

INTERNATIONAL JOURNAL OF ENTREPRENEURSHIP, INNOVATION AND MANAGEMENT (IJEIM)

2022

DEPARTMENT OF BUSINESS & ENTREPRENEURSHIP,
KWARA STATE UNIVERSITY, MALETE NIGERIA

Volume 3, No 1

EDITORIAL BOARD

Editor-in-Chief	Professor Kenneth Sola Adeyemi
Deputy Editor -in-Chief	Associate Professor Zekeri Abu
Managing Editor	Dr Bisayo Otokiti
Associate Editors	Professor Issa Abdulraheem
	Associate Professor Aminu Brimah
	Mr. Philips Olugbenga Adebayo

EDITORIAL ADVISORY TEAM

Prof. M.O Awodun	Crown-Hill University Eiye Nkorin, Kwara State
Prof. Sola Adesola	Oxford Brookes University, United Kingdom
Prof. Hakeem Ajombadi	Birmingham City University, London UK
Prof. R.A Gbadeyan	University of Ilorin, Ilorin Nigeria
Prof. B.I Kadiri	University of Ilorin, Ilorin Nigeria
Prof. Anthony Kola-Olusanya	Osun State University, Ilesha Nigeria

CONSULTING/LANGUAGE EDITORS

Dr. Saeedat Aliyu	saeedat.aliyu@kwasu.edu.ng
Dr. Tomi Adeoti	tomi.adeoti@kwasu.edu.ng
Dr. Abiodun Jombadi	abiodun.jombadi@kwasu.edu.ng
Dr. Rotimi Oladele	Institute of Entrepreneurs, Nigeria

PROJECT MANAGER

Associate Prof. Aminu Brimah
Philips Adebayo
Email: Philipsadebayo@kwasuedu.ng
Phone No: 07038192900

CONTENTS

Entrepreneurial Self-Efficacy and Entrepreneurial Success of Some Selected Small and Medium Scale Enterprises in Lagos State
OBISANYA, Adedoyin Adebanjo, DUROJAYE, Modupe. O., NANNA, Adefunke T.....1

Workload and Employee Engagement Among Staff of Federal Polytechnic Kaura-Namoda, Zamfara State: The Role of Organizational Trust
Ojeleye, Yinka Calvin, Prof. Abu-Abdissamad, Abdullahi Musa, Dr. Salisu, Umar, Prof. Usman Abubakar.....16

Flower Garden Planting Plan Design as Green Infrastructure for KWASU Environmental Sustainability and Science Entrepreneurship
Alabi, J.O., Joseph, O.J., Sulaiman, S.Y., Ajao, K.R.....37

A Survey on Supply Chain and Customer Satisfaction of Selected Pharmaceutical Companies in Kwara State
Nurudeen Bello Ahmed PhD.....51

The Impact of Digital Marketing on Consumer Satisfaction
Issa ABDULRAHEEM Ph.D, Zekeri ABU Ph.D, Jamiu Olayinka SULAIMANM. 70

Work Engagement and Employee Involvement in Organizations (A Study of Selected Fast Food Outlets in Ilorin, Kwara State)
Prof. Umar GUNU, Oluwayomi Omotayo OLOTA, Oladipupo Peter AGUNBIADE.....86

Economic Factors and Performance of Selected Quoted Consumer Goods Manufacturing Companies in Nigeria: The Moderating Roles of Firm Agility
OKUSANYA Adedoyin O., PhD, OGUNYEMI, Kolapo M, ADENIJI, Adewale O. 104

Workplace Incivility, Job Stress and Counterproductive Work Behaviour Among Employees of Federal College of Education (Technical) Gusau Zamfara State: The Mediating Effect of Emotional Exhaustion
Bakare, Mutiu, Salisu Umar Ph.D., Bugaje Idris Ph.D., Prof. Hamza Abubakar 118

Effect of Covid-19 Pandemic on Performance of Small Businesses in Kwara State, Nigeria
Hamzat Ibrahim.....137

Workforce Diversity and Employee Performance in Selected Pharmaceutical Firms in Kwara State
Mohammed Teslim ZAKARIYYA, Ismaila Bolarinwa KADIRI, Issa ABDULRAHEEM, Oladoke Sunday OLADEJI.....147

From Informal to Formal – Adoption of Microfinancing Facility for Small-Scale Enterprises: Evidence from Kwara State
ADEBAYO, P.O, OTOKITI, B.O, OSANYINLUSI, G.E SUBAIRU, H.T, SALAMI, E.O.....161

Relevance of Strategic Planning on Organizational Efficiency in Manufacturing Companies
YUSUF, Ismaila PhD 178

Service Quality and Customers' Loyalty in a Selected Retail Business in Lagos State, Nigeria: Quantitative Analysis
Zekeri Abu, Adebayo Adeyemi Abdulwasiu, Sulu Babaita Isiaka.....191

Effects of Job Enrichment Techniques on Perceived Employee Performance: An Empirical Evidence
Aminu Nassir Brimah, Ph.D. 205

International Journal of Entrepreneurship Innovation and Management (IJEIM)
ISSN: 2630-7014, January – June, 2022; Volume 3, No 1 (191-204)
(c) Department of Business & Entrepreneurship, Kwara State University, Malete Nigeria

Service Quality and Customers' Loyalty in a Selected Retail Business in Lagos State, Nigeria: Quantitative Analysis

Zekeri, Abu[1] Adebayo, Adeyemi Abdulwasiu[2] Sulu Babaita Isiaka[3]

[1-2]Department of Business and Entrepreneurship, Kwara State University Malete, Nigeria
[3]Department of Business Administration, University of Ilorin, Ilorin Nigeria

Abstract

The study examined the service quality and customer loyalty in selected retail businesses in Lagos state, Nigeria. Quantitative research method was used as a research design; the population size was infinite as the study focused on customers of the 19 selected retail stores across Lagos state. Godden (2004) model sample size was adopted and 246 were determined as sample size, a multistage sampling technique was utilized while structured self-administered questionnaire were used to collect the primary data. Out of the 246 copies of the questionnaire that was administered, 150 were finally retrieved and inputted for analysis. Standard multiple regression (SPSS version 26) was adopted to analyze the quantitative data. Findings from the tested hypotheses revealed that all the 2 predictors variables significantly explained the dependent variables, the test of the hypothesis at 0.05(5%) level of significance did not support HO1and H02with p<0.000 respectively, jointly and significantly affected corporate reputation (r=0.720, Adj. R^2 =49%) and corporate branding (r=0.545, Adj. R^2=35%). The study concluded that high customer loyalty is achieved when the retail service providers are able to have excellent service quality programs that will assist the firm in achieving the mission of attracting customers and reduce the rate of customer defection. Consequently, the study recommended that the service providers should try to package their communication strategy in a way that would create awareness, arouse interest, and desire and elicit actions of their customers towards their stores.

Keywords: *Communication, Customer Loyalty, Customer Satisfaction, Product Quality, Service Quality,*

Introduction

Retail customer service is like any other customer services in any customer-oriented service firms. In today's competitive environment, improving service quality and product quality have been considered very necessary in enhancing customer satisfaction (Yogesh, Snehal & Vishal, 2019). In addition, for a retail business to record significant success, it must improve the quality of its service in accordance with the demand of their esteem customers. Quality has been significantly viewed as a strong aspect of competitive advantage and therefore improvement in the quality of the products and services has been a matter of great concern to organizations.

The sector which comprises the activities of both wholesales and retails are the third largest contributors to nation's GDP, contributing about 16 percent of the total annual GDP (Obayagbona, 2022). The sector is also one of the largest contributors to employment opportunities in Nigeria despite the government reliance on revenue from crude oil and gas (Olaide, 2019). The number of retailers registered with Nigeria's major business search engine, v-connect.com, has increased rapidly over the past five years, reflecting an increase in formal retailing. Total number of retailers registered on the network as at March 2014 was 3,170, with concentration in large cities. Research surveys by AC Nielsen (2022) which has extensive presence in Nigeria shows that between 2017 and 2020, the number of retail outlets across the country increased by 36 percent. In Lagos State, there is total number of 903 shopping and specialty retail stores which also includes 79 online shopping lines (directory.org.ng, 2022). A notable number of factors that are responsible for this rapid increase in retail business can be attributed to; (i) the nation's population that is growing and becoming more sophisticated, (ii) government's liberal policy on some aspects of traditional open market retail operations (especially street trading) which is making the environment less conducive for such retailers (iii) government's commercial objective, especially in Nigeria's urban cities to make retail more organized and taxable (iv) more families are now shopping together and the organized retail environment present the platform that accommodates that culture (Olaide, 2019).

Building a sustainable customer loyalty through service quality and customer satisfaction can also be facilitated through positive customer experience and journey. The concept of customer experience is an important distinctive factor in today's competitive business world (Wereda& Grzybowska, 2016). Creating a strong customer experience is now regarded as a leading management objective in a consumer-centric firm. The increase in focus on customer experience arises because customers now interact with firms through several touch points in multiple channels and media, resulting in more complex customer journeys. There is substantial business value in managing the customer experience effectively. Good customer experience management assists organisation to strengthen brand and store preference. Through great experiences, there would be increase profit with incremental sales from existing customers and new sales from positive word of mouth, improve customer loyalty and create advocates and testimonials through valued and memorable customer interactions and finally reduce costs by lowering customer's fluctuation.

From the foregoing, the main thrust of this research work is to investigate how service quality enhances the building of customer loyalty as a result of customer trust towards the satisfaction of the customer in the shopping and specialty retail business. Service quality is not only limited to production and selling of quality products, but also embraces an effective communication between the service providers and their customers. In a situation where the service providers communicate effectively with their customers, possibility of building store reputation can be enhanced which will

inevitably guarantee customer loyalty. Furthermore, good customer service that will assists the retail store in effectively handling customer complaint as early as possible and good atmospheric environment will not only satisfy the customer but guarantee customer retention and repeat purchase. It is against this backdrop that this study intends to examine the effects of service quality on customer loyalty in a shopping and specialty store-based retail outlet in Lagos State, Nigeria.

Statement of the Research Problem

Nowadays, due to the intense competition in the retail sector operating in brick-and-mortar, effective, up-to-date and good service quality breeds consumer satisfaction which ultimately guarantees customer loyalty. Many retailing organisations have moved from product-centric to customer-centric marketing with the intention of providing want-satisfying products and services to their esteemed customers. The major key factor in every customer-centric organisation is a better customer satisfaction programms that will guarantee an organizational level of success.

The inability of the retail service providers in properly formulate a well-defined communication objectives in building brand awareness and association in terms of their stores and products is worthy of mentioning. This may be due to the organisation's inability in having clear objectives and harnessing feedbacks from their customers. Operating in retail businesses is no doubt a very hard job and managing both internal and external communication is no exception. The ultimate goal of the retail communication mix is to generate sales in retailer's target market (Levy & Weitz, 2001). To achieve this goal, retailers have to use variety of methods to inform, persuade and remind customers about their offerings.

In the process of improving service quality in retail business, improving product quality is another notable problem. As evidenced by Chen and Shaheen (2018), a significant number of managers collectively agreed that retail business success will heavily depend on improving the quality of the products and services in accordance with the demand of the customers. Product quality is a good place to start in providing customer satisfaction and ultimately gain customer loyalty. When quality products are provided on the shelves in the retail outlet it helps to maintain customer satisfaction and loyalty and also reduce the risk and cost of replacing damaged or spoilt goods. Retail business can build a reputation for quality by gaining recognized and notable quality standard.

Research Questions

Arising from the above problems, the following questions emanate:

i. What is the effect of communication on corporate reputation of the store – based retail outlets in Nigeria?
ii. What is the relationship between product quality and corporate branding in a store – based retail outlets in Nigeria?

Research Objectives

The main objective of this work is to examine the effect of service quality on customer loyalty while other specific objectives are to;

i. examine the effect of communication on corporate reputation of a store –

based retail outlet in Nigeria;

ii. ascertain the relationship between product quality and corporate branding in a store – based retail outlet in Nigeria;

Research Hypotheses

To achieve the stated objectives, the following hypotheses are formulated and tested in null form;

HO_1: Communication does not have significant relationship on corporate reputation in a store – based retail outlets in Nigeria.

HO_2: Product quality has no significant relationship with corporate branding in a store – based retail outlets in Nigeria.

Literature Review

Concept of Service Quality

Quality is a multi-faceted phenomenon (Mosahab, Mahamad & Ramayah, 2010). Consequently, extending the service quality without differentiating the important aspects of quality is not worth considering. In discussing service quality, Gronroos (2000) mention three dimensions of service quality as; output technical quality, service performance quality, and organization's mental picture. More so, Harrison (2000) has alluded to dimensions of physical quality, interactive equality, and organizational quality as three dimensions of service quality. Quality has attracted the attention of managers and academicians over the years but mostly in the manufacturing context at its first stage. Since 1980s, however, the importance of quality for business performance in service sector has been also widely recognized in the literature through the great impacts on different dimensions of business performance most especially in retail sector (Nguyen, Nguyen, Phan & Yoshiki, 2015). In defining the quality in a service context, it is very necessary to exclude the customer, that is, from its understanding of the quality. In spite the fact that quality is everything that the customer considers to be the ability of a product or service to meet or exceed the customers' expectations (Saneva&Chortoseva, 2021).

Service quality's definition varies from scholar to scholar and from situation to situation. Service quality is noted as a critical prerequisite and determinant of competitiveness for establishing and building relationships with customers. According to Parasuraman, Zeithaml and Berry (1991), companies can get their competitive advantage by using the technology for the purpose of enhancing service quality and gathering market demand. They further emphasized that service quality is the result of the consumers comparison of expected services with the services received. Zeithaml and Berry (1998) stated that measuring service quality involves the level of comparisons of what a customer should expect.

Concept of Communication

Etzel, Walker, and Stanton (2010) defined Communication as the verbal and nonverbal transmission of information between someone wanting to express an idea and someone else expected or expecting to get that idea.Ogundele (2005) sees

effective communication as a "translation of ideas or directions, command or guides, into oral or written words or action. This is, in such a manner that will transfer the ideas from the mind of the communicator to the mind of the receiver, with the aim that the receiver will react in a manner as envisaged by the communicator". In spite of the lengthy nature of the above definition, it indicates that effective communication is a two-way process. Sekaran (1989) noted that communication can be described as an interpersonal process of sending and receiving symbols with measuring attached to them, in any communication, there is a person who sends out the message (sender) there is also one or more person(s) who receives the message (receiver) and there is also a medium through which the message is communicated.

Communication is considered to be effective when the receiver ends up with the same message that the source or the receiver intends to send, Enzeanya (2001) defined effective communication as "essentially messages sent and received and confirmation of their receipt and interpretation is returned from a sender, to ensure a two-way process. Cole (2002) agreed that communication is the process of creating, transmitting and interpreting ideas, facts, opinions, and feelings. It is a process that is a sharing one, that is, a mutual interchange between two or more persons. From the same direction, George and Jones (2006), also sees communication as effective when people share information and all those involved understand the information clearly.

Concept of Product Quality

Kotler and Armstrong (2012) described product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need, while Ehsani (2015) that quality of product is the customer's perception of the overall quality or originality of the product or service, with respect to its intended purpose, relative to alternatives. Kotler and Amstrong (2012) further assert that quality is the characteristic of a product or service that bear on its ability to satisfy stated or implied customer needs. Razak, Nirwanto&Triatmanto (2016) posited that it is important to note that the quality of the product is not from the stand point of the company, rather it is seen from the perspective of the customer through market research to determine the needs and wants of the consumers. From this justification, two important factors that affect the quality of the product is identified, namely the expected product quality and the perceived product quality. If the perceived product quality is in consonance with the expectation, then the customer will perceive the product as a quality product and also feel satisfied while loyalty and preference could also be built. In contrast, if the perceived product quality is not the expected, quality of the product that the customer perceived, the product is qualified not to be regarded as a quality product. In essence, the classification of both quality and otherwise depends on the ability of the company to meet the customer expectations. Quality has been defined in four different perspectives; excellence, value for money, conformity to requirements and meeting of customer's requirements (Reeves & Bednar, 1994). In a wider sense, product quality is the ability of a product to meet or exceed customer's expectations (Waters & Waters, 2008).

Concept of Customer Loyalty

Lovelock and Wirtz (2011) defined customer loyalty as the loyalty that is used to

describe a customer's willingness to continue patronizing a firm over the long period of time and recommending the firm's products and services to friends and associates. This implies that a satisfied customer will be ready to introduce both the products or services and the store where the offerings are purchased to a friend or an associate. In addition to this, Hesket (1994) defined customer loyalty as when loyalty represents the repeat purchase and refer the company to other customers. Also, Kheng, Osman, Ramayan and Rohim (2010), viewed loyalty about commitment, as loyalty is interpreted as true loyalty rather than repeat purchasing behavior, which is the actual re - buying of a brand, regardless of commitment. Similarly, Gremler and Kheng (2010) sees customer loyalty as the degree to which a customer exhibits repeat purchasing behavior from a service provider, possess a positive attitudinal disposition towards the provider and considers using only this service provider when a need for this service exists.

On the other hand, Zikmund, Mcleod, and Gilbreth (2003) claimed that customer loyalty is a customer's commitment or attachment to a brand, retail store, manufacturer, service provider or other entity based on favorable attitudes and behavioral responses such as repeat purchase. Oliver (1999) also contends that customer loyalty is a buyer's overall attachment or a deep commitment to a product, service, brand or organization. In a nutshell, the definition of customer loyalty presented above describes three points; customer's willingness to continue patronizing a firm over a long period of time, recommending the firm's products and services to friends and associates and the likelihood of customer to exhibits repeat purchasing behavior from the service provider and the retail store where the purchase was done.

According to Rizan, Warroka, and Listyawati (2014), customer loyalty is seen as the basic philosophy of relationship marketing which is based on the assumption that company-customer interactions and strategies can earn and keep the loyalty of customers. This justifies the reasons why most organization broker relationship with their customers through a well packaged customer relationship management strategies that will keep the customers for continuous and repeat purchase and store patronage. Bobalca (2013) emphasized that loyalty can be analyzed both from the perspectives of a company and a customer relationship management and direct marketing research, according to him it centers on strategies and activities that a company must initiate to retain its customer's portfolio. This flows on the same direction with the work of Rizan et al. (2014)

Underpinning Theory: Expectancy Disconfirmation Theory

This study was underpinned by the disconfirmation theory of customer satisfaction and supported by the theories of cognitive dissonance and assimilation-contrast. The suitability of the underpinning theory is anchored on the fact that the theory explained the concept of customer satisfaction vividly by explaining the experience that occurs as a result of comparing services performance against expectations. The dominance of this theory amongst other theories of customer satisfaction is as a result of its validity and reliability in assessing customer satisfaction in services industry which are experiential in nature.

Empirical Review

Subiyantoro (2021) investigates the effect of service quality, convenience, price, and product quality on customer satisfaction and loyalty. The study was conducted with sample of 140 customers obtained through convenience sampling technique. The method of analysis made uses of Partial Least Square (PLS) analysis. The results of the study further reveal that service quality, convenience, price, and product quality have a significant effect on customer loyalty, and then customer satisfaction also has a significant effect on customer loyalty.

Venkateswaran and Sundram (2021) evaluated the impact of retail service quality and store service quality on patronage intention and word of mouth towards organized retail industry. The data for the study were collected from location masked for blind review using a structured questionnaire. Samples of 419 questionnaires were distributed for the study. A structural model was developed for analysis to find out the linkage between study variables. Findings reveal that retail service quality and store service quality show a strong relationship with customer satisfaction. The findings further show that retail service quality, store service quality, and customer satisfaction significantly impact patronage intention and word of mouth. .

Putra, Sadalia and Sembiring (2021) conducted a research study aims to analyze how much effect price, service quality and customer satisfaction have on customer loyalty at PT. TigaRaksa Satria Tbk Medan. This study used a quantitative descriptive method by using a normative approach (legal research) to obtain secondary data and an empirical approach (juridical sociological), to obtain primary data through field research (field research). The results showed that the effect of price, service quality and customer satisfaction on customer loyalty at PT. Tigaraksa Satria Tbk, based on the research results are as follows: First, the effect of price on customer loyalty has a positive and significant effect, which means that if the price improves, customer loyalty will also improve. Second, the effect of service quality on customer loyalty has a positive and significant effect, which signifies that if service quality increases, customer loyalty will also increase. Third, the effect of customer satisfaction on customer loyalty has a positive and significant effect, which means that if customer satisfaction increases, customer loyalty will also increase. Fourth, the overall effect of price, service quality and customer satisfaction on customer loyalty has a positive effect, which means that if the three independent variables are continuously improved, customer loyalty will also increase.

Zekeri, Abdulraheem and Fadeyibi (2022) carried out a research on the effect of relationship marketing on the performance of event management firms in Osun state, Nigeria. The specific objective among others is aimed at determining how relationship marketing practices of handling customer complaints/conflicts affect customer loyalty. A simple random sampling technique was adopted in selecting a sample of 390 respondents for the study from among the population of 15,000 event management firms' employees/employers from the selected local government areas of Osun state. The study made use of a self-structured questionnaire to obtain primary data. The collected data was analyzed was with the help of descriptive statistics and was used to describe

the major socio-economic/cultural and demographic characteristics of respondents. The effects of the four identified relationship marketing variables (complaints handling, commitment, trust, and effective communication) on the four identified performance variables (customer loyalty, customer retention, customer satisfaction, and profitability) were equally examined using Partial Least Square (PLS) to estimate the research models, while Structural Equation Model (SEM) was used to measure the relationship between relationship marketing and performance variables.

The study shows that relationship marketing has a positive significant effect on performance in the event planning and management firms in Osun state as complaints handling, commitment, trust, and effective communication with p<0.000 respectively, jointly and significantly affected customer loyalty (r=0.351, Adj. R^2 =35%), customer retention (r=0.514, Adj. R^2 =51%), customer satisfaction (r=0.603, Adj. R^2=60%) and profitability (r=0.486, Adj. R^2 =49%). The study recommends that event firms that are yet to fully tap and integrate into good complaints handling approach that will bring about customer loyalty, the commitment that will lead to customer retention, building its trust in the mind of potential and existing customers to have them satisfied, through an effective communication channel aimed at increase profitability, should endeavor to tap into the opportunity.

Ugwuanyi, Nwosu, Otika and Osuagwu (2021) empirically conducted a study to establish the relationship between corporate reputation and customer satisfaction. The study made use of survey research design method. The reliability of the questionnaire was estimated by assessing the internal consistency of the items representing each construct. Cronbach's alpha was used to establish the reliability of the constructs. The study also made use of correlation and multiple regression analyses. The sample size of 135 respondents was administered with the questionnaire. The finding of the analyses revealed that trustworthiness (B = 0.251, P<.001); corporate social responsibility (B = 0.283, P<.001); credibility (B = 0.198, P<.001) and reliability (B = 0.219, P<.001) were respectively significant and exhibited significant positive effects on customer satisfaction. The major conclusion that was revealed from the findings is that corporate reputation is a multifaceted construct whose dimensions have significant positive relationships with marketing performance outcome of customer satisfaction in the mobile telecommunications services industry.

Abioro and Odunlami (2021) conducted a quantitative study to assess the implication of product branding on customer's patronage. The specific objectives of the research were to evaluate the effects of brand perception, service quality and customer relationship management on customers' patronage. A survey research was designed for the study, with a structured questionnaire administered to collect data from the firms' customers. The inferential statistical tool of regression analysis was adopted to analyze the formulated hypotheses. Findings revealed that brand perception has a significant effect on customer patronage (R2 = 0.308, P=0.000), it also shows a significant effect of service quality (R2 =0.623, P=0.000) on customer patronage, and a significant effect of customer relationship management (R2 = 0.585, P=0.000) on customer patronage. The study concluded with recommendations that product branding if properly managed can

influence customers' patronage, and also having the ability to increase the customers' base and profitability of the firm.

Babaleye, Owolabi and Bodunde (2021) conducted a research study titled Integrated Marketing Communication and Customers' Loyalty of Guaranty Trust Bank (GTB) Customers in Ibadan Metropolis, Nigeria. This limitation observed in the conceptual review led to the study, which was primarily designed to examine if customers' awareness of online products and services produced by Guarantee Trust Bank (GTB), Nigeria Plc has impact on the level of loyalty it enjoys from customers. Survey research method was adopted. Questionnaire was administered on three hundred and eighty-four (384) respondents in four Local Government Areas of Ibadan, South-West Nigeria. Furthermore, three hypotheses were tested at 0.005 level of significance through the chi square result ($X2(16) > = 2.422$, $P<0.000$), the level of significance for the three hypotheses were < 0.005. At the end, the finding revealed that online IMC promotes customers' awareness and customers' patronage of the products and services offered by GTB leads to customers' loyalty. It was also revealed that the combination of IMC strategies with the internet promotes customers' acceptability of GTB. It was recommended that organizations should pay good attention to Online IMC in order to deploy it more meaningfully to gain continuous customers' loyalty.

Methodology

The research design was exploratory in nature, hence, the study explores and analyse available data to arrive at logical conclusions. The exploratory research was able to answer why questions, meaning that the desire to quantitatively investigate the effect of service quality on customer loyalty in the study areas. Furthermore, the study was cross-sectional in nature where data were gathered or collected at one given point as this was suitable for descriptive analysis of this study. Survey method was also adopted through a self-administered questionnaire to enable the researcher to determine the opinions, attitude, and features of target beneficiaries. The population of the study was 246 customers of selected retail stores in Lagos State, Nigeria. Primary and secondary sources were used. Primary data was obtained with the aids of questionnaire. The use of questionnaire was employed to gather necessary information from the respondents. The secondary source was obtained from related journals and articles. The study employed the use of questionnaire as an instrument for data collection. The questionnaire was directed into three sections, section A measure the demographics of the respondents which include sex, age, marital status, educational qualification etc, while section B measures, service quality in terms of communication and product quality. Section C measures customer loyalty in terms of corporate reputation and corporate branding. The items were measured on a 5-point Likert scale ranging from strongly agree (5) to strongly disagree (1).

Data Analysis, Results and Discussion

Demographic profile of customers of selected retail stores in Lagos State. The demographic profile in terms of gender, age, marital status and educational qualification are shown below.

Gender	Frequency	%
Male	126	84.0
Female	24	16.0
Total	150	100.0
Age	**Frequency**	**%**
26 - 35yrs	96	64.0
36 - 45yrs	39	26.0
46yrs and above	15	10.0
Total	150	100.0
Marital Status	Frequency	%
Single	58	38.7
Married	68	45.3
Others	24	16.0
Total	150	100.0
Educational Qualifications	Frequency	%
OND/NCE	13	8.7
HND/B.Sc.	122	81.3
Postgraduate	15	10.0
Total	150	100.0

Source: researchers field survey, 2022

Out of the 150 valid responses used in this study, 126 (84%) of them are males while the remaining 24 (16%) are females. The number of respondent by gender is a reflection of the total number of male and female customers of the selected three major shopping and specialty store based retail outlets in Lagos, Nigeria. The implication of this is that male participates more in the study than their female counterpart.

As indicated in the descriptive analysis, 96 (64%) of the respondents are between 26 –35 years, 39 (26%) of the respondents were between 36 – 45years, Thus, the 15(10%) respondent are between 46 years and above. This shows that the age bracket 26-35 years significantly participate in the research work than other age categories as indicated in the Table 4.1.

Out of 150 valid response used in this study, the study shows that the majority of the respondents were married with 68(45.3%) respondents. Those single statuses were 58 (38.7%) and other was only 24 (16%) respondents including widow, divorce, separated among others. The implication of this is that married people participate more in the study. The summary of the distribution by marital status summarized in the Table 4.1

As seen in Table 4.6, 13(8.7%) of the respondents are either OND and NCE holders, while 122 respondents representing 81.3% of the total number of valid questionnaire

holds a either B.Sc. or HND. 15(10%) of the respondents are postgraduate degree holders. This implies that the respondents in the educational category of HND/ B.Sc. involved more than other educational categories. The details are shown in Table 4.1.

Hypotheses Testing
Hypothesis I

HO_1 Communication does not have significant relationship on corporate reputation in a store – based retail outlets in Nigeria.

Table 4.2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.720[a]	.520	.492	1.06378	1.970

a. Predictors: (Constant), Sales Promotion, Advertising
b. Dependent Variable: Corporate Reputation

Sources: *Researcher's computation, 2022*

The model summary as indicated in table 4.20 above shows that R-Square is 0.520; this implies that 52% of variation in the dependent variable (corporate reputation) was explained by the constant variables (communication) while the remaining 48% is due to other variables that are not included in the model. This means that the regression (model formulated) is useful for making predictions.

Table 4.21: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.203	2	25.701	26.684	.000[b]
	Residual	123.745	167	.925		
	Total	143.480	148			

a. Dependent Variable: Corporate Reputation
b. Predictors: (Constant), Sales Promotion, Advertising

Sources: *Researcher's computation, 2022*

The table 4.3 above summarized the results of the analysis of variation in the Revisit Intention with large value of regression sum of squares (31.203) in comparison to the residual sum of squares with value of 123.745. This value indicated that the model explains a lot of the variation in the Revisit Intention. Yet, the estimated F-value (26.684) as given in the table above with significance value of 0.000; which is less than p-value of 0.05 ($p<0.05$) means that the communication as a whole can jointly influence change in the corporate reputation.

HO_2: Product quality has no significant relationship with corporate branding in a store – based retail outlets in Nigeria.

Table 4.4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.545[a]	.460	.347	.94263	1.921

a. Predictors: (Constant), Standard Product, Specification Conformity

b. Dependent Variable: Corporate Branding

The model summary as indicated in table 4.26 above shows that R-Square is .460. This implies that 46% of variation in the dependent variable (corporate branding) was explained by the product quality (specification conformity and standard product) while the remaining 54% is due to other variables that are not included in the model. This means that the regression (model formulated) is useful for making predictions.

Table 4.27: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.110	2	5.185	4.710	.010[b]
	Residual	120.617	147	.889		
	Total	135.988	149			

a. Dependent Variable: Corporate Branding

b. Predictors: (Constant), Standard Product, Specification Conformity

Sources: *Researcher's Survey, 2022*

The table 4.27 above summarized the results of an analysis of variation in the perceived value with large value of regression sum of squares (8.110) in comparison to the residual sum of squares with value of 120.617. This value specified that the model fit to explain the variation in the corporate branding. But, the estimated F-value (4.710) as given with significance value of 0.000; which is less than p-value of 0.05 ($p<0.05$) shows that the product quality can influence the corporate branding.

Discussion of Findings

Regarding the relationship between advertising and **corporate reputation**, the result indicated that advertising had significant relationship with **corporate reputation** ($\beta = .227$, $t = 2.015$, $p < .011$). Therefore, Hypothesis H_{1a} was supported. Hypothesis H_{1b} predicted that sales promotion is positively related to **corporate reputation**. Result indicated that sales promotion had a positive and significant relationship with **corporate reputation** ($\beta = 0.412$, $t = 1.925$, $p = .005$). Thus, the Hypothesis H_{1b} is supported at 10% level of significant. The overall summary of this regression analysis result in relations to the coefficient of **communication** have significant influence on **corporate reputation**of shopping and specialty store- based retail outlets in Lagos state Metropolisin the area of advertising and sales promotion. This implies that the null hypothesis was rejected, hence, the alternate hypotheses was accepted.

Hypothesis (H_{2b}) shows the summary of the regression analysis result in relations to the coefficient of **standard product that** have significant influence on corporate branding. Result indicated that standard product had a significant and positive relationship with corporate branding ($\beta = 0.228$, $t = 2.620$, $p = .010$), supporting Hypothesis (H_{3b}). The summary of this regression analysis result in relations to the coefficient of **standard**

product have significant influence on corporate branding.

Hypothesis H_{2a} predicted that conformity to specification of products/services is positively related to corporate branding. However, the result indicated that conformity to specification had significant relationship with corporate branding ($\beta = 0.091, t = 1.135, p = .008$). Thus, the Hypothesis H_{2a} is supported. The overall summary of this regression analysis result in relations to the coefficient of product quality have significant influence on corporate branding of shopping and specialty store- based retail outlets in Lagos state Metropolis in the area of standard product. This implies that the null hypothesis was rejected, hence, the alternate hypotheses was accepted.

Conclusion & Recommendations

The study is concluded by supporting the idea that high customer loyalty is achieved when the retail service providers can develop enviable service quality programs that will assist the firm in achieving the mission of attracting customers and reduce the rate of customer defection. The study further recommended that service providers should try to package their communication strategy in a way so as to create awareness, arouse interest and desire and elicit actions of their customers towards their offerings in order to build loyalty.

Reference

Abioro, M. A. & Odunlami, S. A. (2021). Implication of product branding on customer's patronage in the Nigerian consumer goods industry. *Business Excellence Management*, 11(2), 5-8.

AC Nielsen (2022). Global annual marketing report, August.

Bolbaca, C. (2013). Study of customers' loyalty. *Dimensions and Facets Management and Marketing*. 11(1), 104-114.

Ezeanya, P. (2001) Effective communication in English language. *International Journal of Language Studies* 7(4), 10.

Gremler, D. D. & Brown, S.W. (1996). Service Loyalty: Its nature, importance and implication. In B. Edvardson, S.W. Brown & R. Johnston (Eds.) *Advancing Service Quality: A Global Perspective, International Service Quality Association*, 171-180.

Gronroos, C. (2000). *Service management and marketing*. John Wiley & sons Ltd.

Harrison, S. (2000). *Public relation: An introduction*. Cengage Learning EMEA

Heskett, J.L., Jones, T.O. & Loveman, G.W (1994). Putting the Service-profit chain to work. *Harvard Business Review*, 72, 164-17

Kheng, L. L., Osman, M., Ramayah, T. & Rohim, M. (2010). Impact of service quality to customer loyalty. *Journal of Marketing Studies*, 2(2), 57.

Lehtinen, U. & Lehtinen, J. R. (1982). Service quality: A study of quality dimensions. Working paper. *Service Management Institute*, Helsinki.

Levy, M. & Weitz, B.A. (2012). Retailing management. McGraw – Hill Irwin, New York.

Lovelock, C. H. & Wirtz, J. (2011). *Service marketing: people, technology, strategy*. Prentice Hall, New Jersey.

Mohasab, R., Mahamad, O., & Ramayah, T. (2010). Service quality, customer satisfaction and loyalty: A test of mediation. *International Business Research*, 3(4), 72-80.

Nguyen, T. H., Nguyen, H. M. Phan, C. A., & Matsui, Y. (2015). The relationship between service quality and customer loyalty in specialty supermarkets: Empirical evidence in Vietnam.*International Journal of Business and Economics Research*,3(5), 178-186.

Nigeria Directory (directory.org.ng)

Obayagbona, O. V. (2022). Nigeria's retail industry is on promising path of growth. *BusinessDay Newspaper*, August 18.

Ogundele O. J. K. (2005). *Management and organisation: Theory and behaviours*. Molofin Nominee Publishers, Lagos.

Olaide, A. (2019). *Nigeria retail.* Oxford BusinessGroup, Lagos, Nigeria

Parasuraman, A., Zeithamal, V. A. & Berry, L.L. (1994), Reassessment of expectations as a comparison standard in measuring service quality: Implications for future research. *Journal of Marketing*, 58(13), 111-124.

Rasaq, I., Nirwanto, N., &Triamanto, B. (2016). The impact of product quality and price on customer satisfaction with the mediator of customer value.*Journal of Marketing and Consumer Research,* 30(2016), 59-68.

Saneva, D. &Chorstoseva, S. (2020). Service quality, customer satisfaction and customer loyalty: Testing a structural equation model. *Quality Acess to Success*, 21(179), 124-128.

Sekaran (1989). *Organizational behaviour, text and cases,* New Delhi: Tata Pc McGraw-Hill Publishing Company Ltd.

Subiyatoro, A. T. (2021). The effect of service quality, convenience, price, product quality, on satisfaction and loyalty funding pt bank mandiri in Surabaya. *International Journal of Economics, Business and Management Research,* 5(9), 177-193.

Ugwuanyi, A., Nwosu, S. N., Otika, U. S., &Osuagwu, O. B. (2021). Corporate reputation and customer satisfaction in the telecommunication industry in Nigeria. *Journal of Social Sciences and Humanities Research,* 4(4), 107-125.

Waters, D. & Waters, C. D. J. (2008). *Quatitative methods for business.* Pearson Education

Wereda, W. & Grzybowska, M. (2016). Customer experience – does it matter? Modern Camila School of Informatics Engineering, Pontificia Management Review, XXI (23), 199-207

Zeithaml, V. A. Berry, L. L. O. & Parasuraman, A. (1993). The nature and determinants of customer expectations of service. *Journal of the Academy of Marketing Science*, 21(1), 4.

Zekeri, A., Abdulraheem, I., &Fadeyibi, T. (2022). Effect of relationship marketing on performance of event management firms in Osun state, Nigeria. *LASU Journal of Employment Relations and Human Resources Management*, 3(1),141-151.

Venkateswaran, P. S. &Sundram, S. (2021). Impact of retail service quality and store service quality on patronage intention towards organized retail industry. *Turkish Journal of Computer and Mathematics Education*, 12(3), 1462-1471.