stay loyal to brands, and this is checked by increasing the existence of cheaper alternative content.

2.3 Concept of Marketing and Marketing Mix

With increasing intricacies, rapid changes and unexpected market development, the global marketing environment is overwhelmed (Staude and Mason, 2007). (Kotler and Armstrong, 2011) defined marketing as a set of steps that provide value that can be remembered and create a relationship with customers, and provide the organization with advantages. (Pourdehghan, 2015) describes marketing as the quest for the best fit market and segments, where an company can be more effective and productive and fulfill its customers' expectations. (Rousta, Venus and Ebrahimi, 2004) describes marketing as a deliberate effort at allocating resources and establishing business allocations. The primary marketing focus is to recognize and meet consumer needs (Pourdehghan, 2015). (Kotler and Armstrong, 2011) describes marketing as a social and managerial mechanism whereby, by developing and sharing goods and values with other parties, an person or community gets what they need and want. (YUSUF et al., 2019) argue

that marketing is intended to maximize customer loyalty through various integrated marketing strategies.

Nevertheless, Neil Bourden first conceptualized the marketing mix in 1949.(Mohammadi and Sohrabi, 2018) argued that the design and development of an effective marketing mix is among all the issues that contemporary managers face in achieving sustainable competitive advantage. Mccarthy introduced marketing mix elements which include product, price, place and promotion(Kwon, 2011). They 're usually called 4p's. Marketing mix is controllable elements that can boost efficiency and ultimately increase customer loyalty if well incorporated in organization (Abd Wahab et al., 2016). Mohammadi and Sohrabi (2018) thought that marketing. The marketing mix is defined as providing the right product in the right place, at the right price and at the right time (Mohammadi and Sohrabi, 2018). Marketing mix places the best product at the customer's fingertips, has the correct quality and uses acceptable forms of communication and promotion. Marketing mix is a set of instruments available to corporate organizations through which they supply their goods or services. Khodadad and Rezvani (2009) defines the marketing mix as the framework or model through which companies develop marketing plans for their activities. Marketing managers having chosen a target market must develop a systematic plan to sell their products to customers and develop a plan to establish or develop a long-term relationship with them (Pourdehghan, 2015). Marketing plans are the decisions regarding 4p 's marketing, including price, place, product and promotion. If well applied and implemented, the marketing mix improves revenue and productivity and helps meet brand targets (Rath et al., 2014). Clear knowledge and understanding of marketing mix elements could allow managers to persuade potential and current customers to continue business with the brand, which could ultimately become loyal customers (Abd Wahab et al., 2016).

2.4 Distribution

Distribution is a company's activities to make its product available to consumers (Pourdehghan, 2015). According to (Kotler and Armstrong, 2011) Place or distribution is a set of interdependent organizations involved in the process of making a product available for use or for consumption. Jones (2007) defines place or distribution as any means by which the consumer can get a product or receive a service. Distribution plays a major part in the overall marketing mix. Yusuf, Nurhilalia, and Putra (2019) said distribution plays a critical role in moving products from

manufacturers to end consumers or users. Choosing the wrong channel of distribution can slow down and even build bottlenecks in supply to consumers from the producers (Yusuf, Nurhilalia, and Putra, 2019). Copley (2004) argued that both the distribution facilities and the location are critical factors in meeting a product's demand and supply, and help to smooth a product's supply to a target market. (Abd Wahab et al., 2016) claimed that the sales channel and advertising are the marketing mix dimensions and have a substantial influence on the satisfaction of the consumer. Thornton and White (2001) suggest that more revenue is generated by multiple distribution channels, since companies can use different channels to sell different products. Chen and Lai (2010) argues that when a company begins using a new distribution channel, the company may expect higher revenue growth through this channel than the channel on which it has historically depended, because with the new channel a company also seeks to tap into a new consumer segment and therefore enjoys high growth opportunities. A multiple channel distribution can reduce costs (Wright, 2002).

2.4.1 Components of distribution channels

Yusuf et al., (2019)) identified six distribution channel components which included:

- i. Transport: this involves choosing the right means of moving goods from where they are produced to where they can be sold
- ii. Logistics and warehousing: this include the process for temporarily storing goods to make them ready for shipping.
- iii. Central inventory: this is the choice of alternative form of storage which must be centralized or distributed.
- iv. Material handling: the range of instruments to be used to move goods to the nearest location.
- v. Border processing: this is the task of assessing distribution conditions, preparing documents, etc.
- vi. Protective packaging: this is the specification of containers / packages for the goods in order to prevent the multiple losses that occur during shipments.

2.5 Theoretical Framework

A critical theoretical framework used to study customer satisfaction, motivation and customer loyalty is self-determination theory, satisfaction-loyalty theory and expectation-confirmation theory (Lin *et al.*, 2012)

2.5.1 Self-Determination Theory

Theory of self-determination (SDT) is a general theory of motivation designed to explain human motivation, needs and well-being in the sense of society (Deci and Ryan, 1985). Due to this theory, human beings are trying to learn and incorporate new experiences. Three psychological needs are identified in self-determination theory, namely: requirements for competence, autonomy and relatedness (Tseng, et al., 2018). These needs are the main intrinsic necessities to explain self-determination as well as intrinsic motivation. According to (Ryan and Deci, 2000), Such desires are central to understanding self-determination as well as intrinsic motivation. Meeting these psychological needs results in life satisfaction (Tseng, et al., 2018). Ryan and Deci (2000) argue that the psychological needs satisfaction leads to optimal performance and psychological well-being. SDT further classifies human motivation into two types: intrinsic motivation and extrinsic motivation. Intrinsic motivation comes when people engage in an activity because they find it pleasant or enjoyable. Extrinsic motivation, however, occurs due to separate outcomes, such as intrinsic incentives, recognition and avoidance of punishment (Gilal et al., 2019).

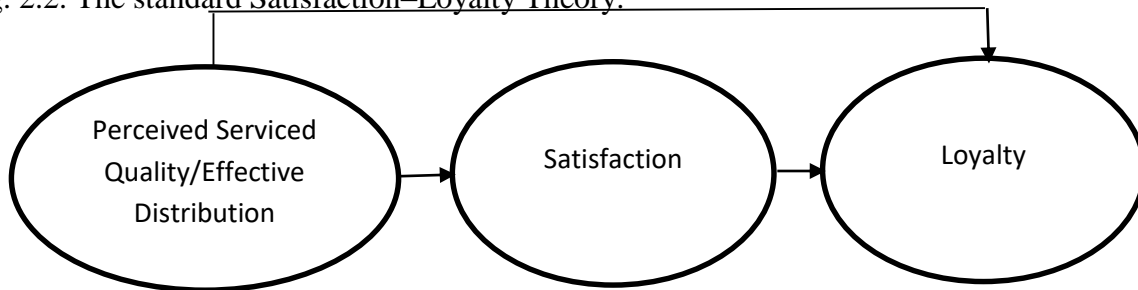
2.5.2 Expectation-Confirmation Theory (ECT)

According to Fu, Zhang, & Chan, (2018), the theory of expectation-confirmation has been extensively researched in the field of marketing to assess customer satisfaction and post-purchase behavior. ECT attempts to conceptualize and explain the process of consumption (Oh 1999). In the theory of expectation-confirmation, customers form an initial expectation of a service or product before using the products or services. Customers then take the Company's services or products. The customers have experienced the product and now form perceptions on the price of the goods and services. After experiencing the product, customers assess their original expectations of the perceived service viz-a-viz and determine to what extent their expectations are confirmed (Lin et al., 2012). In the next step, consumers determine their satisfaction with a product or service through their expectation of pre-purchase, in addition to confirming the discrepancy between pre-purchase expectations and post-purchase service evaluations (Kristensen et al., 1999).

2.5.3 Satisfaction-Loyalty Theory

This theory has been developed to examine the causes of consumer loyalty to a service and as such has been applied extensively and adapted across a wide range of fields (Jen et al., 2011; Fu, Zhang, & Chan, 2018). Two factors, perceived quality of service / product and overall satisfaction, are necessarily considered within the theory. Specifically, both the quality perceived, Strong delivery networks and consumer satisfaction contribute to the customer loyalty in this study (Fu, Zhang & Chan 2018). Customer service is a key factor which mediates the impact of quality of service on customer loyalty.

Fig. 2.2. The standard Satisfaction–Loyalty Theory.



Source: Fu, Zhang, & Chan (2018).

2.6 Empirical Review

Arokiasamy (2012) in his research conducted in Malaysia with the main objective of identifying marketing mix effects on brand loyalty in the Malaysian hypermarkets sector, is titled 'The effect of marketing mix and customer perception on brand loyalty'. He analyzed five independent variables, which are price, brand image, advertisement, distribution and promotion. He concluded that price, brand image, advertisement, distribution strength and price promotion have a significant positive impact on Malaysian hypermarket brand loyalty. The research followed the use of survey to collect data from 300 respondents, while the research used descriptive and inferential statistics.

(Ranabhat, 2018) in his research entitled "Customer loyalty in industry" conducted in Portugal, the main aim of which was to explore the nature of customer loyalty and its business development. He found that consumer loyalty means the desire of consumers to purchase a brand

frequently above all others, further demonstrating that it is both an attitudinal and behavioral experience with one brand that meets customers ' needs and wishes. When the consumers are familiar with one product and happy with other products, then it is consumer loyalty. It always encourages customers to buy more, spend more and experience a positive emotional shopping experience. He also recognized the general opinion that every business sector. Customer loyalty plays an important role in boosting business as well as in building a good relationship between consumers and suppliers, adding that loyal customers are the primary sources of profit generation and bringing more new customers into the business.

Similarly, customer loyalty programs to promote customer loyalty were also the focus of the research. Loyalty services are such services that a business provides to allow its consumers to buy continuously. (Ranabhat, 2018) further submitted that attracting new customers is more expensive in industry than maintaining current customers. The company should therefore be providing excellent products with affordable prices as well as maintaining loyalty programs to satisfy its clients. It's true that if the consumers aren't pleased with the brand, they won't come to buy the product again and again. He concluded that the key factor in improving business with loyal customers is customer service. The researcher has essentially implemented a quantitative analysis approach using a questionnaire. The details or statistical data obtained have been analyzed through Microsoft Excel.

Mohammadi and Sohrabi (2018) in their research entitled 'Examining the impact of marketing mix elements on customer satisfaction with the mediating role of electronic customer relationship management,' e-commerce methods were channeled to examine the effect of marketing mix elements on customer satisfaction with the inclusion of an electronic customer relationship management mediating variable. They concluded that elements of the marketing mix have an important and beneficial impact on consumer satisfaction with the presence of an intermediate variable of customer relations. The primary data for this research was gathered using questionnaires answered by 384 customers who purchased products during the research period and referred to the active electronic stores. The data were analyzed using Pearson correlation and modeling of structural equations

Adeleke and Suraju (2012) in their study conducted in Lagos and entitled 'Customer Loyalty Determinants in the GSM market in Nigeria' channeled to investigate the determinants of customer loyalty in the GSM market in Nigeria, it was found that service quality , customer satisfaction and corporate image are significant determinants of customer satisfaction and loyalty in the GSM market in Nigeria. Lastly, price / tariff component is found not to be a determinant of customer satisfaction and consumer loyalty. A conclusion was drawn to the effect that because factors influencing customer loyalty were known, these should be noted by GSM companies and emphasized in their marketing strategy. The research adopted the use of primary data obtained through a questionnaire which analyzed the answers using SPSS 17. The Pearson Product Moment Correlation was used to determine the relation between the research's independent and dependent constructs.

The fourth factor, price/tariff is found not to be a determinant of customer satisfaction and loyalty in market. A conclusion was drawn to the effect that since factors influencing customer loyalty have been established, GSM companies should note these and emphasize them in their marketing strategy. The study adopted the use of Primary data obtained through a questionnaire with the responses being analyzed using SPSS 17. Pearson Product Moment Correlation was used to establish the relationship between the independent and dependent constructs of the research.

Pourdehghan, (2015) in his research titled "Marketing mix elements effect on brand loyalty: a case study of the cell phone industry. The author is of the opinion that every company's success depends on the marketing tactics used to boost customer loyalty. He concluded his work acknowledging that channels of distribution, product elements and advertising efforts have a positive effect on customer loyalty to brands in the cell phone industry. The research was conducted on 384 cell phone users through surveys and modeling approach to structural equation, and confirmatory factor analysis was used to analyze the results.

Simangunsong, Sitompul and Sadalia (2018) in their paper entitled 'The impact of the marketing mix on loyalty through customer satisfaction in PT' examined the impact on loyalty in PT of a marketing mix consisting of product, size, promotion and position on customer satisfaction. Purposive sampling was used in this paper to assess the sample size, and in Anugrah Pharmindo

Lestari 60 responses were collected from pharmacies with the highest percentage of distribution. The path analysis was used to evaluate the data collected through a questionnaire with the results suggesting that product, size, promotion and place affect customer satisfaction simultaneously and significantly influences consumer loyalty.

Wahab, Hassan, Shahid and Maon, (2016) in their study "The relationship between marketing mix and consumer loyalty in the hijab industry: The mediating impact of customer satisfaction. They said business owners would concentrate on consumer needs and desires to attract and sustain a long-term relationship. They went on to say that businesses need to know which marketing mix item we need to practice attracting consumers through their purchasing behaviors. Their study was conducted in Shah Alam outlet on the female customers who buy and wear hijab products.

Denanyoh (2014) conducted a research entitled 'Customer Loyalty Determinants for Mobile Telecom Subscribers in the BrongAhafo Region of Ghana' to investigate the brand loyalty determinants among mobile telecom users in the BrongAhafo region of Ghana. They found that mobile telecommunications providers play a major role in boosting the economy and promoting efficiency among a large number of subscribers across the country, further explaining that any business ' success depends on the strength of their brands, which attracts new and existing customers for continuous growth. The study basically obtained its primary data by administering questionnaires on the relevant selected sample of the subscriber population and then analyzed the questionnaires using SPSS 16, and Pearson correlation was used to establish the relationship between the dependent and independent variables. They concluded that the reputation of brands and prompt customer service had a significant effect on customers loyalty.

Oghojafor *et al* (2014) reckoned that customer satisfaction and loyalty were described as crucial success factors in every business enterprise, arguing that recent developments in the telecommunications industry in Nigeria suggest that operators are engaged in a range of marketing campaigns to ensure that their customers are happy and brand loyal. Most subscribers, however, complain about the quality of the services and some switch from operator to operator or use several lines. The paper therefore analyzed the marketing practices affecting customer

satisfaction and the factors determining consumer loyalty in the industry. Five factors were identified and tested (Product, price, distribution, promotion and customs) based on a contemporary interpretation of marketing. A sample size of one thousand (1000) respondents was selected from Lagos State, Nigeria through purposeful sampling technique and data obtained using a standardized close-ended questionnaire was collected for the analysis. The findings showed a greater effect on the level of customer satisfaction of the company (core service), promotion and distribution.

2.7 Literature Gaps

Having thoroughly reviewed the relevant literature of previously conducted consumer loyalty and distribution studies, assessing the divergent assertions, opinions and assumptions of various scholars on the subject matter, it is imperative to identify and discuss areas that were not really discussed or considered in most of these previously conducted research. Despite the divergent views about exactly where companies should focus their consumer retention strategies, the uniform idea remains that consumer loyalty is central to the overall profit realization strategy and corporate image of any profit-oriented business regardless of where the business operates. There is less discussion about the relationship between consumer loyalty and its effects on distribution as most authors emphasize prices as a major consumer loyalty strategy in this competitive economy. Others saw brand image and personal association with the product as other ways of measuring consumer loyalty. While it remains an all-encompassing assumption that consumer rationality and prices are major determinants of consumer loyalty, the noticeable difference in literature review is merely the aim of this study and That is to look effectively beyond the simple assumptions that prices are a major determinant of customer loyalty by evaluating the influence of the distribution channel on consumer loyalty attraction and retention within the household goods sector.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

To understand the gaps identified in the literature review above, this section presents a description of the research methods used in achieving the aims and objectives of this research. This chapter, the researcher will adopt the methodological framework given in the research onion by (Saunders, Lewis and Thornhill, 2009) to help in critically analyzing and selecting the philosophy, approach, design, method of data collection, population and data analysis. To conclude this chapter, an overview of the ethical approaches and the limitations encountered are discussed.

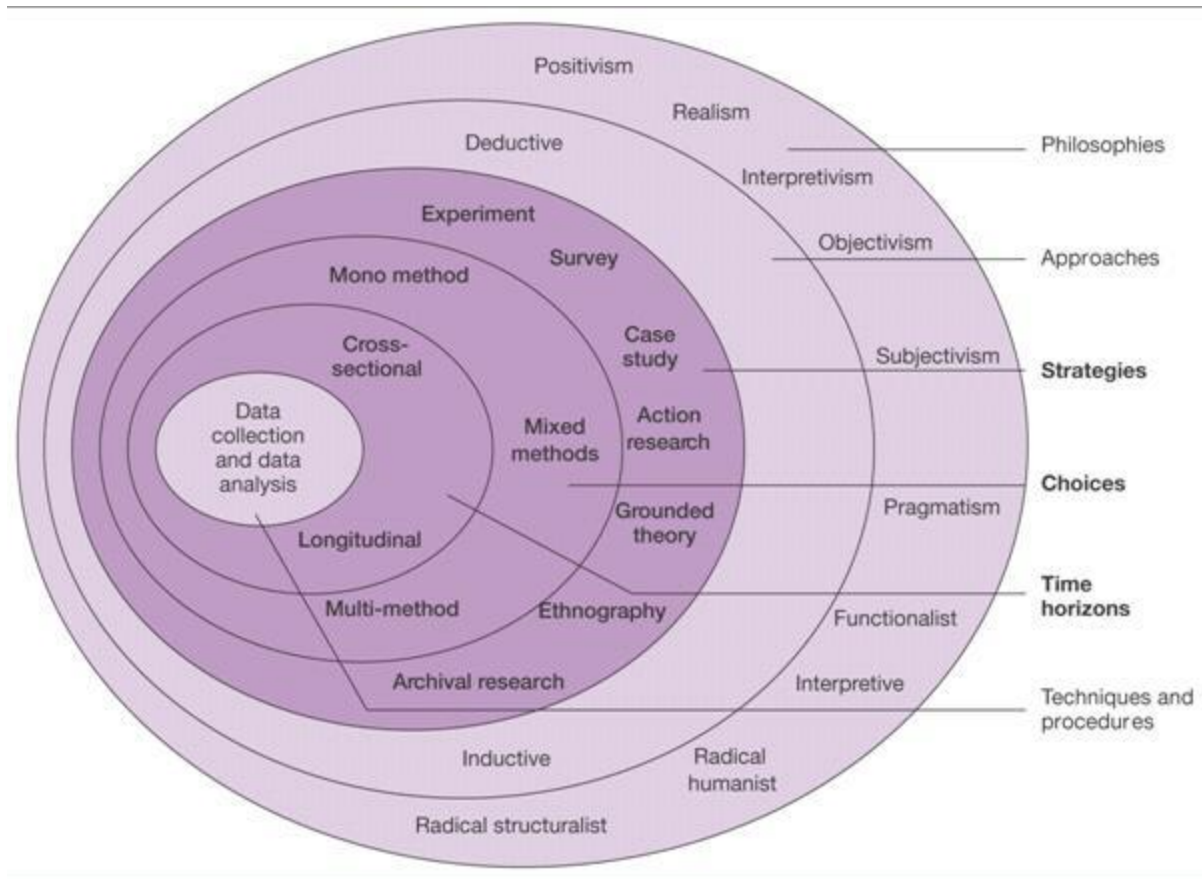


Figure 3.1 Source: (Saunders Mark, Lewis Philip and Thornhill Adrian, 2009)

3.2 Research Aims and Objectives

According to (Fisher Colin. and Buglear John., 2010) research methodology intends to guide a study through the description of the data collection process considered to be most appropriate for

the proposed research topic. The research seeks to understand the impact of distribution on consumer loyalty in the Nigerian household goods sector.

The objectives of the research are as follows:

1. To investigate the relationship between distribution marketing mix and customer satisfaction.
2. To study the impact of customer satisfaction on consumer loyalty.
3. To assess the impact of distribution marketing mix on consumer loyalty.

3.3 Research Design and Philosophy

Several studies for instance (Sekaran and Bougie, 2016) shows that research is an organized critical investigation of a specific problem with the aim of providing solutions. In his introduction to research philosophy (Saunders Mark et al., 2009) described “research philosophy as a structure of beliefs and assumptions about the creation of knowledge”. At all stages in a research, several choices of assumptions are made relating to philosophies, development of research questions, methods used in collecting data and interpreting results. Philosophy was identified in the first layer of research onion, it describes the philosophical attitudes associated in a research. (Saunders Mark et al., 2009) points out three assumptions to research philosophy; ontology, epistemology and axiology.

Ontology is the description of the essence of fact or existence by the researcher

Epistemology is the researcher’s opinion of what constitutes reasonable information

Axiology is the view on the roles of values in science by the researcher

Epistemological arguments among scholars gave rise to different schools of thought about what information is and how it is created and studied (Creswell John W. and Creswell David J., 2017). For these, positivism and interpretivism are the two major schools for thinking that dominated this argument (Tuli, 2010). Though these epistemological perspectives assume that human act is unswerving, and they use opposing views to describe social realism, with a definite flow. Positivist researchers maintain that the behavior of humans and social realism can be accurately studied by observation which leads to laws of cause and effect regulating general

forms of human activity (Burke Johnson and Onwuegbuzie, 2004). Scholars further argue that these are discovered using quantitative methods that demonstrate how variables forms and determine social outcomes. Instead critics of the interpretivism school of thought contend that there is no sense or governance of social realities set of laws established but by human interaction (Tuli, 2010). Researchers who embrace this school of thought use qualitative method for investigating, explaining and defining the behavior of humans.

Scholars seeking to categorize and examine the causes that affect outcomes typically follow the positivistic paradigm through careful observations expressed in numerical methods (Creswell John W. and Creswell David J., 2017). Since the main aim of this study is to examine the impact of distribution on consumer loyalty, positivist philosophy was adopted because the various elements of this study fit within the context. Moreover, the selection of this framework suggests that the quantitative methods were used to examine the relationship between the variables of distribution, consumer loyalty and customer satisfaction.

3.4 Research Approach

According to (Maylor, Blackmon and Huemann, 2016) the importance of being consistent with the chosen research approach and the research question cannot be stressed as the research approach chosen restricts the appropriate research methods. deductive or inductive methods are recommended when choosing between two logics.

3.4.1 Inductive vs deductive

(Saunders and Lewis, 2012) views the deductive method as a technique involving the testing of a theoretical hypothesis using a precisely formulated method for the purpose of its testing. This means the reasons given leads to a conclusion and thus serves as proof. Therefore, deduction is based on intuition and not on interpretation or experience (Blumberg, Cooper and Schindler, 2014). However, inductive method is focused on empirical evidence concerning the development of the hypothesis as a result of the study of data previously collected. Induction is not considered to have the same power of connection between reasons and decisions as opposed to the deductive method. Known facts are used to generate untried conclusions, the conclusions, therefore describes facts which in turn supports the conclusions (Saunders and Lewis, 2012). A deductive

approach was adopted in this study, it started with the collection of data to gather consumers opinion on the impact of distribution on consumer loyalty.

Furthermore, (Saunders Mark et al., 2009) categorized the nature of research into three namely descriptive, explanatory and exploratory. According to (Saunders and Lewis, 2012) descriptive research is intended to produce a true exhibition of people's performances and experience and to offer measures of actions. Explanatory studies focus on cause-oriented research which explores a situation or an issue to clarify the connection between variables while exploratory study refers to a discovery-oriented research which pursues new insights, asks new questions in order to develop a more comprehensive understanding of a problem or situation (Saunders and Lewis, 2012). In this study, the researcher adopted the descriptive study.

3.5 Research Strategy

In their ground-breaking book on research methods, (Saunders Mark et al., 2009) states that research strategy may be associated with specific research philosophies already mentioned as well as deductive or inductive approach. To provide a connection to the methodology, philosophy and intent of research the choice of strategy should be determined by the research objectives and questions. However, considerations should be given to the amount of existing information, time frame, access to respondents, data sources and the available resources. According to the research onion, several strategies used in a research is highlighted which includes, survey, experiment, case study, ethnography, action research, grounded theory and narrative investigation. However, the researcher created a survey for the purpose of the study to gather quantitative data that would be used for descriptive research purposes.

3.6 Quantitative Primary Data Research

In his investigation of qualitative and quantitative data, (Cooper and Schindler, 2014) described quantitative analysis as a tool used to measure something accurately. Quantitative methodology typically examines perceptions, information, consumer preferences and beliefs in market research. They further explain that quantitative methodology refers to the questions concerning how much, how often and how many. However, survey is not a researcher's sole quantitative tool, but has been measured the leading one. (Cooper and Schindler, 2014) maintains that qualitative analysis is an array of interpretive techniques that intends to describe, decode,

translate the meaning but not the regularity of certain phenomena occurring naturally in the social world.

For the purpose of this research, quantitative mode of data collection is adopted because quantitative method focuses on description and prediction, limits the researcher's involvement to prevent biasness, builds and test theory, cross sectional or longitudinal approach are involved. This study seeks to gather consumers opinion on the impact distribution has on their loyalty to household goods in the Nigerian market as such quantitative methods is the preferred choice of gathering data.

A survey is defined by (Check and Schutt, 2011) as the gathering of information from a sample of individuals through their answers to questions. The data used in this research was gathered through online survey or questionnaire. (Roopa and Rani, 2012) asserted that a questionnaire is a list of typed or mimeographed questions answered by respondents to give their opinions. They stated further that questionnaires are the major form of quantitative data collection which enables data to be coherent and consistent for analysis. A self-completed web-based survey was used in this study to gather close ended questions from respondents following Likert scales. (Roopa and Rani, 2012) argued that close ended questions will assist the researcher limit the participant's answers to a fixed set of responses such as Yes or No, multiple choice or graded responses. The questionnaires used for this research comprised of twenty-two close ended questions and the Likert style ranking of five points where option 1 represented strongly agree option 2 agree, option 3 neutral, option 4 disagree and option 5 strongly disagree.

3.7 Sampling techniques and size

According to ((Saunders Mark et al., 2009) probability and non-probability sampling are the major sampling techniques. Probability sampling makes it possible for each case to be known from the given population which usually equals in all circumstances while non-probability sampling makes it possible to select from the total population. Non-probability sampling was used in this research through convenience sampling techniques. The researcher decided to use convenience sampling technique because the researcher is focusing on the consumers of PZ Cussons and how data can be easily and readily available.

A total of 310 questionnaires was sent out to the consumers of PZ Cussons Nigeria plc. Since the researcher is not in the country of study, an online questionnaire was drafted using google forms and sent out for possible answers with a link opened from 13th of July 2020 till 27th of July 2020.

3.8 Analyzing Quantitative Data

Data analysis was described by (Saunders Mark et al., 2009) as the process of giving meaning to the data collected as regards to the established research objectives and questions. The researcher was motivated by the need to present a credible and logical primary data. The research adopted descriptive and inferential analysis and summarized the results in tables. (Quinlan, 2011) stated that descriptive analysis helps to turn data into elements describing the data variables while inferential analysis can be used to draw conclusions on what is collected. Statistical package for social science was used in analyzing data for this research and regression analysis was adopted in testing the hypothesis.

3.9 Ethical Considerations

According to (Hammersley and Traianou, 2012) treating people fairly, caring about privacy, respecting autonomy and reducing harm amongst others are the main principle of ethics. Regarding this study, the researcher adopted an informed consent and commercial confidentiality principles. All respondents were informed about the content of the survey and their rights of withdrawal at any time. All respondents are informed that the data gotten from them will be used solely for the course of this research and the data will be gathered through google forms. Google privacy policy form allowed the respondents identities to be kept anonymous. In addition to the ethical considerations discussed above, the researcher has completed and applied for ethical review from National college of Ireland to ensure respondents are treated in an ethical way.

3.10 Limitations to Research

Given that this research was time constraint, the researcher was obliged to work within the given time bounds. The quality of the analysis done may be affected as more respondent could have been reached and the results will have been more accurate.

The global pandemic was also a huge limiting factor as the researcher could not assess a wide range of books and articles which could have boosted the quality and richness of the research.

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter is dedicated to the study of data collected based on the questionnaire provided to the respondents. The responses were presented using the percentage and frequency distribution. PZ Cussons Nigeria consumers were given a total of 310 copies of the questionnaire online. A total of 165 copies representing 53.2 per cent of the distributed questionnaire were duly completed and returned. Regression analysis was used in testing the proposed hypotheses.

4.2 Demographic Profile of Respondents

Table 4.1 details the demographic profiles of the respondents. It includes features such as age, gender, marital status, income range, and employment status.

Table 4.1: Demographic Profile of Respondents

Variables	Items	Frequency	Percentage
Gender	Male	60	36.4
	Female	105	63.6
	Total	165	100.0
Age	20 years old	18	10.9
	Between 21-30 years old	51	30.9
	Between 31-40 years old	43	26.1
	Between 41-50 years old	38	23.0
	Above 50 years	15	9.1
	Total	165	100.0
Marital Status	Single	52	31.5
	Married	91	55.2
	Divorced/Separated	10	10
	Widowed/Widower	12	7.3
	Total	165	100.0

Income Range	20,000 – 79,000	66	40.0
	80,000 – 149,000	60	36.4
	150,000 – 249,000	23	13.9
	250,000 – Above	16	9.7
	Total	165	100.0
Employment Status	Employed	78	47.3
	Entrepreneur	60	36.4
	Student	27	16.4
	Total	165	100.0

Table 4.1 presents the results of demographic features of the respondents. As seen, the respondents are 36.4 % male while the remaining 63.6 % are female. Eighty percent of the respondents are between the ages of 21 and 50 years, 10.9% are under the age of 20 and 9.1% are over the age of 50. 55.2 % are married respondents. 76.4% of the respondents earn between 20,000 and 149,000 naira per month, while 23.6% earn 150,000 or more. 83.7% of those surveyed are either self-employed or employed, while the remaining 16.4% are students.

4.3 Respondents' Views on Brand Awareness

This section analyses the respondents' views on brand awareness. Respondents were asked to respond to some certain questions related to brand awareness as listed in the Table 4.2

Table 4.2: Respondents' Opinions on Distribution Channel

S/N	Distribution Channel	SA	A	N	D	SD
6	Most stores or supermarkets stock PZ Cussons consumer goods products	82(49.7)	74(44.8)	7(4.2)	2(1.2)	0(0.0)
7	It is very easy to get PZ consumer products to buy	79(47.9)	74(44.8)	11(6.7)	1(0.6)	0(0.0)
8	The ordering process for PZ consumer goods is not difficult	72(43.6)	66(40.0)	22(13.3)	5(3.0)	0(0.0)

9	E-commerce access makes ordering of PZ consumer products online easy	69(41.8)	64(38.9)	25(15.2)	3(1.8)	4(2.4)
10	There is availability of sustainable goods	79(47.9)	70(42.4)	15(9.1)	1(0.6)	0(0.0)

Figure 4.1: Graphical Representation of Respondents' Views on Distribution Channel

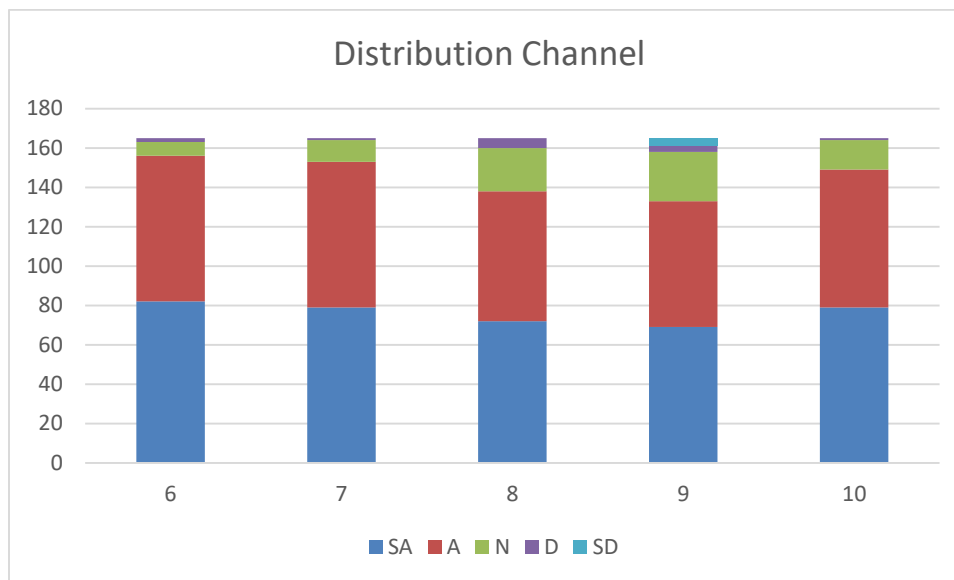


Table 4.2 and Figure 1 provide views of the respondents on the channel of distribution. As noted in the table, 49.7 %, 44.8%, 4.2%, 1.2%, and 0.0% strongly agreed, agreed, neutral, disagreed, and strongly disagreed with the statement that “most stores or supermarkets stock PZ Cussons consumer goods products” respectively. Similarly, 47.9% 44.8%, 6.7%, 0.6% and 0.0% strongly agreed, agreed, neutral, disagreed and strongly disagreed with the argument that: “it is very convenient to purchase PZ consumer goods respectively. Therefore, 43.6%, 40.0%, 13.3%, 3.0%, and 0.0% strongly agreed, agreed, neutral, disagreed and strongly disagreed to the statement that: “the procedure for ordering consumer products from PZ is not complicated” respectively. However, 41.8%, 38.9%, 15.2%, 1.8% and 2.4% strongly agreed, agreed, neutral, disagreed and strongly disagreed with the argument that: “ E-commerce access makes buying of PZ consumer goods online simple respectively. To conclude, 47.9%, 42.4%, 9.1%, 0.6% and

0.0% strongly agreed, agreed, neutral, disagree and strongly disagreed to the statement that: “there is availability of sustainable goods” respectively.

4.4 Respondents’ Views on Customer Satisfaction

This section analyses respondents’ views on customer satisfaction. Respondents were asked to respond to some certain questions related to customer satisfaction as displayed in the Table 4.3.

Table 4.3: Respondents’ Views on Customer Satisfaction

	Customer Satisfaction	SA	A	N	D	SD
11	I am very satisfied with consumer goods product	88(53.3)	69(41.8)	7(4.2)	1(0.6)	0(0.0)
12	I am satisfied with the quality of PZ consumer goods	79(47.9)	69(41.8)	17(10.3)	0(0.0)	0(0.0)
13	I am satisfied with the prices of PZ consumer good	77(46.7)	66(40.0)	16(9.7)	6(3.6)	0(0.0)
14	I am satisfied with the PZ consumer goods reliability	81(49.1)	67(40.6)	16(9.7)	1(0.6)	0(0.0)
15	I am satisfied with the PZ consumer goods product consistency	86(52.1)	67(40.6)	11(6.7)	1(0.6)	0(0.0)
16	PZ Cussons respond to my questions and concerns on time	81(49.1)	62(37.6)	19(11.5)	3(1.8)	0(0.0)
17	I would likely repurchase consumer goods	91(55.2)	61(37.0)	11(6.7)	2(1.2)	0(0.0)

Figure 4.2: Graphical Representation of Respondents' Views on Customer Satisfaction



Table 4.3 and Figure 4.2 offer views on customer service by the respondents. As stated in the table, 53.3%, 41.8%, 4.2%, 0.6%, and 0.0% strongly agreed, agreed, neutral, disagreed and strongly disagreed with the assertion that: “I am very pleased with the consumer goods products” respectively, Similarly 47.9%, 41.8%, 10.3%, 0.0% and 0.0% strongly agreed, agreed, neutral, disagreed and strongly disagreed with the statement that: “ I am satisfied with the quality of PZ consumer goods” respectively. Equally 46.7%, 40.0%, 9.7%, 3.6% and 0.0% strongly agreed, agreed, neutral, disagreed and strongly disagreed with the assertion that: “I am pleased with PZ consumer good prices” respectively. In addition, 49.1%, 40.6%, 9.7%, 0.6%, and 0.0% strongly agreed, agreed, neutral, disagreed and strongly disagreed with the statement: “I am pleased with the reliability of PZ consumer products” respectively. However, 52.1%, 40.6%, 6.7%, 0.6% and 0.0%, strongly agreed, agreed, neutral, disagreed and strongly disagreed with the assertion that: “I am pleased with the quality of PZ consumer product consistency” respectively. Furthermore, 49.1%, 37.6%, 11.5%, 1.8%, and 0.0% strongly agreed, agreed, neutral, disagreed, strongly disagreed with assertion that: PZ Cussons addressed my questions and concerns on time”. Finally, 55.2%, 37.0%, 6.7%, 1.2% and 0.0% strongly agreed, agreed, neutral, disagreed and

strongly disagreed with the statement that: “I will definitely repurchase consumer products” respectively.

4.5 Respondents’ Views on Consumer Loyalty

This section analyses the respondents’ views on consumer loyalty. Respondents were asked to respond to some certain questions related to consumer loyalty as shown in the

Table 4.3. Respondents’ Views on Consumer Loyalty

S/N	Consumer Loyalty	SA	A	N	D	SD
18	I am persistent in choosing consumer goods made by PZ Cussons	93(56.4)	60(36.4)	12(7.3)	0(0.0)	0(0.0)
19	I don't have the desire or motive to try different types of other products	84(50.9)	61(37.0)	17(10.3)	3(1.8)	0(0.0)
20	As a customer, I don't entertain the desire to switch to competitor product	85(51.5)	63(38.2)	14(8.5)	2(1.2)	0(0.0)
21	I will always patronize PZ consumer products	78(47.3)	65(39.4)	17(10.3)	4(2.4)	1(0.6)
22	I will recommend the PZ consumer goods products to others	91(55.2)	61(37.0)	10(6.1)	2(1.2)	1(0.6)

Figure 4.3: Graphical Representation of Respondents’ Views on Consumer Loyalty

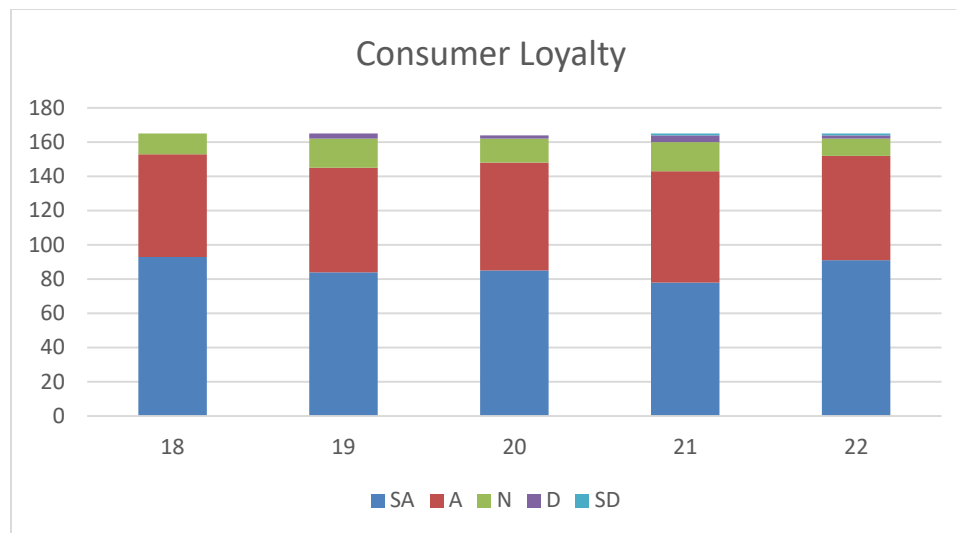


Table 4.3 and Figure 4.3 present the respondents' views on consumer loyalty. As observed in the table, 56.4%, 36.4%, 7.3%, 0.0% and 0.0% strongly agreed, agreed, neutral, disagree and strongly disagree to the statement that: "I am persistent in choosing consumer goods made by PZ Cussons" respectively. Similarly, 50.9%, 37.0%, 10.3%, 1.8% and 0.0% strongly agreed, agreed, neutral, disagree and strongly disagree to the statement that: "I don't have the desire or motive to try different types of other products" respectively. Also, 51.5%, 38.2%, 8.5%, 1.2% and 0.0% strongly agreed, agreed, undecided, disagree and strongly disagree to the statement that: "As a customer, I don't entertain the desire to switch to competitor product" respectively. Similarly, 47.3%, 39.4%, 10.3%, 2.4% and 0.6% strongly agreed, agreed, neutral, disagree and strongly disagree to the statement that: "I will always patronize PZ consumer products" respectively. Lastly, 55.2%, 37.0%, 6.1%, 1.2% and 0.6% strongly agreed, agreed, neutral, disagree and strongly disagree to the statement that: "I will recommend the PZ consumer goods products to others" respectively.

4.6 Test of Hypotheses

In this section, hypotheses are tested to ascertain which of the hypotheses are accepted and which is rejected. The following are the results of the three hypotheses tested using the regression analysis.

4.6.1 Test of Hypothesis One

- iii. H_0 : There is no significant relationship between distribution channel and customer satisfaction in Nigerian household goods industry
- iv. H_1 : There is a significant relationship between distribution channel and customer satisfaction in Nigerian household goods industry

Table 4.4: Result of the OLS Regression Analysis

	R2	Adjusted R2	Coefficient	Std. Error	F statistics	T statistics	P-value
Constant (Intercept)	-	-	1.743	0.353	-	4.938	0.000
Distribution Channel	0.982	0.982	1.529	0.016	8973.307	94.728	0.000

Source: Output from SPSS (2020)

The regression equation for this analysis is given thus:

$$Y = a + bX + ut$$

$$(\text{Customer Satisfaction})_t = a + b (\text{Distribution Channel})_t + ut$$

The findings of the OLS Regression analysis summarized in table 4.4 are for hypothesis one. As seen above, the approximate constant coefficient is statistically significant ($p=0.000$) and it can be inferred that the population value of 'a' is equal to one (which means, the null hypothesis is rejected). Similarly, the coefficient of slope is statistically important at a significant point of 5% ($p=0.000$, i.e. $< 5\%$, see **table 4.4**), and the null hypothesis H_0 can be rejected. Provided that the slope's calculated value is positive and statistically significant, it can be inferred that a positive and significant relationship exists between the channel of distribution and customer satisfaction. Additionally, the value of the slope calculated, implies that if channel of distribution increases by one unit, then the operational output increases by 1.529 on average. Eventually the significance of R^2 statistics shows that 98.2% of the changes in customer satisfaction can be explained by distribution, while the remaining 1.8% can be explained by other factors which is not included in this model.

4.6.2 Test of Hypothesis Two

- iii. H_0 : There is no significant relationship between customer satisfaction and consumer loyalty
- iv. H_1 : There is a significant relationship between customer satisfaction and customer loyalty

Table 4.5: Result of the OLS Regression Analysis

	R2	Adjusted R2	Coefficient	Std. Error	F statistics	T statistics	P-value
Constant	-	-	-3.698	0.874	-	-4.229	0.000
Customer Satisfaction	.826	0.825	0.691	0.025	773.080	27.804	0.000

Source: Output from SPSS (2020)

The regression equation for this analysis is given thus:

$$Y = a + bX + ut$$

$$(\text{Customer Loyalty})_t = a + b (\text{Customer Satisfaction})_t + ut$$

The OLS Regression analysis finding presented in table 4.5 is for hypothesis two. As seen above, the approximate constant coefficient is statistically significant ($p=0.000$), and it can be inferred that the population of the value of 'a' is equal to one (which means, the null hypothesis is rejected). However, at a significant point of 5% ($p=0.000$, that is, $< 5\%$, see **table 4.5**), the slope coefficient is statically important, and the null hypothesis H_0 is rejected. Considering that the average value of the slope is positive and statistically significant, it can be inferred that the relationship between customer satisfaction and consumer loyalty is positive and significant. In addition, the estimated value shows that if customer satisfaction increases by one point, then consumer loyalty increases by 0.691 on average. Finally, the significance of R^2 shows that

82.6% of consumer loyalty shifts can be explained by customer satisfaction, while the remaining 17.4% can be explained by other variables that are not included in this model.

4.6.3 Hypothesis Three

- iii. H_0 : There is no significant relationship between distribution channel and customer loyalty
- iv. H_1 : There is a significant relationship between distribution channel and customer loyalty

Table 4.6: Result of the OLS Regression Analysis

	R ²	Adjusted R ²	Coefficient	Std. Error	F statistics	T statistics	P-value
Constant	-	-	-2.950	0.794	-	-3.714	0.000
Distribution Channel	0.844	0.843	1.078	0.036	881.522	29.690	0.000

Source: Output from SPSS (2020)

The regression equation for this analysis is given thus:

$$Y = a + bX + ut$$

$$(\text{Customer Loyalty})_t = a + b(\text{Channel of Distribution})_t + ut$$

The OLS Regression analysis findings presented in table 4.6 is for hypothesis three. As seen above, the estimated constant coefficient is statistically significant ($p=0.000$), and it can be inferred that the population value of 'a' is equal to one (which means, the null hypothesis is rejected). Similarly, the coefficient of slope is statistically significant at a meaning level of 5% ($p=0.000$, that is, $<5\%$, **see table 4.6**) and the null hypothesis H_0 is rejected. Considering that the average value of the slope is positive and statically relevant, it can be inferred that distribution and consumer loyalty have a positive and significant relationship. Therefore, the estimated slope value shows that if distribution increases by one point, consumer loyalty increases by 1.078 on average. The significance of R^2 statistics shows 84.4% of the change in consumer loyalty can be

explained by distribution while the remaining 15.6% can be explained by other variables not included in this model.

Table 4.7

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Distribution Channel ^b	.	Enter

a. Dependent Variable: Customer Satisfaction

b. All requested variables entered.

Table 4.8

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.991 ^a	.982	.982	.74127

a. Predictors: (Constant), Distribution Channel

Table 4.9

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4930.701	1	4930.701	8973.307	.000 ^b
	Residual	89.566	163	.549		
	Total	5020.267	164			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Distribution Channel

Table 4.10

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.743	.353		4.938	.000
	Distribution Channel	1.529	.016	.991	94.728	.000

a. Dependent Variable: Customer Satisfaction

Table 4.11

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Customer Satisfaction ^b	.	Enter

a. Dependent Variable: Customer Loyalty

b. All requested variables entered.

Table 4.12**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909 ^a	.826	.825	1.76182

a. Predictors: (Constant), Customer Satisfaction

Table 4.13**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2399.656	1	2399.656	773.080	.000 ^b
	Residual	505.956	163	3.104		
	Total	2905.612	164			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction

Table 4.14**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.698	.874		-4.229	.000
	Customer Satisfaction	.691	.025	.909	27.804	.000

a. Dependent Variable: Customer Loyalty

Table 4.15**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Distribution Channel ^b	.	Enter

a. Dependent Variable: Customer Loyalty

b. All requested variables entered.

Table 4.16**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919 ^a	.844	.843	1.66786

a. Predictors: (Constant), Distribution Channel

Table 4.17**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2452.185	1	2452.185	881.522	.000 ^b
	Residual	453.427	163	2.782		
	Total	2905.612	164			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Distribution Channel

Table 4.18

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-2.950	.794	-3.714	.000
	Distribution Channel	1.078	.036	.919	.000

a. Dependent Variable: Customer Loyalty

CHAPTER FIVE: Discussion of Findings

5.1 Introduction

This dissertation is intended to examine the impact of distribution on consumer loyalty in the Nigerian household goods industry. To achieve this goal, three sub-objectives were developed with the intention of investigating, i) the relationship between distribution and customer satisfaction ii) the impact of customer satisfaction on consumer loyalty iii) the impact of distribution marketing mix on consumer loyalty. Such sub-objectives have been formulated as null hypothesis which includes, i) There is no significant relationship between distribution channel and customer satisfaction ii) There is no significant relationship between customer satisfaction and consumer loyalty iii) There is no significant relationship between distribution channel and consumer loyalty. Three observations were made after data collection and analysis that led to the rejection of the null hypotheses above. The results will be addressed in detail in the next section and attempts will be made to relate to the previous literatures reviewed.

5.2 To investigate the relationship between distribution and customer satisfaction?

The first research goal aims to address whether distribution and customer satisfaction have a major effect. A few respondents were asked series of questions to achieve this objective and their responses were subject to statistical analysis. The results show that distribution and customer satisfaction have a strong and productive relationship. This is corroborated by the analysis of (Abd Wahab et al., 2016) which found that the relationship between distribution and customer satisfaction exist. Similarly, this research is consistent with the findings of the study by (Mohammadi and Sohrabi, 2018) who found out that marketing mix elements like distribution have a positive and significant relationship with customer satisfaction. Likewise, the research results by (Simangunsong et al., 2018) supports this study's findings which showed that there is a positive and significant relationship between marketing mix and customer satisfaction. The result of this study shows that the more the consumer goods of PZ Cussons are widely distributed, the higher the customer satisfaction. In the survey, it is revealed that most stores or supermarkets stock PZ Cussons consumer goods, which implies that getting consumer goods to buy is not stressful, and this consequently improves customers' satisfaction. The result also reveals that most respondents think that E-commerce makes ordering of consumer products via online platforms easy and stress-free. This is so, ostensibly because, consumers love

convenience, as they prefer to procure their goods or products on time, with minimum effort. Most respondents are also of the belief that sustainability is an important factor in the distribution of consumer goods, evidenced by their belief that PZ invests in sustainable goods, which affects the way consumers perceive their products, and consequently leads to customer satisfaction.

5.3 To examine the impact of customer satisfaction on consumer loyalty

The second research objective aims to answer whether the relationship between customer satisfaction and consumer loyalty is significant. To answer this question, questionnaires were designed and administered to the respondents and statistical analysis was carried out on their responses. The result shows a strong and optimistic relationship between customer satisfaction and consumer loyalty. This is constant with the study findings by (Simangunsong et al., 2018) which reveals there is a positive and significant relationship between customer satisfaction and consumer loyalty. This result means customer satisfaction contributes to consumer loyalty. This result means customer satisfaction contributes to consumer loyalty. As found in the questionnaire layout, many respondents are pleased with PZ Cussons' consumer goods and the quality and price of their products.

5.4 To assess the impact of distribution on consumer loyalty

To answer the third research objective that aims to address whether there is a significant relationship between the channel of distribution and consumer loyalty. The research result shows that distribution affects consumer loyalty in a substantial and positive way. This result is corroborated by the result of the research done by (Abd Wahab et al., 2016) that has found a positive and meaningful relationship between distribution and consumer loyalty. A study by (Simangunsong et al., 2018) also found a solid and significant relationship between distribution and consumer loyalty. A research by (Arokiasamy, 2012) also supports the findings of this study which revealed that price, store image, distribution intensity and promotion exerts a significant positive influence the brand loyalty of Malaysian hypermarkets. The results of a study by (Pourdehghan, 2015) indicated the positive impact of products elements, channels of distribution and promotional activities. From the questionnaire developed, it is revealed that most respondents are persistent in purchasing consumer goods manufactured by PZ Cussons and others have reported that they have no intention to seek or purchase substitute items. Some still

say they will continue to patronize the PZ consumer goods as well as recommend them to others. All of these suggest a high level of consumer loyalty.

CHAPTER SIX: SUMMARY, CONCLUSION AND RECOMMENDATION

6.1 Introduction

This chapter includes the summary of findings, conclusion and recommendations as well as suggestions for further studies. The summary of findings is a description of the research performed in the preceding chapter, while the conclusion of the study is extracted from the research findings. The recommendations are based on the conclusion and the findings. Suggestion for further studies are some details that the researcher finds important for future improvement of the study.

6.2 Summary

This research examines the impact of distribution on consumer loyalty. This study primarily explores the relationship between distribution and customer satisfaction; the impact of customer satisfaction on consumer loyalty; and the impact of distribution on consumer loyalty. The following results was arrived at, after presentation and analysis:

- i. There is significant relationship between distribution and customer satisfaction for in the Nigerian household goods industry.
- ii. There is significant relationship between customer satisfaction and customer loyalty in the Nigerian household goods industry.
- iii. There is significant relationship between distribution and consumer loyalty in the Nigerian household goods industry.
- iv. The household goods industry in Nigeria widely and extensively distributes their products and employ e-commerce for consumers' convenience.
- v. There is high level of customer satisfaction in household goods industry in Nigeria proxied by PZ Cussons Nigeria Plc
- vi. Similarly, there is high level of consumer loyalty in the household goods industry in Nigeria proxied by PZ Cussons Nigeria Plc.

6.3 Conclusion

Distribution marketing mix help an organization to perceive and understand the customers' needs and specification. Distribution marketing mix and all the other mixes leads to successful

organization. Nuseir and Madanat, (2015) argued that understanding marketing needs based on customer perception of company's products and the capacity to distribute those products effectively, secures strong competitive advantage for the organization. Marketing mix, if managed properly procures overall success to the organization, and ensures customers' satisfaction

It can be concluded in this study that distribution channel impacts positively on customer satisfaction, which consequently impacts on customer loyalty (Pourdehghan, 2015). Thus, the distribution marketing mix must be made compatible with the needs of the customers. Managers must plan for and carry out marketing activities such as distribution, promotion and personal selling to stimulate the purchase behavior. Pourdehghan, A. (2015) argued that in the first stage of marketing planning, managers must adopt or employ the entire distribution potential to inform customers and improve their awareness of brand and market performance especially those brands which are unknown. Thus, enhancing distribution is essential. In the second stage, managers should employ price promotion to raise product awareness and stimulate customers' interests in the product. Advertisements must be properly used in this stage, as it helps in bringing or creating awareness about a product and make buyers to buy the product. Effective distribution must be matched with promotion, because what is the essence of a well-advertised product that people cannot get to buy. Additionally, distributors must have detailed knowledge of a product, if the product must sell very well. They must have full knowledge of a product and how it differs from other products, because without this, there might be limitation in their capacity to convince potential customers to buy the products.

6.4 Recommendations

Against the above background, the following recommendations are made to Practitioners, Industry professionals, and Governments as well future research.

6.4.1 Recommendations for Future Research

- i. The findings of this study suggest that in the household industry, there might be other measurement sets or other dimensions of consumer loyalty and this is an opportunity for further studies.
- ii. This study discovered the importance of the use of qualitative approaches such as in-depth interviews or focus groups in conjunction with quantitative research methods

which can provide useful insights into the subject matter. Sometimes there might be more opinions than the questionnaire can capture. Establishing a focus group or an in-depth interview with the distribution agents together with consumers would add more value to the research and gather various opinions from all players involved.

6.4.2 Recommendations for Practitioners/Industry professionals/Governments

- i. Based on the findings in this research there is a significant and positive relationship between distribution and customer satisfaction, household goods companies should simplify their distribution networks and necessary delivery infrastructure to ensure that distribution is smooth and hitch free to meet consumer's needs. The marketing strategy should be made to be in sync with other elements, so it can create competitive advantage for the company.
- ii. Based on the result that a significant and positive relationship between customer satisfaction and consumer loyalty, household brands should provide quality products and services that meet the expectations of customers and provide varieties of products that target specific customer segment, as this would help improving its customers' satisfaction. Also, promotional offers, special offers, advertising activities, direct marketing, personal selling as well as creating presence in the social media, as ways of enhancing or creating awareness and improving customer satisfaction.
- iii. Based on the findings that consumer loyalty is substantially and positively affected by distribution, Nigerian household goods brands should organize loyalty programs to further boost the loyalty of the consumers.

References

- Abd Wahab, N., *et al.* (2016) 'The relationship between marketing mix and customer loyalty in hijab industry: the mediating effect of customer satisfaction', *Procedia Economics and Finance*, 37, pp. 366-371.
- Adeleke, A. and Suraju, A. A. (2012) 'The determinants of customer loyalty in Nigeria's GSM market', *International Journal of Business and Social Science*, 3(14).
- Ameur, I., Keltouma, M. and Souar, Y. (2015) 'The impact of marketing mix elements on customer loyalty for an Algerian telecommunication company', *Expert Journal of Marketing*, 3(1).
- Arokiasamy, A. R. A. (2012) 'The effect of marketing mix and customer perception on brand loyalty', *Journal of business and management*, 4(2), pp. 1-11.
- Beard, R. (2014) 'Why customer satisfaction is important (6 Reasons)', *Client Heartbeat*.
- BINUYO, A. O. and BINUYO, B. O. 'Diversification Strategy and Firm Profitability: Evidence from Selected Fast-Moving Consumer Goods Firms in Lagos State, Nigeria'.
- Blumberg, B. F., Cooper, D. R. and Schindler, P. S. (2014) *Business research methods*. McGraw-hill education.
- Blut, M., *et al.* (2007) 'Switching barriers in the four-stage loyalty model', *ACR North American Advances*.
- Burke Johnson, R. and Onwuegbuzie, A. J. (2004) 'Mixed methods research: A research paradigm whose time has come', *Educational researcher*, 33(7), pp. 14-26.
- Caceres, R. C. and Paparoidamis, N. G. (2007) 'Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty', *European journal of marketing*.
- Camarero, C., Garrido, M. J. and Vicente, E. (2010) 'Components of art exhibition brand equity for internal and external visitors', *Tourism Management*, 31(4), pp. 495-504.
- Chang, C.-H. (2010) 'A study on brand loyalty and customer lifetime value', *Journal of Information and Optimization Sciences*, 31(3), pp. 719-728.
- Chattopadhyay, T., Dutta, R. N. and Sivani, S. (2010) 'Media mix elements affecting brand equity: A study of the Indian passenger car market', *IIMB Management Review*, 22(4), pp. 173-185.
- Check, J. and Schutt, R. K. (2011) *Research methods in education*. Sage Publications.

- Chen, M. S. and Lai, G. C. (2010) 'Distribution systems, loyalty and performance', *International Journal of Retail & Distribution Management*.
- Cichosz, M., *et al.* (2017) 'Innovation in logistics outsourcing relationship-in the search of customer satisfaction', *LogForum*, 13(2), pp. 209--219.
- Cooper, D. and Schindler, P. S. (2014) 'Business Research Methods.© The McGraw– Hill Companies'.
- Creswell John W. and Creswell David J. (2017) *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Daikh, J. (2015) 'A research proposal: the relationship between customer satisfaction and consumer loyalty', *Johnson & Wales University*, 42.
- Deci, E. L. and Ryan, R. M. (1985) 'The general causality orientations scale: Self-determination in personality', *Journal of research in personality*, 19(2), pp. 109-134.
- Denanyoh, R. (2014) 'Determinants of customer loyalty among mobile telecom subscribers in the Brong Ahafo Region of Ghana', *International journal of business and social research*, 4(1), pp. 82-95.
- Fisher Colin. and Buglear John. (2010) *Researching and writing a dissertation: An essential guide for business students*. Pearson Education.
- GHARACHEH, M. and DABOOEIAN, M. (2011) 'Interaction of employee loyalty and customer loyalty in the service industry'.
- Griffin, J. and Herres, R. T. (2002) *Customer loyalty: How to earn it, how to keep it*. Jossey-Bass San Francisco, CA.
- Griffin Jill and Herres Robert T. (2002) *Customer loyalty: How to earn it, how to keep it*. Jossey-Bass San Francisco, CA.
- Hammersley, M. and Traianou, A. (2012) *Ethics and educational research*. British Educational Research Association London.
- Khadka, K. and Maharjan, S. (2017) 'Customer satisfaction and customer loyalty: Case trivsel städtjänster (trivsel siivouspalvelut)'.
- Khare, A. (2013) 'Culture, small retail stores, and Indian consumer preferences: A moderating role of demographics', *The International Review of Retail, Distribution and Consumer Research*, 23(1), pp. 87-109.

KHODADAD, H. S. and Rezvani, M. (2009) 'FUZZY MARKETING MIX MODELING (A CASE STUDY OF AUTOMOBILE BATTERY INDUSTRY)'.

Kim Moon-Koo., *et al.* (2016) 'Determinants of customer loyalty in the Korean smartphone market: Moderating effects of usage characteristics', *Telematics and Informatics*, 33(4), pp. 936-949.

Kotler, P. and Armstrong, G. 2011. *Marketing an Introduction*, 10-th Edition. New Jersey, Prentice Hall.

Kwon, C. K. 'A study of the relationship between marketing mix and customer retention for herbal coffee in Malaysia'. *2nd international conference on business and economic research (2nd ICBER 2011) Proceeding*: Conference Master Resources.

Lin, T.-C., *et al.* (2012) 'The integration of value-based adoption and expectation–confirmation models: An example of IPTV continuance intention', *Decision Support Systems*, 54(1), pp. 63-75.

Maylor, H., Blackmon, K. and Huemann, M. (2016) *Researching business and management*. Macmillan International Higher Education.

Memon, B., Arif, H. and Aslam, M. F. (2016) 'Impact of brand recall on customer purchase intention', *Journal of Marketing and Consumer Research*, 25.

Mohammadi, M. and Sohrabi, T. (2018) 'Examining the Effect of Marketing Mix Elements on Customer Satisfaction with Mediating Role of Electronic Customer Relationship Management', *Industrial Engineering & Management Systems*, 17(4), pp. 653-661.

Mustawadjuhaefa, B. and Jobhaarbima, M. 'Ilhamlabbase (2017). Marketing mix and service quality effect on customer satisfaction and loyalty of Toyota cars', *Journal of Research in Business and Management*, 5(2), pp. 13-23.

Nam, J., Ekinci, Y. and Whyatt, G. (2011) 'Brand equity, brand loyalty and consumer satisfaction', *Annals of tourism Research*, 38(3), pp. 1009-1030.

Nyarko, I. K., Agyeman-Duah, M. O. and Asimah, V. (2016) 'Measuring customer loyalty using retention, advocacy and patronage as key denominators', *International of scientific and Research Publications*, 6, pp. 2250-3153.

Oghojafor, B., *et al.* (2014) 'Determinants of customer satisfaction and loyalty in the Nigerian telecommunications industry'.

- Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1988) 'Servqual: A multiple-item scale for measuring consumer perc', *Journal of retailing*, 64(1), pp. 12.
- Pourdehghan, A. (2015) 'The impact of marketing mix elements on brand loyalty: A case study of mobile phone industry', *Marketing and Branding Research*, 2(1), pp. 44-63.
- Prentice, C. and Loureiro, S. M. C. (2017) 'An asymmetrical approach to understanding configurations of customer loyalty in the airline industry', *Journal of Retailing and Consumer Services*, 38, pp. 96-107.
- Pritchard, M. P., Havitz, M. E. and Howard, D. R. (1999) 'Analyzing the commitment-loyalty link in service contexts', *Journal of the academy of marketing science*, 27(3), pp. 333.
- Punniyamoorthy, M. and Raj, M. P. M. (2007) 'An empirical model for brand loyalty measurement', *Journal of targeting, measurement and analysis for marketing*, 15(4), pp. 222-233.
- Quinlan, C. (2011) 'Business research methods: South-Western Cengage Learning', *Andover, Hampshire, UK*.
- Ranabhat, D. (2018) 'CUSTOMER LOYALTY IN BUSINESS: views of students of Centria University of Applied Sciences'.
- Rath, P. M., et al. (2014) *The why of the buy: Consumer behavior and fashion marketing*. Bloomsbury Publishing.
- Roopa, S. and Rani, M. (2012) 'Questionnaire designing for a survey', *Journal of Indian Orthodontic Society*, 46(4_suppl1), pp. 273-277.
- Rousta, A., Venus, D. and Ebrahimi, A. (2004) 'Marketing management', *Tehran: SAMT publication*.
- Ryu, K., Han, H. and Kim, T.-H. (2008) 'The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions', *International Journal of Hospitality Management*, 27(3), pp. 459-469.
- Salem, S. and Chaichi, K. (2018) 'Investigating causes and consequences of purchase intention of luxury fashion', *Management Science Letters*, 8(12), pp. 1259-1272.
- Saunders, M., Lewis, P. and Thornhill, A. (2009) *Research methods for business students*. Pearson education.
- Saunders Mark, Lewis Philip and Thornhill Adrian (2009) *Research methods for business students*. Pearson education.

- Saunders, M. N. and Lewis, P. (2012) *Doing research in business & management: An essential guide to planning your project*. Pearson.
- Sekaran, U. and Bougie, R. (2016) *Research methods for business: A skill building approach*. John Wiley & Sons.
- Simangunsong, B., Sitompul, D. and Sadalia, I. (2018) 'The Effect of Marketing Mix on Loyalty Through Customer Satisfaction in PT. Merck Tbk Cabang Medan', *KnE Social Sciences*.
- Staude, G. and Mason, R. (2007) 'A marketing mix model for a complex and turbulent environment', *Professional Accountant*, 7(1), pp. 236-254.
- Sudari, S., *et al.* (2019) 'Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products', *Management Science Letters*, 9(9), pp. 1385-1396.
- Tasci, A. D. and Guillet, B. D. (2011) 'It affects, it affects not: A quasi-experiment on the transfer effect of co-branding on consumer-based brand equity of hospitality products', *International Journal of Hospitality Management*, 30(4), pp. 774-782.
- Tuli, F. (2010) 'The basis of distinction between qualitative and quantitative research in social science: Reflection on ontological, epistemological and methodological perspectives', *Ethiopian Journal of Education and Sciences*, 6(1).
- Woodruff, R. B. (1997) 'Customer value: the next source for competitive advantage', *Journal of the academy of marketing science*, 25(2), pp. 139.
- Wright, A. (2002) 'Technology as an enabler of the global branding of retail financial services', *Journal of International Marketing*, 10(2), pp. 83-98.
- YUSUF, M., NURHILALIA, N. and PUTRA, A. H. P. K. (2019) 'The Impact of Product Quality, Price, and Distribution on Satisfaction and Loyalty', *The Journal of Distribution Science*, 17(10), pp. 17-26.

APPENDIX

Dear Sir/Madam,

QUESTIONNAIRE ON A RESEARCH PROJECT – THE IMPACT OF DISTRIBUTION CHANNEL ON CONSUMER LOYALTY IN THE NIGERIAN HOUSEHOLD GOODS SECTOR.

I am a student of the above-named institution. I am currently carrying out a research study on the topic above. This is part of the requirements for my graduation and award of an Msc. degree by the University. Kindly fill the questionnaire as honestly and objectively as possible. All information supplied will be treated with utmost confidentiality and used mainly for academic purpose.

Thank you in advance for your anticipated co-operation.

Yours Sincerely,

gbemisola

Nasimot Gbemisola Adams

Table 1: Demographic Characteristics

S/N	Characteristics	Options
1	Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
2	Age	<input type="checkbox"/> Less than 20 years old <input type="checkbox"/> Between 21 and 30 years old

		<input type="checkbox"/> Between 31 and 40 years old <input type="checkbox"/> Between 41 and 50 years old <input type="checkbox"/> Above 50 years old
3	Marital Status	<input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Separated/Divorced <input type="checkbox"/> Widow/Widower
4	Income Range	<input type="checkbox"/> 20,000 - 79,000 <input type="checkbox"/> 80,000 – 149,000 <input type="checkbox"/> 150,000 – 249,000 <input type="checkbox"/> 250,000 – Above
5	Employment Status	<input type="checkbox"/> Employed <input type="checkbox"/> Entrepreneur <input type="checkbox"/> Student

SA-Strongly agree, A-agree, N-Neutral, D-Disagree, SD-Strongly Disagree

To what extent do you agree with the following statements?

Table 2: Level of Codes of Cooperate Governance Adoption

S/N	Distribution Channel	SA	A	N	D	SD
6	Most stores or supermarkets stock PZ Cussons consumer goods products					
7	It is very easy to get PZ consumer products to buy					
8	The ordering process for PZ consumer goods is not difficult					
9	E-commerce access makes ordering of					

	PZ consumer products online easy					
10	There is availability of sustainable goods					

SA-Strongly agree, A-agree, N-Neutral, D-Disagree, SD-Strongly Disagree

Table 3.

	Customer Satisfaction	SA	A	N	D	SD
11	I am very satisfied with consumer goods products					
12	I am satisfied with the quality of PZ consumer goods					
13	I am satisfied with the prices of PZ consumer good					
14	I am satisfied with the PZ consumer goods reliability					
15	I am satisfied with the PZ consumer goods product consistency					
16	PZ Cussons respond to my questions and concerns on time					
17	I would likely repurchase consumer goods					

	Consumer Loyalty	SA	A	N	D	SD
11	I am persistent in choosing consumer goods made by PZ Cussons					
12	I don't have the desire or motive to try different types of other products					
13	As a customer, I don't entertain the desire to switch to competitor product					

14	I will always patronize PZ consumer products					
15	I will recommend the PZ consumer goods products to others.					