

**PRODUCT QUALITY AND CUSTOMER RETENTION IN MANUFACTURING
COMPANIES IN NIGERIA**

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**A PROJECT SUBMITTED TO THE DEPARTMENT OF BUSINESS
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DECLARATION

I, **DENNIS Peace Udo** hereby declare that this work is truly researched by me, and that all materials consulted are duly acknowledged. I am therefore liable for any insincerity discovered.

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CERTIFICATION

This is to certify that this project entitled "Product Quality and Customer Retention in manufacturing companies in Nigeria", Submitted to the Department of Business Administration, Faculty of Management Sciences, University of Benin, Benin City, Edo State is an original work carried out by **Dennis Peace Udo** with the matriculation number **MGS1908042**. The research adhered to ethical guidelines and standards, and all findings presented are the original work of the undersigned.

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DEDICATION

I dedicate this project to God Almighty and my mummy, Mrs. Ego Dennis for her unwavering support and love.

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I would like to express my sincere gratitude to God Almighty for his abundant love, the gift of life, divine wisdom and knowledge and guidance throughout the course of carrying out this project work and its completion.

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ABSTRACT

This study examines the relationship between product quality and customer retention in manufacturing companies in Nigeria, focusing on Uniben table water in Benin City, Edo State. A descriptive survey research approach was employed, using a sample of 150 students from The University of Benin, Ugbowo Campus. Data was collected through the distribution of questionnaires and analyzed using descriptive and inferential statistics with SPSS version 22.00

The study found that product quality significantly influences customer retention in manufacturing companies. Factors such as product reliability, perceived product quality, and product conformance were identified as key determinants of customer satisfaction and retention. The findings highlight the importance of continuous quality improvement initiatives and the adoption of modern technology to enhance product quality and meet customer expectations.

Overall, this study provides valuable insights into the dynamics of product quality and customer retention in the Nigerian manufacturing sector. The findings emphasize the need for manufacturing companies to prioritize quality improvement efforts to enhance customer retention.

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

The Nigerian manufacturing sector is experiencing significant growth, fueled by rising domestic demand, government initiatives, and the potential for regional trade under the African Continental Free Trade Area (AfCFTA) (Adegboyega & Adegboyega, 2020). However, for manufacturers to ensure long-term success, the level of competition has increased, and customer retention has become even more important. In this context, product quality emerges as a crucial determinant of customer loyalty and repeat business (Okechukwu & Ogbonna, 2018).

Historically, most organizational success is attributed to the effective production of quality products, and this has been dependent on their capacity to detect consumer demands and promptly manufacture products that match these needs. Product development can be considered as the driving force for firm survival and growth: A dynamic capability perspective as stated by Chen and Li (2017).

Exploring the mediating role of perceived product quality in enhancing customer satisfaction and loyalty. This is a shift from a product-centric approach to focusing on customer value and emphasizes on how perceived product quality acts as a bridge between the two, ultimately leading to increased satisfaction and loyalty as stated by Hsu & Lin (2020). Therefore, rather than focusing on the value that the product offers, organizations must understand the value that customer's need. Nordin & Omar (2017) brought out the connection between market orientation, customer understanding, and product innovation

performance. In light of this, businesses are working harder than ever to provide goods that live up to customer expectations in order to win back customers.

The concepts of Total Quality Management (TQM) place a strong emphasis on continuously enhancing internal procedures in order to raise the quality of organizational outputs. This strategy helps companies increase productivity, adhere to quality standards, and prevent problems throughout the product lifecycle. TQM plays a key role in increasing customer happiness and loyalty, which enables companies to stand out in the market by building a solid reputation for quality. Purchasing quality management systems helps the company outwardly, but it also meets customers expectations and keeps a competitive advantage, which promotes total business success.

The advent of globalization and technological advancements has resulted in the introduction of new products, intensified competition, decreased market shares, and a decline in repurchase intentions. This trend has led to diminished sales volumes, prompting firms to prioritize aspects such as product quality, customer satisfaction, and repurchase intentions as crucial elements for fostering customer loyalty.

Effective product management, is crucial for optimizing product performance, ultimately boosting efficiency and output. This deliberate effort ensures consistent delivery of top-notch products to customers, laying the groundwork for unwavering loyalty. Every company strives to achieve specific goals, with profitability taking center stage as stakeholders invest their hard-earned resources. Managers and executives dedicate themselves to making this financial aspiration a reality.

However, in developing countries like Nigeria, businesses encounter a daunting reality as they navigate through frequent obstacles such as globalisation, intense competition, unpredictable government regulations, rapid technological advancements, and constantly changing consumer preferences, all of which pose significant threats to their survival and longevity. In this precarious environment, survival hinges on prioritizing customer needs. Ignoring this fundamental principle results in a negative cycle: declining customer base, minimal repeat purchases, and operational errors that are made worse by subpar supplies, inadequate machinery, and unskilled staff. For profit-driven companies, Prioritizing customers isn't just a positive catchphrase; it's a fundamental principle for long-term success. Furthermore, a study on product quality and customer retention in Ghana conducted by Michael and Grend (2019) revealed that product reliability, perceived quality, and brand trust are the primary elements that impact customer retention and brand loyalty. Therefore, it is indisputable that high-quality products are crucial to maintaining and satisfying customers.

1.2 Statement of Problem

Customer satisfaction is crucial for organisational success, but companies face challenges in meeting their needs due to global factors like competition, technological advancements, and changing consumer preferences. This leads to high failure rates, especially in developing countries like Nigeria, where unpredictable policies and unskilled workforces hinder profitability.

The study investigates the impact of product quality on customer retention in manufacturing firms. Noncompliance with quality control management implementation hinders organizations' adoption of quality management methods. In today's competitive business

environment, prioritizing customer retention through high-quality products serves as a shield against competitors. Addressing issues affecting product quality can enhance organizational resilience, promote sustainable growth, and contribute to economic development, especially in vulnerable regions like developing countries.

1.3. Research Questions

1. To what extent do product reliability affect customer retention?
2. To what extent do perceived product quality affect customer retention?
3. To what extent do product conformance affect customer retention?

1.4 Objective of Study

The major and general aim of this study is to examine the impact of product quality on customer retention in manufacturing companies. Specifically, the study will;

1. Examine the relationship between product reliability and customer retention.
2. Examine the relationship between perceived product quality and customer retention.
3. Examine the relationship between product conformance and customer retention.

1.5 Research Hypotheses

The validity of the following statements will be tested in the course of this study;

H0: Product reliability does not have a significant impact on customer's retention.

H1: Product reliability has a significant impact on customer's retention.

H0: Perceived product quality is inconsequential and has no impact on customer's retention

H1: Perceived product quality holds a significant sway in customer's retention and has a very significant impact.

H0: The absence of a significant relationship between product conformance and customer's retention.

H1: There is significant relationship between product conformance and customer's retention.

1.6 Significance of Study

While the emphasis on delivering high-quality products for customer retention is not a novel topic in the business realm, some companies still overlook its importance. Consequently, this research aims to reiterate and educate manufacturing firms about the imperative of producing quality products and upholding stringent quality standards in the market to consistently meet customer satisfaction and prevent their migration to competitors. Furthermore, future development researchers can utilize this study as part of their literature review. This implies that other scholars engaging in studies within this domain can incorporate this research as existing literature subject to thorough examination. Ultimately, the study's outcomes significantly contribute to the academic knowledge base concerning the influence of product quality on customer retention in manufacturing companies.

1.7 Scope of Study

This research centers on evaluating how the quality of products influences customer retention within manufacturing companies. The investigation will specifically explore the connections between product reliability and customer retention, product durability and customer retention, and product conformance and customer retention. The study will take place in Benin City, Edo State., as a result of the proximity to the researcher.

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

The relationship between product quality and customer retention is crucial in the ever-changing industrial sector. With a focus on Uniben Table Water as a case study, this literature review attempts to explore the relationship between these two crucial elements in the context of Nigerian manufacturing enterprises. A theoretical review will be done alongside an empirical review concerning these themes.

2.2. Conceptual Review

2.2.1. Customer Retention in Manufacturing

In the competitive landscape of manufacturing, retaining your valuable customer base is no longer an option, it's a necessity. Customer retention, defined as repeat purchases over a specific period (Mittal & Kamakura, 2001), goes beyond mere transactions. It becomes crucial when acquiring new customers proves costlier than retaining existing ones (Ahire et al., 2018). Recognizing this, companies are increasingly prioritizing strategies to cultivate loyal customer bases, translating into sustained profitability and growth (Ladhari-Cohen & Deighton, 2019). Also, customer retention as defined by Reichheld and Scheffer (2000), represents a company's ability to cultivate long-lasting relationships with existing customers by proactively exceeding their needs and delivering superior value. In the context of manufacturing, this translates to a multi-pronged approach encompassing:

2.2.1.1. Unwavering Commitment to Quality

Delivering consistently high-quality products remains the cornerstone of customer satisfaction and loyalty (Ahire et al., 2018). A fundamental belief that drives companies to continuously deliver goods and services that either meet or exceed customers' expectations is the unwavering commitment to quality. This commitment is a continuous process of improvement and excellence rather than a one-time occurrence. It necessitates cultivating an organizational culture that places a high value on quality throughout the whole product life cycle, from development to manufacture to customer service. To maintain or improve quality levels, this means setting clear quality goals and standards, monitoring performance in relation to these benchmarks on a regular basis, and taking appropriate corrective action as necessary. Maintaining quality as a top priority also necessitates providing the proper resources, including people, processes, and technology. Implementing Total Quality Management (TQM) principles is a strategic approach that can significantly impact an organization's culture and performance, particularly in the context of ensuring product quality and meeting customer expectations. TQM emphasizes a holistic view of quality that encompasses every aspect of an organization, from its processes and systems to its people and culture (Dale, 2003). One of the key principles of TQM is customer focus, which entails understanding customer needs and expectations and aligning organizational processes to meet those requirements (Gunasekaran & Yusuf, 2017). Organizations should make sure they are providing value and quality that meet customer expectations by actively engaging with customers, gathering feedback, and utilizing that knowledge to enhance products and services. TQM emphasizes the use of data and measurement to drive decision-making. Organizations

are encouraged to collect and analyze data on quality metrics, customer feedback, and process performance to identify areas for improvement and track progress over time (Dale, 2003).

2.2.1.2. Service Excellence at Every Touchpoint

Manufacturing extends beyond mere product creation; it encompasses the entire customer experience. Providing responsive, helpful, and personalized service throughout the customer journey, strengthens trust and loyalty (Grönroos, 2017). Providing exceptional service at every point of contact is essential to retaining customers' happiness and loyalty. In the contemporary commercial landscape, customers need top-notch service throughout their dealings with an organization. This includes not only the actual product or service but also the entire customer experience, from initial inquiry to post-purchase support (Chen et al., 2017). To achieve service excellence, Organizations should prioritize understanding and meeting customer needs and expectations. This involves gathering feedback, analyzing data, and continuously improving processes to enhance the overall customer experience (Kim & Shin, 2019). There should be effective communication, that is, clear and timely communication is essential for delivering excellent service. Organizations should ensure that customers are informed at every stage of their journey and that their inquiries and concerns are addressed promptly (Han et al., 2018). Building trust and reliability requires consistent service across all touch-points. Customers should have a seamless experience whether they interact with a company online, in-store, or through other channels (Battor & Battor, 2017). Also, excellent service is dependent on having personnel that are empowered and well-trained. Organizations should invest in training programs that equip employees with the

skills and knowledge needed to exceed customer expectations (Kang et al., 2017). Technology use can raise the standard of service delivery and improve the customer's overall experience. As we know service service excellence is a continuous process that requires constant evaluation, Organizations should regularly review their service delivery practices, gather feedback, and implement changes to enhance the overall customer experience (Chen & Chang, 2016).

2.2.1.3. Embracing Personalization

Today's customers crave experiences tailored to their individual needs and preferences (Ladhari-Cohen & Deighton, 2019). Manufacturers can leverage data analytics and technology to offer customized products, services, and communication, fostering deeper connections with customers. This approach attempts to provide customers with targeted and customized service while acknowledging that their tastes, motives, and expectations vary. An essential element of personalization involves the effective utilization of customer data and insights. By scrutinizing information from many sources such as purchase histories, internet activities, demographics, and reviews, companies can gain important insights about the unique inclinations and actions of each individual customer. These results enable businesses to segment their customer base and create customized advertising campaigns, product recommendations, and communication strategies that appeal to each segment. An online retailer, for instance, might suggest goods based on a customer's previous purchases to match their tastes and interests. In a similar case, a subscription-based service might customize its offers in response to user feedback and usage trends, guaranteeing that every user gets a specially designed experience that suits their individual requirements. Embracing

personalization necessitates a change in mindset and organizational culture, emphasizing customer-centricity and investment in technologies and capabilities that facilitate real-time personalization at scale (Lee et al., 2018; Verhoef et al., 2017). This shift may entail the adoption of advanced analytics tools, the implementation of customer relationship management (CRM) systems, and the training of employees to provide personalized service (Ramanathan, 2017).

2.2.1.4. Building Trust and Community

Transparency, open communication, and actively addressing customer concerns builds trust and strengthens relationships (Parasuraman, 2019). Engaging with customers through online communities, loyalty programs, and exclusive offers further solidifies brand loyalty. Creating a sense of community and trust is essential to forging enduring bonds with customers. Trust is fundamental; it affects loyalty and purchasing decisions. Building trust requires openness, truthfulness, and dependability. Building a community around a brand encourages participation and adherence. Companies accomplish this through promoting interactions with customers, paying attention to their input, and offering worthwhile experiences. Building community and trust also involves ethical behavior and social responsibility. Altogether, firms can build a devoted customer and a vibrant community around their brand by emphasizing openness, encouraging deep connections, and exhibiting social responsibility.

Manufacturing companies can gain a competitive edge, more revenue from recurring business, lower costs associated with client acquisition, and enhanced brand advocacy by placing a high priority on customer retention. Manufacturers may foster loyalty and achieve long-term

success in the highly competitive market environment by putting into practice retention methods that work, such as offering superior customer service and upholding product quality.

2.2.2. Product

According to (Kotler and Keller 2016), a product is defined as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations, and ideas. Product can be classified into two which are Target customer and Tangibility.

- **Target Customer:**

Under this we have consumer products and industrial products. Consumer products are categorized based on consumer purchasing behavior and include convenience products, shopping products, specialty products, and unsought products. Convenience Products are items that consumers purchase frequently and with minimal effort. For example everyday household items like toiletries, beverages and snacks. To make sure that consumers can easily obtain these products when they need them, marketers prioritize broad distribution and strong brand awareness.

Shopping products are items that consumers compare based on price, quality, and style before making a purchase. Examples include clothing, furniture, and appliances. Marketing strategies for shopping products often emphasize product features, benefits, and competitive pricing to attract consumers.

Specialty products are unique or exclusive items that consumers are willing to make a special effort to obtain. These products often have strong brand loyalty and appeal to specific target markets. Examples include luxury cars, designer clothing, and high-end electronics.

Marketing strategies for specialty products focus on creating a perception of exclusivity and prestige.

Unsought products are items that consumers do not actively seek out until they are promoted or needed. Examples include insurance, funeral services, and emergency medical supplies.

Marketing strategies for unsought products often involve creating awareness and demonstrating the benefits of the product to encourage consumer interest.

Understanding the differences between these consumer product categories is essential for developing effective marketing strategies aimed at achieving the specific needs and behaviors of target customers. In the highly competitive consumer market, organizations can improve their chances of success by determining who their target customer is and tailoring their product offers and marketing messaging accordingly.

Industrial products play a crucial role in the operations and production processes of businesses across various industries. They encompass a wide range of items, including raw materials, component parts, capital goods, and supplies/services. Industrial products include Raw Materials, component parts, capital goods, supplies/services. Raw materials are the basic substances used in manufacturing processes to create finished goods. Examples include metals, plastics, chemicals, and agricultural products. Raw materials are essential inputs for production and are often sourced from suppliers or extracted directly from nature.

Component parts are individual pieces or elements that make up a larger product or system. These parts are often manufactured separately and assembled during the production process. Examples include electronic components, mechanical parts, and subassemblies used in various industries such as automotive, electronics, and aerospace.

Capital goods are durable goods used by businesses to produce other goods or services. They include machinery, equipment, tools, and vehicles needed for manufacturing, construction, transportation, and other industrial activities. Capital goods are essential investments for businesses to maintain and improve their production capabilities.

Industrial supplies encompass a wide range of consumable items used in production processes or operations, such as lubricants, packaging materials, and maintenance supplies. Industrial services include specialized services provided to businesses, such as equipment maintenance, repair, and technical support.

The selection and procurement of industrial products are critical decisions for businesses, as they directly impact production efficiency, cost-effectiveness, and overall operational performance. By understanding the various types of industrial products and their roles in production processes, businesses can make informed decisions to optimize their supply chain management and enhance their competitive advantage in the marketplace.

- **Tangibility:**

Under this we have Tangible products and Intangible products. Tangible products are physical goods that consumers can touch and feel, including consumer goods like convenience, shopping, specialty, and unsought products, as well as industrial goods used in production processes. They are distinct from intangible products like services. Understanding the various types of tangible products is crucial for businesses to effectively market and sell their products, considering factors such as quality, branding, and pricing strategies to meet consumer needs and gain a competitive edge.

Intangible products, such as services, experiences, and concepts or ideas, lack physical form but hold significance for consumers. They depend heavily on the provider, are prone to delays, and have varying degrees of quality. These services are essential in today's digital world, and companies must adapt if they want to continue offering creative and customized solutions. Comprehending the characteristics of intangible goods is essential for businesses to fulfill varying customer needs and maintain a competitive edge.

2.2.2.1. Product quality

Quality is defined as the totality of features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs (American Society for Quality 2021). From a customer-based viewpoint, Garvin (1987) defines product quality as the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. While from a technical and manufacturing perspective, Deming (1986) defines quality as the degree to which a product or service meets the needs and expectations of the customer. Lastly, from a broader management perspective Crosby (1980) defines quality as the conformance to requirements stressing the importance of preventing defects and errors throughout the production process.

In the competitive business environment, delivering value to customers extends beyond tangible products to include intangible elements that shape their overall experience. These elements include packaging, which not only attracts attention but also informs and protects the product, adding to its perceived value. Additionally, service characteristics such as responsive customer service, timely delivery, and an easy purchase process enhance the overall experience and build trust. A strong brand name contributes to perceived value by

building reputation, inspiring trust, and justifying premium pricing. Finally, performance quality, including reliable performance, durability, and functionality, is crucial for building customer satisfaction and loyalty.

2.2.2.2. Dimensions of Quality

The concept of "quality" can be subjective and multifaceted. To help us objectively assess and improve products, David Garvin, in his seminal article "Competing on the Eight Dimensions of Quality" (1987), proposed a framework with eight key dimensions:

1. **Performance:** Performance refers to the primary operating characteristics of a product or service. It includes features such as speed, accuracy, and reliability. For example, a high-performance car is one that accelerates quickly, handles well, and has a top speed. Does it fulfill its intended purpose effectively and efficiently?
2. **Features:** These are the additional characteristics that enhance the basic functionality, offering benefits or value beyond the core offering. For example, a smartphone with advanced camera features and software capabilities offers more value to customers than a basic model.
3. **Reliability:** Reliability is the ability of a product or service to perform consistently under normal conditions. It involves the likelihood of failure or breakdown over a specified period. This dimension focuses on the consistency and dependability of performance over time. Can customers trust the product or service to perform as expected? For example, a reliable car starts every time and requires minimal repairs.
4. **Conformance:** This refers to the degree to which a product or service meets pre-established standards and specifications. It involves adherence to design,

performance, and regulatory standards. How well does it match its design and intended use? For example, a product that meets all safety and quality standards is said to conform to specifications.

5. **Durability:** Durability is the expected lifespan of a product or service under normal usage conditions. It measures the ability of a product to withstand wear, deterioration, or damage over time. This dimension relates to the product's lifespan and how long it can maintain its functionality before needing repair or replacement. For example, a durable appliance lasts for many years without breaking down.
6. **Serviceability:** This addresses the ease and speed of repair or maintenance when the product or service fails or needs adjustments. It includes factors such as accessibility of components, availability of spare parts, and simplicity of repair procedures. For example, a product that can be easily serviced by the user or a technician has high serviceability.
7. **Aesthetics:** Aesthetics refer to the sensory characteristics of a product or service, such as appearance, feel, smell, and sound. It involves the subjective perception of beauty and appeal. How pleasing is it to the senses? For example, a well-designed product is visually appealing and pleasant to use.
8. **Perceived Quality:** This captures the customer's overall impression and subjective judgment of the product or service's excellence. It is influenced by factors such as brand reputation, advertising, and word-of-mouth. How well does it meet their expectations and create a positive image? For example, a product with a strong brand image is perceived as high quality even if it is similar to competing products.

According to Garvin (1987); quality is primarily stated as strategic question which governs or helps to control the development of product design together with its features or options. Firms strive for world-class performance by enhancing product, process, and service quality, gaining a sustainable competitive advantage, and focusing on past experiences to shape customer impressions and protect them. Garvin emphasizes strategic thinking in quality management and product design, focusing on quality dimensions aligned with strategic objectives and customer perceptions.

Total Quality Management (TQM) champions a comprehensive approach to quality, emphasizing continuous improvement, a relentless focus on customer satisfaction, and active employee engagement, ultimately driving organizational excellence (Gunasekaran & Yusuf, 2017).

Consistently delivering high-quality products is essential for nurturing customer trust and loyalty, fostering positive word-of-mouth, and ultimately securing a competitive edge in today's dynamic markets as stated by Ahire, Golhar & Tellis (2018).

Customer retention likely hinges on the interplay between perceived product image and actual physical quality (Ladhari-Cohen & Deighton, 2019). Both aspects contribute to the overall customer experience and satisfaction. Additionally, they see in their research that stronger and better customer relationships occur when there is a greater awareness of the product, and that both of these variables play a crucial role in influencing how customers perceive a brand. Contemporary research highlights "search qualities" as product or service attributes readily assessed by customers prior to purchase, including aspects like price, design, size, material composition, and functionality (Ladhari-Cohen & Deighton, 2019). These

easily observable features significantly influence customer decision-making and product evaluation.

2.2.2.3. Strategies to identify areas for improvement in product quality

Enhancing customer satisfaction and competitiveness require identifying possible areas for product quality improvement. By identifying and fixing quality problems, companies can improve customer happiness, lower costs associated with defective products, and strengthen their position in the market. The nine tactics listed below can be used by businesses to pinpoint areas where the quality of their products needs to be improved:

1. Analyze customer feedback: Finding opportunities to improve product quality can be accomplished through the analysis of consumer feedback. Businesses can obtain valuable insights into product-related difficulties and concerns by gathering and analyzing customer feedback. A variety of techniques, including focus groups, questionnaires, and other research methodologies, can be used to accomplish this.
2. Using data analysis: Finding patterns and trends in product performance can also be accomplished by using data analysis. Through a thorough examination of data related to returns, product faults, and customer complaints, businesses can identify common problems and areas for development. Software and techniques for statistical analysis are essential to this procedure.
3. Conduct root cause analysis: It is essential to carry out root cause analysis when dealing with product flaws or problems. By using this methodical approach, businesses may identify the root causes of issues and take corrective action to stop them from happening again.

4. Implementing quality assurance and quality control measures: Implementing quality assurance and control measures involves establishing processes and procedures to ensure products meet specific quality standards. These measures encompass inspections, testing, audits, and other evaluation methods to address product quality issues before they reach customers according to Smith, Chen & Lin (2018).
5. Employee involvement in the improvement process: As stated by Singh & Smith (2019), engaging employees in the improvement process proves highly effective, as they possess valuable insights and ideas for enhancing product quality. Involving frontline employees in continuous improvement initiatives taps into their knowledge and experience.
6. Use six sigma: Employing Six Sigma entails applying a methodology designed to improve company operations by identifying and eliminating defects. Organizations can identify possibilities for improving product quality and implement practical solutions to address these issues by utilizing Six Sigma tools and methodologies.
7. Collaborate with suppliers: According to Lee, Klassen & Ngai (2017). Improving the quality of components and raw materials in partnership with suppliers makes a big difference in the final product's quality. Substantial quality gains can be achieved by fortifying bonds with suppliers and cooperating to improve material quality
8. Benchmarking: Benchmarking involves comparing product performance against industry standards or competitors to identify areas for improvement. This process provides valuable insights into product deficiencies and informs strategies for improvement (Monden & Hamada, 2017).

9. Failure mode and effect analysis: Failure Mode and Effects Analysis (FMEA) identifies potential failure points in the product development process and assesses their impact. This analysis helps identify areas for process improvement to mitigate the risk of failure according to Al-Mashari, Khan & Duffuaa (2016).

By putting these strategies into practice, a company can identify areas for improving the quality of its products and successfully address problems that have been found. To address these issues, quality improvement teams should be formed to guarantee effective and efficient process management. By consistently working to improve the quality of its products, a business can increase customer happiness, reduce costs, and strengthen its competitive advantage.

2.2.3. Interrelationship between Product Quality and Customer Retention

Product quality and customer retention interact to create a symbiotic relationship that amplifies each other's effects. According to Anderson and Mittal (2000), high product quality serves as a catalyst for enhancing customer satisfaction, trust, and loyalty, thereby fostering increased retention rates and positive word-of-mouth recommendations. However, Gustafsson, Johnson & Roos (2005) highlight that subpar product quality leads to customer dissatisfaction, defection, and negative brand perceptions, ultimately undermining retention efforts and diminishing market share.

The relationship between customer retention and product quality is crucial in the ever-changing manufacturing market. Research by Li, Wang & Wang (2019) underscores the pivotal role of product quality in shaping customer perceptions and loyalty, emphasizing the need for manufacturing companies to prioritize quality improvement initiatives. Also, Wang,

Liu, Jiang & Wang (2021) emphasizes the enduring impact of product quality on customer retention, suggesting that investing in quality enhancement endeavors can yield long-term benefits in terms of customer loyalty and market competitiveness.

The connection between product quality and customer retention holds significant importance in Nigeria's competitive manufacturing sector. Superior product quality increases customer happiness and loyalty since happy customers are more inclined to repurchase and refer others to the brand. Product quality has a big impact on a company's brand reputation. While low-quality items can damage a brand's reputation and reduce customer loyalty, high-quality products foster trust and a favorable reputation. It is more economical to keep current consumers than to get new ones, because better products increase market share and customer retention rates. Prioritizing product quality allows manufacturers to stand out from the competition and develop enduring customer loyalty and trust, giving them a competitive edge. Maintaining and improving product quality requires continuous improvement, which includes activities like gathering consumer feedback, carrying out quality assessments, and putting remedial measures into place to address arrears needing improvement and meet changing consumer preferences

In conclusion, there is a complicated and dynamic relationship between product quality and client retention. Nigerian manufacturing companies must give top priority to quality improvement projects in order to satisfy customers, build long-term brand loyalty, maintain market competitiveness, and guarantee steady growth in the face of an ever-changing business environment.

2.3. Theoretical Review

Examining different theoretical frameworks and models to comprehend the interaction between these two crucial concepts within the particular setting of Nigeria's manufacturing sector is necessary for a theoretical analysis of product quality and customer retention in Nigerian manufacturing enterprises. Prominent theories on customer retention and product quality such as service quality theory, total quality management, relationship marketing theory, and the service dominant logic are covered in this section

Here's an in-depth explanation:

2.3.1. Service Quality Theory (SERVQUAL):

This was introduced by Parasuraman, Zeithaml, and Berry in 1988, presents a structured framework for evaluating and managing customer perceptions of service quality across diverse industries. The theory outlines five crucial dimensions that influence how customers perceive service quality, and these five theories are Reliability, Responsiveness, Assurance, Empathy and Tangibles.

Reliability assesses a company's ability to consistently deliver products or services accurately and dependably. Customers gauge reliability based on the reliability of product performance and the company's capability to fulfill its commitments. Responsiveness entails a company's willingness to promptly address customer inquiries, concerns, and requests. It includes aspects like timely delivery, effective problem resolution, and the accessibility of customer support channels. Assurance focuses on the competence, courtesy, and trustworthiness of a company's employees and processes. Customers seek assurance that the company possesses the necessary expertise, resources, and integrity to provide quality

products and services. The core values of assurance are the skill, civility, and reliability of personnel and procedures. Empathy involves understanding and catering to the individual needs, preferences, and circumstances of customers. It encompasses elements such as personalized interactions, attentive service, and genuine concern for customer well-being. Tangibles encompass the physical or visible aspects of the product or service, including its appearance, packaging, and facilities. Customers evaluate tangibles based on factors like aesthetic appeal, cleanliness, and overall presentation.

In the Nigerian manufacturing context, SERVQUAL can be adapted to evaluate perceived product quality by focusing on factors such as product reliability, responsiveness to customer needs, and tangible attributes like packaging and design. For instance, Adegbuyi, Simeon, & Awe (2019) applied SERVQUAL principles to assess product quality in the Nigerian manufacturing sector, emphasizing the significance of reliability and responsiveness in shaping customer perceptions and satisfaction. Similarly, Oyeniya, Adekunle, & Jekayinfa (2018) investigated the application of SERVQUAL in evaluating product quality in Nigerian manufacturing firms, highlighting the importance of assurance and tangibles in influencing customer perceptions and retention.

Overall, SERVQUAL serves as a valuable framework for evaluating and improving product quality in the Nigerian manufacturing context, empowering companies to comprehend and meet customer expectations, thereby enhancing customer satisfaction and retention.

2.3.2. Total Quality Management (TQM):

Total Quality Management (TQM) is a comprehensive approach to organizational management that emphasizes continuous improvement, customer focus, employee

involvement, process management, and data-driven decision making. Rooted in the principles of quality management, TQM aims to enhance organizational performance, increase customer satisfaction, and drive sustained success in today's competitive business landscape (Dale, 2015).

Continuous improvement lies at the core of TQM, advocating for ongoing enhancements in processes, products, and services to achieve higher levels of quality and efficiency (Oakland, 2014). This involves a commitment to identifying areas for improvement, implementing changes, and measuring outcomes to drive organizational excellence. By fostering a culture of continuous improvement, organizations can adapt to changing market dynamics and meet evolving customer expectations effectively.

Central to TQM is the concept of customer focus, which underscores the importance of understanding and satisfying the needs of both internal and external customers (Dale, 2015). By prioritizing customer requirements and feedback, organizations can tailor their products and services to meet customer expectations, enhance loyalty, and gain a competitive edge in the marketplace.

Employee involvement is another key pillar of TQM, emphasizing the active participation and empowerment of all employees in quality improvement initiatives and decision-making processes (Deming, 1986). By engaging employees at all levels, organizations can tap into their expertise, creativity, and insights to drive innovation, solve problems, and drive organizational change.

Process management is a fundamental component of TQM, focusing on the effective management and optimization of key processes to improve efficiency and quality (Oakland,

2014). This involves identifying, analyzing, and streamlining processes to eliminate waste, reduce variability, and enhance overall performance across the organization.

Finally, TQM advocates for data-driven decision making, emphasizing the importance of using data, metrics, and objective information to guide organizational decision-making processes (Oakland, 2014). By leveraging data analytics and performance metrics, organizations can gain valuable insights into their operations, identify areas for improvement, and make informed decisions that drive business success.

In conclusion, Total Quality Management represents a holistic approach to organizational management, integrating principles of continuous improvement, customer focus, employee involvement, process management, and data-driven decision making to achieve excellence and competitive advantage in today's dynamic business environment. Embracing TQM principles can empower organizations to deliver superior products and services, enhance customer satisfaction, and drive sustainable growth and success. However, implementing TQM can be challenging, as it requires a significant cultural shift within the organization, and a commitment to continuous improvement from all employees.

2.3.3. Relationship Marketing Theory:

Relationship Marketing Theory, as elucidated by Grönroos (2017), underscores the critical role of fostering robust connections with customers to cultivate their loyalty. According to this theory, establishing and nurturing long-term relationships with customers is paramount for sustained business success.

Within the framework of Relationship Marketing Theory, product quality serves as the cornerstone for developing trust and facilitating positive customer experiences, as

emphasized by Parasuraman (2019). Consumers who believe that the things they purchase are of high level quality, develop brand confidence and help to establish enduring and lasting with the company.

Furthermore, Mittal and Kamakura (2001) highlight the significant benefits of customer loyalty. Loyal customers are not only inclined to make repeat purchases but also tend to advocate for the brand by recommending it to others. Additionally, they exhibit a higher degree of forgiveness towards occasional product issues, showcasing their commitment to the brand.

Relationship marketing theory, in its simplest form, highlights the mutually beneficial relationship between customer loyalty and product quality. Businesses may create long-lasting relationships with customers that result in greater loyalty, positive testimonies, and sustainable business success by putting a priority on product quality and providing outstanding experiences.

2.3.4. The Service-Dominant Logic (SDL):

The Service-Dominant Logic (SDL), as outlined by Vargo and Lusch (2008), shifts the focus from traditional views where goods are central to a perspective emphasizing collaborative value creation between firms and customers. Within this framework, value emerges from interactions rather than being inherent in products or services.

In this situation, offering top-notch products becomes crucial to enabling value co-creation. Businesses greatly add to the production of value during exchanges when they provide customers with products that enable them to reach their intended goals. This idea is consistent with SDL's focus on creating value through interactions and being customer-centric.

Moreover, Ladhari-Cohen and Deighton (2019) highlight the connection between product quality, customer satisfaction, trust, and loyalty within SDL. Providing excellent products that either meet or exceed the expectations of the customer leads to customer pleasure and builds brand trust. As a result, there is a greater likelihood that clients will stick with the company, which raises retention rates.

In conclusion, the SDL framework emphasizes the significance of customer-centric approaches and cooperative value generation. High quality products are essential to this process because they enable consumers to achieve their goals, which in turn fosters customer happiness, loyalty, and trust all of which lead to increased customer retention.

2.3.5. Resource-Based View (RBV):

The Resource-Based View (RBV) theory posits that a firm's competitive edge originates from its unique set of resources and abilities. In the context of Nigerian manufacturing enterprises, tangible and intangible assets play a crucial role in influencing both product quality and customer retention. These assets include elements like production methods, technological assets, brand equity, and the quality of customer relations.

It offers a strategic lens through which businesses can evaluate and utilize their internal resources to create a sustained competitive advantage in the competitive environment of Nigerian manufacturing. For the purpose of ensuring product quality, tangible resources like sophisticated manufacturing machinery and efficient production procedures are essential. For example, investing in modern machinery and adopting efficient manufacturing techniques can enhance the consistency and precision of product outputs, thereby elevating overall quality standards (Adegbuyi, Simeon, & Awe, 2019).

Furthermore, in Nigerian manufacturing companies, technical infrastructure is a key factor in promoting advances in product quality. Research by Abidoye, Awodiji, & Omankhanlen (2020) highlights the significance of technology adoption, such as automation and digitalization, in optimizing manufacturing processes and minimizing defects. Businesses can improve product quality, boost operational effectiveness, and better satisfy changing customer demands by embracing technological advancement.

Intangible assets, such as brand reputation and customer connections, wield significant influence over both product quality and customer retention. A favorable brand identity, forged through a history of providing top-notch products and outstanding customer service, fosters trust and allegiance among clientele (Oyeniya, Adekunle, & Jekayinfa, 2018). Moreover, fostering strong relationships with customers through personalized interactions, proactive communication, and responsive support channels enhances customer satisfaction and loyalty, ultimately driving retention rates (Ladhari-Cohen & Deighton, 2019).

Strategically harnessing both tangible and intangible assets empowers Nigerian manufacturing enterprises to carve out a robust competitive stance. Prioritizing ongoing enhancements in product quality, technological advancements, and customer-centric strategies not only meets but surpasses customer anticipations. This proactive stance not only boosts customer contentment and allegiance but also fortifies the organization's market standing, fostering enduring expansion and triumph amid ever-changing industrial landscapes.

2.4. Empirical Review

The empirical review of product quality and customer retention in manufacturing companies in Nigeria involves examining studies and research findings that have investigated these constructs. The primary goal of this section is to present evidence that can be used to support the findings of the current study.

The study by Olayiwola, Akeke, and Odusanya (2019) aimed to investigate the relationship between quality control management practices, particularly product conformance, and customer retention in Nigerian manufacturing firms. The study surveyed a total of 600 customers from various manufacturing sectors across Nigeria. The research used a quantitative approach, employing surveys or questionnaires to gather data from manufacturing companies and their customers. Respondents were asked to evaluate the degree to which they perceived products from Nigerian manufacturing companies to conform to established standards and specifications. They rated product conformance based on factors such as reliability, durability, consistency, and compliance with specifications. The findings showed a positive correlation between the implementation of quality control practices, including product conformance, and customer retention in Nigerian manufacturing firms. Companies that effectively implemented quality control measures and ensured their products met established standards were more likely to retain customers and build long-term relationships. The study has practical implications for manufacturing companies in Nigeria, emphasizing the critical role of quality control management practices in enhancing customer retention and fostering competitiveness.

Ejika, Ukpata, Atiga & Fumba (2022) conducted a study on the impact of product quality on customer satisfaction and loyalty. The main aim of this work is to evaluate the impact of product quality on customer satisfaction and loyalty. The study adopted a survey research design. The population of the study was 264 staff of Adama Beverages Ltd. The data collected were analyzed using linear regression analysis. The entire population was used as sample size. Questionnaires were adapted to draw the information from the respondents. The finding of the study revealed that when it comes to customer satisfaction, product quality is a major determinant and that reduction in level of customer loyalty, might be due to variation in the firm's product quality and the customers level of satisfaction as regard the product quality. It is recommended that since product quality happens to be one of the major determinants of customer satisfaction and customer loyalty and as such management of firms must establish an interactive metrics that will keep track of the level of their product quality based on the customer perceptions, as a fall or rise in product quality can either reduce or increase the level of customer satisfaction, which in turn can make the level of customer loyalty.

Lina (2022) in the study improving product quality and satisfaction as fundamental strategies in strengthening customer loyalty. In the food industry, quality is a product guarantee. That is, the quality in a product is an absolute requirement. Because in reality, consumers will only consume products whose quality is guaranteed. The purpose of this study was to describe the variables of product quality and satisfaction statistically, in order to obtain a quantitative conclusion on increasing customer loyalty. In describing the phenomenon, the research uses a quantitative approach with a causal associative method. The number of respondents in this

study were 97 people, namely consumers of PT Kobe Boga Utama, Tangerang Regency. Statistical technique using multiple linear regression with partial and simultaneous testing. The results of the study confirm that mathematically product quality and satisfaction are strong factors that affect loyalty. That is, customers become loyal because their physical and emotional needs are met, and this can be answered by quality and satisfaction.

Ogunleye and Adebayo's (2018) study provides valuable insights into the relationship between perceived product reliability and brand loyalty within Nigerian manufacturing industries. By employing a mixed-methods approach encompassing both quantitative surveys and qualitative methods like interviews or focus groups, the research offers a comprehensive understanding of this relationship. The study's results indicate a positive correlation between customers' perception of product reliability and their loyalty to the brand. When customers perceive products as dependable, they are more likely to exhibit loyalty to the brand. This underscores the significant impact of product reliability on customers' attitudes and actions towards brands within Nigeria's manufacturing industry. In addition, the study probably found a number of variables influencing how reliable people believe products to be and how that affects brand loyalty. Product performance, dependability, consistency, and post-purchase assistance are a few examples of these variables. Comprehending these factors can assist producers in pinpointing opportunities for development and formulating tactics to augment product dependability, which in turn can cultivate brand allegiance. The implications of the study have important ramifications for Nigerian manufacturers, highlighting how crucial it is to put product reliability first in order to create and preserve brand loyalty. Manufacturers may enhance consumer trust, happiness, and loyalty by concentrating on

enhancing product quality, maintaining consistency, and providing dependable products over time. Moreover, the study highlights the need for future research to explore additional variables and contextual factors that may influence brand loyalty within the Nigerian manufacturing landscape. Factors such as cultural preferences, economic conditions, and technological advancements could further shape customer perceptions and behaviors towards brands, warranting in-depth investigation in future studies. By addressing these gaps in research, manufacturers can gain deeper insights into the dynamics of brand loyalty and develop more effective strategies to enhance customer relationships and drive business growth.

Oyewobi & Adeniran (2020) study aimed to investigate the relationship between perceived product quality and customer retention in Nigerian manufacturing firms. The study employed a quantitative approach, utilizing survey data collected from 250 customers of various Nigerian manufacturing firms. The study found a positive and significant relationship between perceived product quality and customer retention. This implies that customers who perceive products from Nigerian manufacturing firms to be of high quality are more likely to remain loyal and make repeat purchases. The study also identified mediating factors that explain the relationship between perceived product quality and customer retention. These factors include customer satisfaction; Customers who are satisfied with the quality of products are more likely to be retained. Trust in the brand; Customers who trust the brand to deliver high-quality products are more likely to remain loyal. Perceived value; Customers who perceive the products to offer good value for money are more likely to be retained. The findings highlight the importance of product quality for Nigerian manufacturers in achieving

customer retention. Manufacturers should focus on continuously improving product quality to enhance customer satisfaction, build trust, and offer perceived value, ultimately leading to increased customer retention and business growth. The study suggests that future research could explore the influence of specific product quality dimensions (e.g., durability, performance) on customer retention in the Nigerian context. Overall, this study provides valuable insights into the critical role of perceived product quality in driving customer retention within the Nigerian manufacturing sector. By prioritizing product quality and addressing the mediating factors identified in the study, Nigerian manufacturers can gain a competitive edge and achieve sustainable growth.

Smith, Johnson & Williams (2018) conducted a study that examined the impact of quality control and improvement practices on customer satisfaction and churn rates within manufacturing companies. Their findings revealed a positive relationship between the implementation of these practices, particularly those leading to higher product conformance, and key performance indicators such as customer satisfaction and churn rates. It is imperative that quality control and improvement procedures, such as actions to improve product conformance, are used to make sure that manufactured goods fulfill established quality standards and requirements. Businesses can reduce defects and standard deviations and increase product conformance by giving priority to quality control procedures like testing, inspections, and process enhancements. The study likely found that higher levels of product conformance result in increased customer satisfaction. Customers value products that consistently meet their expectations in terms of quality, reliability, and performance. By delivering products with high levels of conformance, companies can satisfy customer needs

and preferences, leading to greater satisfaction and loyalty among their customer base. Furthermore, the study might have shown that lower churn rates are a result of better product conformity. Customers are less inclined to move to different brands or suppliers when they consistently receive products that live up to their expectations. In addition to assisting businesses in keeping their current clientele, this lower churn rate promotes sustainability and long-term profitability. The findings of Smith, Johnson & Williams (2018) underscore the importance of quality control and improvement practices, particularly those aimed at enhancing product conformance, in driving customer satisfaction and retention within manufacturing companies. By investing in these practices, companies can not only meet but exceed customer expectations, thereby gaining a competitive edge in the market and fostering long-term relationships with their customers.

Muhammad, Arnab & Arshad (2016) study on The Impact of Perceived Quality, Value and Loyalty on the Customer Retention in the Telecommunications Sector of Pakistan objective was to observe the impact of as Perceived Quality, Value and Loyalty on customer retention in the telecommunication sector of Lahore, Pakistan. Methodology considered under this study is quantitative in nature. Survey research design is used for the study; self-administered questionnaires were used for the collection of data. The sample size consisted of 200 questionnaires that was disseminated and 172 questionnaires was received with a response rate of 85%. Selection of sample was made through the non-probability convenient sampling technique. Pearson-product moment correlation was used to find the relationship while the regression analysis was considered to check the impact of the predictors on the customer retention in telecommunication sector of Pakistan. The finding of the study indicates that

perceived quality, value and customer loyalty are positively related with the customer retention. This study provides a unique contribution in the literature, since few studies have been conducted, especially relevant to the to customer retention in telecommunication sector of Pakistan. The results of the study will be very helpful source for the service providers as it will help them to retain loyal customers of the telecommunication sector in Pakistan.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter provides a thorough detail of how this research work will be carried out, revealing the methodology applied in this study. This study focuses on product quality and customer retention in manufacturing companies in Nigeria considering Uniben table water in Benin City as a case study. This chapter comprises of research design, population and sampling, sources of data collection, model specification and operationalization of variables, techniques of data analysis and research instrument.

3.2 Research Design

This study uses a descriptive survey research approach was used to gather information to address the research questions. A survey is a methodical gathering of information from a sample of individuals or entities to gain insights into various aspects of interest. Surveys can be conducted through questionnaires, interviews, or other data collection methods to collect data on opinions, behaviors, preferences, and other relevant information, Lavrakas (2018). The rationale behind using a survey research design is that it is utilized when examining the relationship between two or more variables. This research has expanded the knowledge available about product quality and customer retention in manufacturing companies in Nigeria by employing this methodology using Uniben table water in Benin City, Edo state.

3.3 Population

The population is an entire group of individuals or object or events that the researcher is interested in studying from which information about a particular phenomenon or topic of

interest will be gathered. The population being studied can differ significantly and might consist of people within a specific location, age range, gender, economic background, or those who share a common trait or encounter. The target population for this study was made up of students of The University of Benin, Ugbowo Campus, Benin City, Nigeria.

3.4 Sample Size and Technique

According to Babbie (2020), Sampling technique refers to the method used to select a subset of individuals or items from a larger population to represent that population in a research study. It involves choosing a sample that is representative of the population to ensure the generalizability of the findings. Taking into consideration the entire population is not realistic, therefore a sample is to be taken from the entire population in order to achieve feasible results. A sample is a group of units selected from a larger group (the population) that the researcher studies to gain information about the population, (Gravetter & Forzano, 2020). This study will employ a convenience sampling technique in selecting the respondents from the total population. According to Torty (2021), a sample of convenience is the terminology used to describe a sample in which elements have been selected from the target population on the basis of their accessibility or convenience to the researcher. Based on the target population, the students of The University of Benin, the sample size and administration of questionnaires will be restricted to one-hundred and fifty (150) students of The University of Benin, Ugbowo Campus, within Ovia North-East Local Government Area of Benin City, Nigeria.

3.5 Sources of Data

The primary source of data for this study is the distribution of a questionnaire to the target audience, which comprises of the chosen company's customers, in order to obtain their

responses. The data will be collected from 150 students of The University of Benin, Ugbowo Campus, Benin City, Edo State.

3.6 Method of Data Collection

In this study, two methods of data collection were used to collect data. The primary sources was the use of questionnaires, while the secondary sources include textbooks, internet, journals, published and government publications.

3.7 Model Specification

In other to test for the relevance of the formulated hypotheses regarding the relationship between product quality and customer retention, the researcher conceptualized the variables under the study into mathematical model. This is done in a bid to aid proper understanding of the study. The model specification considered suitable by the researcher is as follows:

$$\text{Customer retention} = f(\text{product quality}) \text{-----(1)}$$

$$\text{Cr} = f(\text{Pr} + \text{Pq} + \text{Pc}) \text{-----(2)}$$

$$\text{OrgPerf} = \alpha + + + + \varepsilon \text{-----(3)}$$

Where;

α = is a constant

= regression coefficients

Cr = Customer retention

Pr = Product reliability

Pq = Perceived quality

Pc = Product conformance

ε = error term

3.8 Operationalization of Variables

The process of specifying the exact operations or procedures that will be used to measure or manipulate a variable in a research study is known as operationalization. It involves defining how a concept will be observed, measured, or manipulated in a concrete and specific way.

The ordinal scale would be used as regards to earlier research. The ordinal scale is a type of measurement scale that ranks variables in a specific order. Using a 5-point Likert scale, the variables in this study will be evaluated from [1] Strongly disagree SD to [5] Strongly Agree SA on a scale.

The process by which a researcher establishes how a notion is measured, observed, or changed within a specific study is known as operationalization. The theoretical, conceptual variables of interest are converted into a collection of focused study variables through this method. The scale used for measurements used in this study will be taken from earlier research. The ordinal scale in this investigation would be used. An ordinal scale is a rating that can be either ascending or downward, in which specific attributes are possessed. Using a 5-point Likert scale, the variables in this study will be evaluated from [1] Strongly disagree SD to [5] Strongly Agree SA on a scale.

Table 1: Operationalization of Variables

S/N	Variables	Measuring Scale	Questions
1.	Gender	2- point categorical scale	Q1
2.	Age	5-point interval scale	Q2
3.	Marital status	4-point categorical scale	Q3
4.	Educational qualification	5-point categorical scale	Q4

5.	Product reliability	5-point categorical scale	Q5-Q9
6.	Perceived product quality	5-point likert scale	Q10-Q14
7.	Product conformance	5-point likert scale	Q15-Q19

Source: Researcher's Compilation, 2024

3.9 The Research Instrument

To collect the data, a self-administered questionnaire will be used. The questionnaire is titled 'A Questionnaire on Product Quality and Customer Retention in Manufacturing Companies in Nigeria'. The questionnaire is divided into three sections: the cover letter in section A, the demographic information of the respondent in Section B, which includes inquiries concerning the respondents' personal information such as gender, age, level of education, and Section C which is made up of questions relating to "Product Quality and Customer Retention ", wherein the respondents were asked, using the scales, how much they agreed or disagreed with the questions.

3.10 Method of Data Analysis

Data analysis is the process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. It involves interpreting the data to extract meaningful insights and patterns (Kumasi, 2021). Both descriptive statistics and inferential statistics will be used in the study's analysis. To test the hypotheses of this study, bivariate correlations and regression was used to prove the validity of the research questions and hypotheses. The statistical software for the social sciences (SPSS) version 22 will be used for the study's estimation.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, INTERPRETATION OF RESULTS, AND DISCUSSION OF FINDINGS

4.0 Introduction

This chapter presents the analysis, results, and findings of the data obtained from respondents through the administration of questionnaire product quality and customer retention in manufacturing companies in Nigeria.

4.1 Questionnaire administration

Administered	Retrieved	Not Retrieved	Return rate
150	150	-	100%

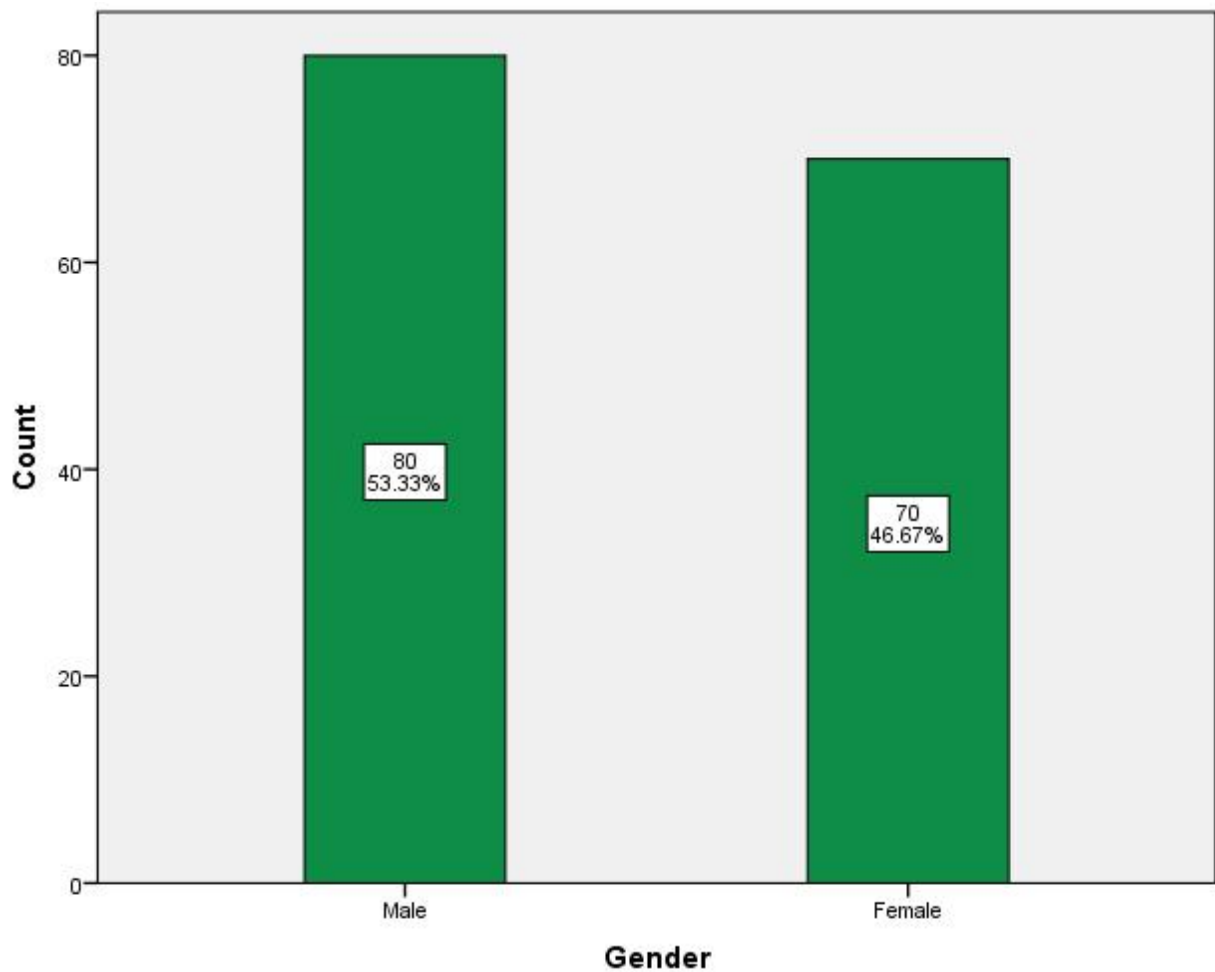
Source: Author's fieldwork, 2024.

The table above shows the proportion of questionnaires retrieved from the respondents. A total of 150 questionnaire was distributed to students within the ugbowo campus axis of the university of Benin by the researcher as obtained from the sample size and all were duly retrieved and used for the analysis.

4.2 DEMOGRAPHICS OF RESPONDENTS.

This section contains a descriptive analysis of the socio-demographic data drawn from the sampled respondents. The socio-demographic variables includes the gender, age, department and academic level of the respondents.

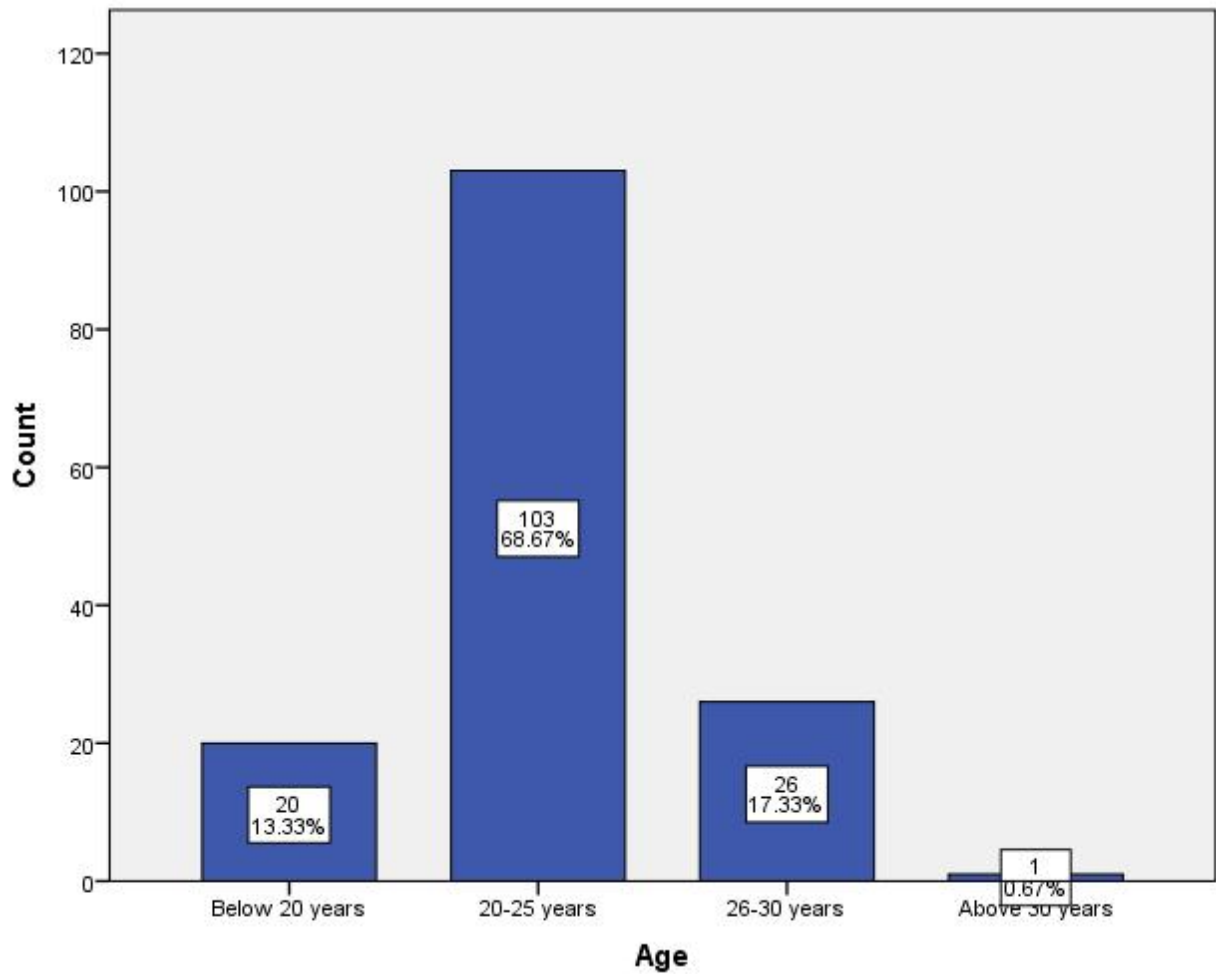
Figure 4.1 Gender Of Respondents



Source: Author's Field work, 2024

Results presented in figure 4.1 above showed that 53.3% of the respondents were male; and 46.7% were female. This indicates that majority of the respondents were male.

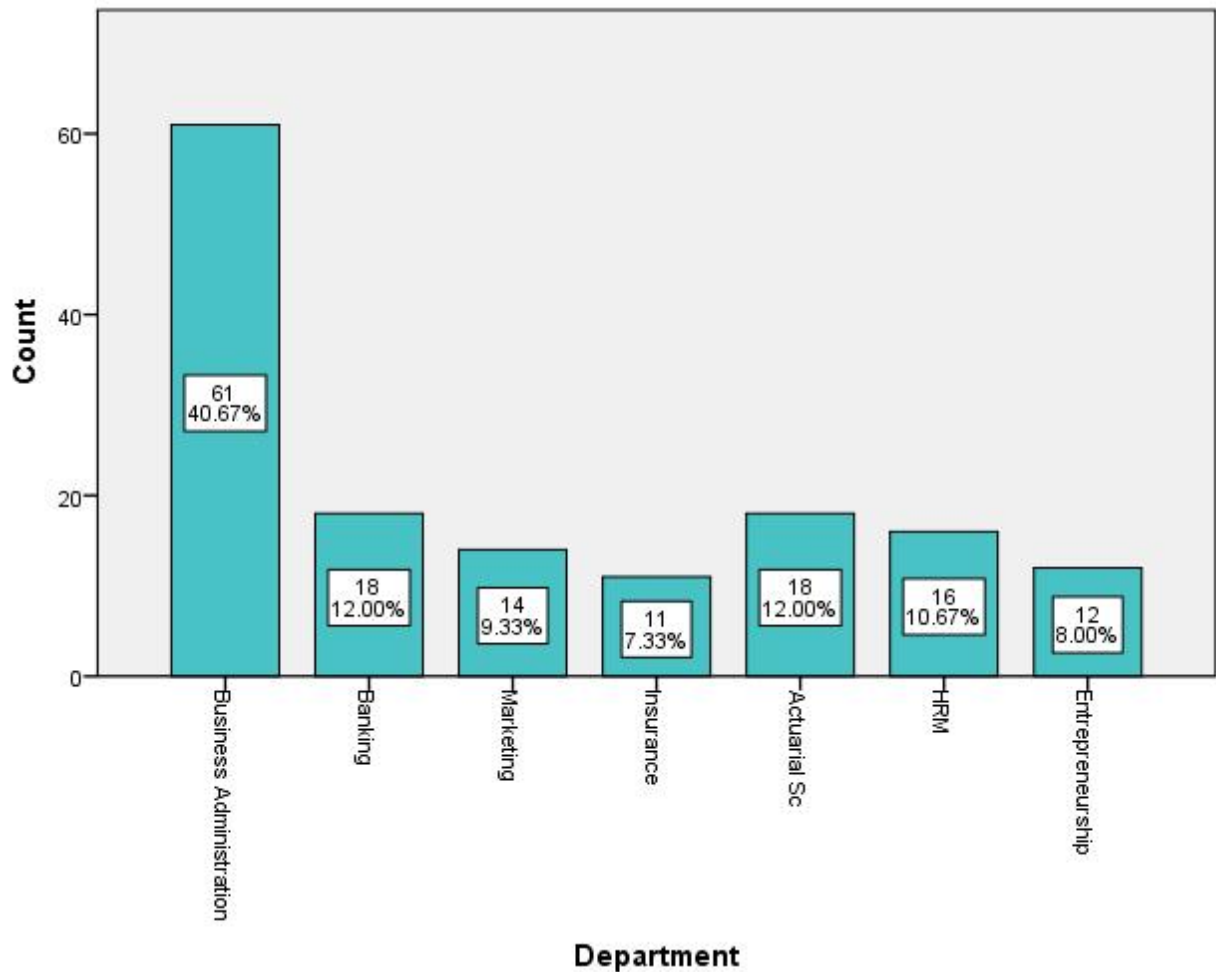
Figure 4.2 Age Of Respondents



Source: Author's Field work, 2024

The age distribution of the respondents showed that 13.3% were in ages below 20 years; 68.7% were in ages between 20-25 years; 17.3% within the ages of 26-30 years, and 0.7% above 30 years of age.

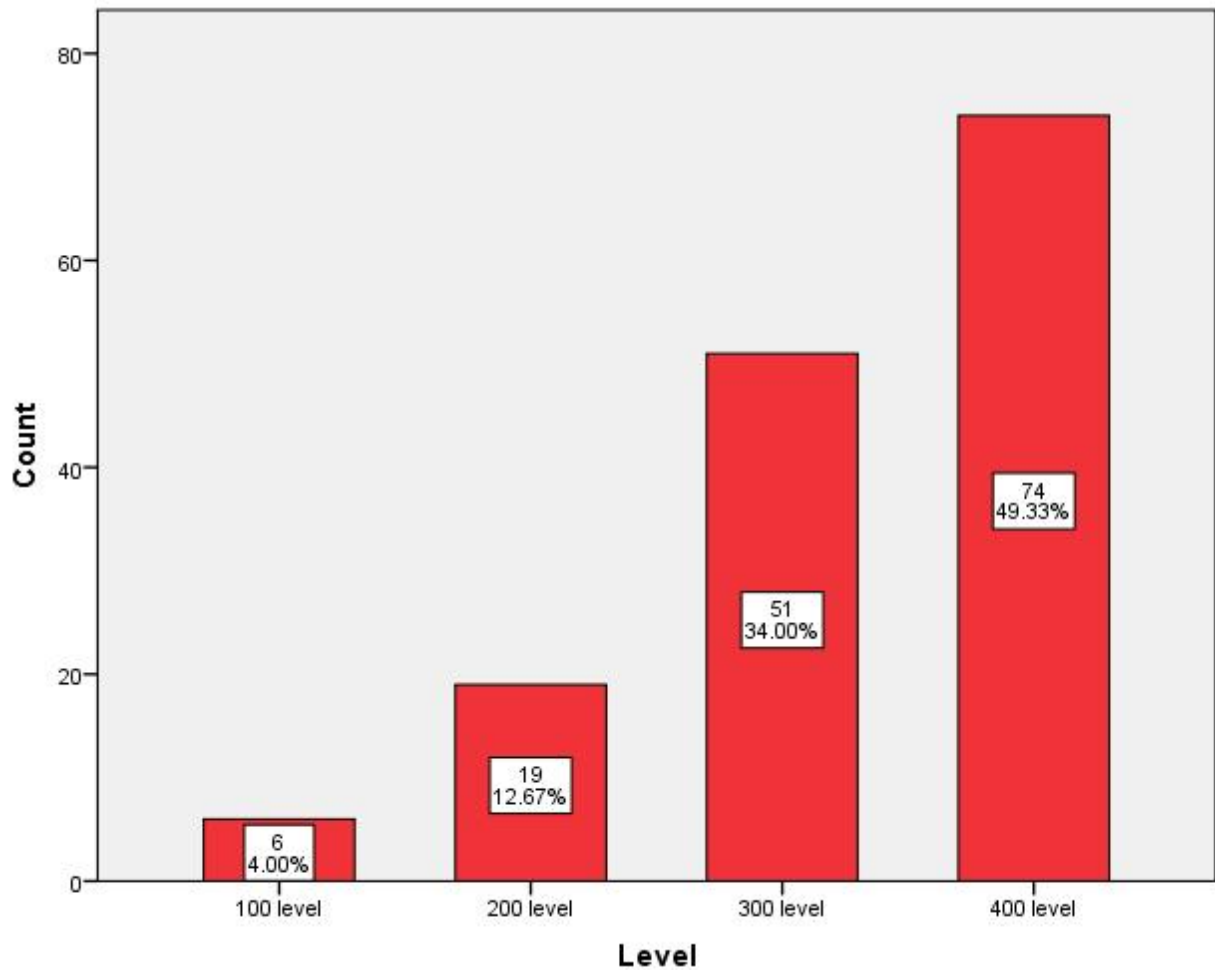
Figure 3 Respondents' Department



Source: Author's Field work, 2024

Data on the respondents' department showed that majority of the respondents who responded to the questionnaire were in the department of business administration with a 40.7% representation. 12% were from the department of Banking, 8.3% from Marketing, 7.3% from insurance department, 12.0% from Actuarial science, 10.7% from Human resources department, and 8.0% from the department of Entrepreneurship.

Figure 4 Academic Level



Source: Author's Field work, 2024

Data on the academic level of the respondents showed that 49.3% were in their final year of study (400 level), 34.6% in 300 level, 12.7% in 200 level, and 4.0% in 100 level.

4.3 Reliability Test

In this study, the researcher structured the questionnaires across the study variable (product quality and customer retention). The researcher administered the research instrument to twenty (20) respondents who were not part of the sample size. This responses obtained were analyzed with the aid of the SPSS 20. The data generated from the test was correlated

statistically with the Cronbach's Alpha, in other to guarantee the internal consistency of the questionnaire. The result obtained is presented in the table below.

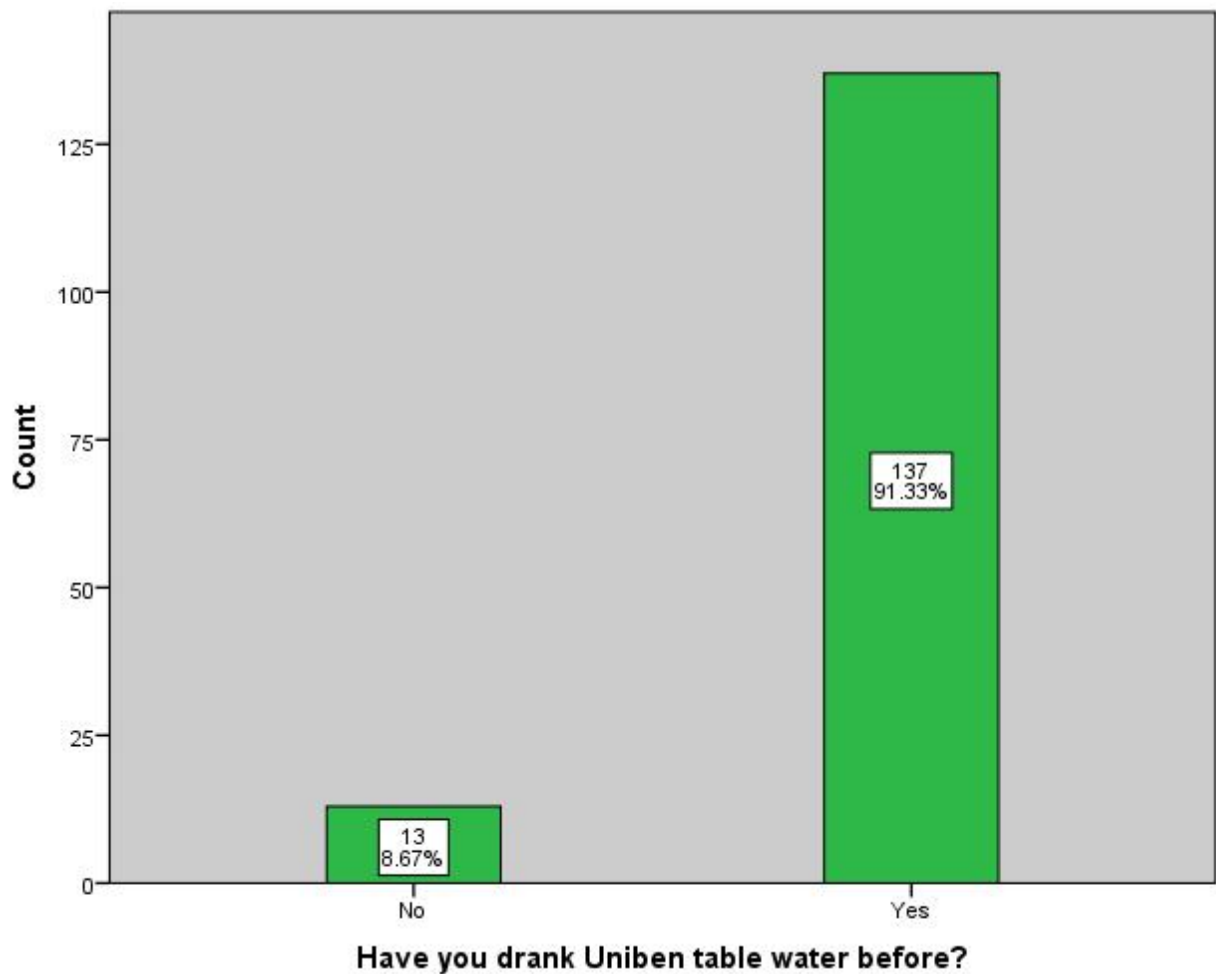
Table 4.3 Reliability Result of the Research Instrument

VARIABLES	QUESTIONS	CRONBACH ALPHA
Product Reliability	7-11	0.900
Perceived product Quality	12-16	0.877
Product Conformance	17-21	0.901
Customer Retention	22-26	0.899

Source: Researcher's Computation (2023)

Cortina, (1993) notes that cronbach alpha value reaching or exceeding 0.70 is statistically reliable. The result of the cronbach alpha value from table 4.3 above for each of the variables indicates that they all exceeded 0.70; this therefore means that items in the questionnaire are statistically reliable as the questionnaires have a high degree of consistency.

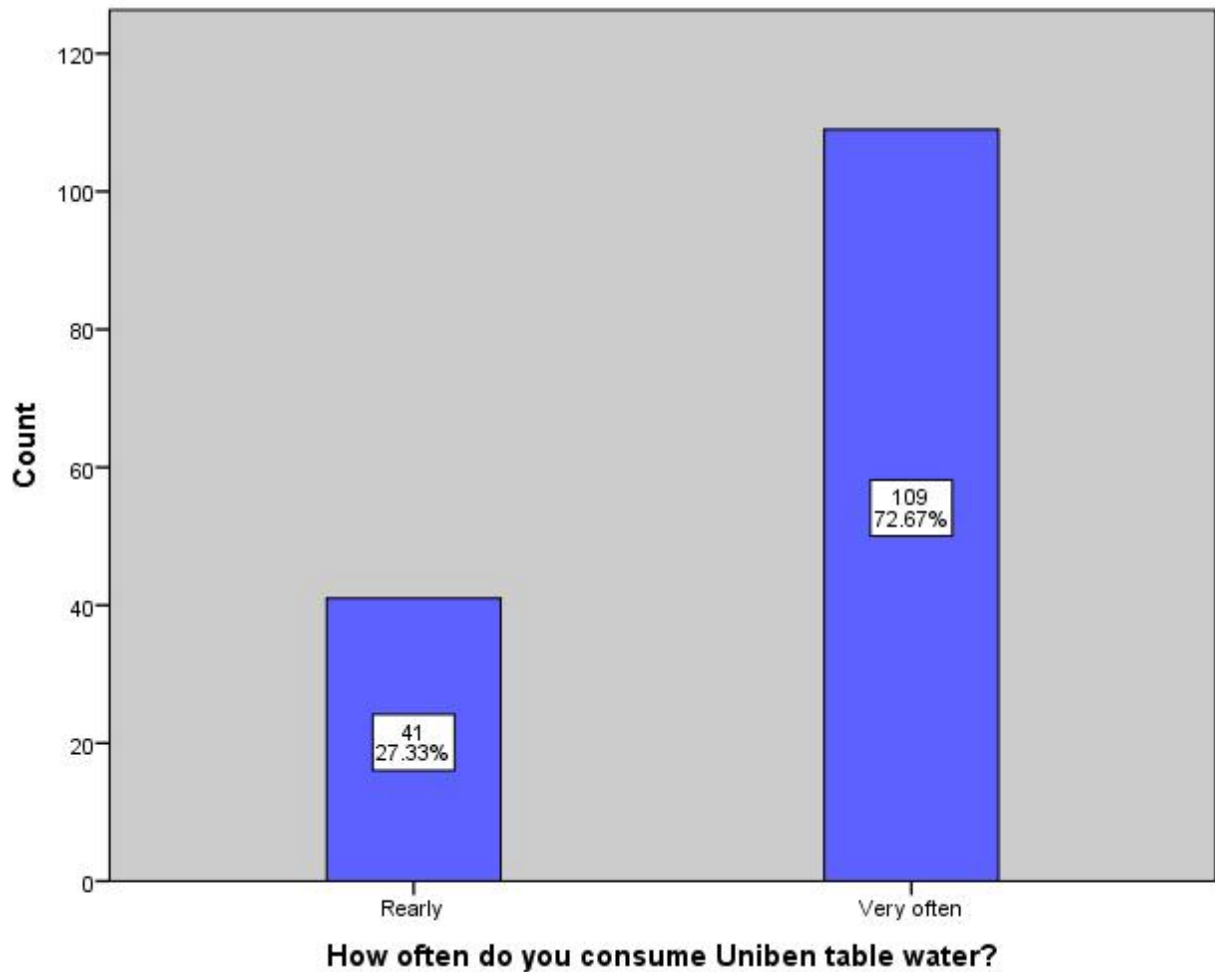
Figure 4.5: Respondents' Usage of Uniben table water before?



Source: Authors' estimation from SPSS (2024)

The bar chart (fig 4.5) above shows measured the extent to which the respondents have used the product of uniben table water either in the past or present. The result showed that 91.33% of the respondents have at one point or the other drank the uniben table.

Figure 4.6: Frequency of Consumption



Source: Authors' estimation from SPSS (2024)

Result show in figure 4.6 show that up to 72.67% of the respondents uses uniben table water on a frequent basis.

4.4 Descriptive analysis of product Quality of Uniben table water

This section provides a descriptive analysis of the perception of product quality of uniben table water among the respondents measure under product reliability, perceived product quality, and product conformance. The descriptive mean, frequency, and simple percentage were employed in analyzing the data obtained from the respondents.

Table 4.3: Product Quality of Uniben Table water

S/N	Statement	SA	A	UN	D	SD	Mean	Remark
Product Quality								
	Product Reliability							
8.	I am more likely to continue purchasing Uniben table water if it consistently maintains its quality and reliability.	46 (30.7%)	49 (32.7%)	24 (16.0%)	13 (8.7%)	18 (12.0%)	3.61	Agreed
9.	Reliable performance of Uniben table water influences my decision to remain a loyal customer.	45 (30.0%)	52 (34.7%)	21 (14.0%)	21 (14.0%)	11 (7.3%)	3.66	Agreed
10.	The reliability of Uniben table water impacts my overall satisfaction and likelihood to repurchase	47 (31.3%)	56 (37.3%)	15 (10.0%)	20 (13.3%)	12 (8.0%)	3.71	Agreed
11.	Consistent taste and purity of Uniben table water contribute to my loyalty as a customer	41 (27.3%)	55 (36.7%)	19 (12.7%)	23 (15.3%)	12 (8.0%)	3.60	Agreed
12.	Customers are more likely to	61 (40.7%)	60 (40.0%)	15 (10.0%)	8 (5.3%)	6 (4.0%)	4.08	Agreed

	continue purchasing UNIBEN Table Water if they consistently experience reliable packaging that prevents leaks or spills							
	Overall mean for Product Reliability	48 (32.0%)	54.4 (36.27%)	18.8 (12.53%)	17 (11.33%)	11.8 (7.87%)	3.73	Agreed
	Perceived product quality							
13.	High perceived quality of Uniben table water increases my satisfaction and loyalty as a customer.	48 (32.0%)	59 (39.3%)	17 (11.3%)	17 (11.3%)	9 (6.0%)	3.80	Agreed
14.	The perceived quality of Uniben table water affects my perception of its value.	60 (40.0%)	57 (38.0%)	15 (10.0%)	13 (8.7%)	5 (3.3%)	4.03	Agreed
15.	I am more likely to remain a loyal customer if Uniben table water consistently meets or exceeds my quality expectations.	65 (43.3%)	60 (40.0%)	14 (9.3%)	6 (4.0%)	5 (3.3%)	4.16	Agreed
16.	My perception of the quality of Uniben table water influences	51 (34.0%)	69 (46.0%)	12 (8.0%)	14 (9.3%)	4 (2.7%)	3.99	Agreed

	my decision to continuing buying it.							
17.	Positive word-of-mouth about UNIBEN Table Water's quality leads to increase in my satisfaction and retention rate.	43 (28.7%)	60 (40.0%)	16 (10.7%)	24 (16.0%)	7 (4.7%)	3.72	Agreed
	Overall mean for Perceived product quality	53.4 (35.6%)	61 (40.67%)	14.8 (9.87%)	14.8 (9.87%)	6 (4.0%)	3.18	Agreed
	Product Conformance							
18.	The absence of defects or impurities in UNIBEN Table Water reinforces my trust in the brand, contributing to long-term retention.	47 (31.3%)	67 (44.7%)	15 (10.0%)	12 (8.0%)	9 (6.0%)	3.87	Agreed
19.	The degree to which Uniben table water conforms to its promised specifications influences my decision to remain a customer.	50 (33.3%)	58 (38.7%)	22 (14.7%)	14 (9.3%)	6 (4.0%)	3.88	Agreed
20.	The level of product	45 (30.0%)	55 (36.7%)	32 (21.3%)	14 (9.3%)	4 (2.7%)	3.82	Agreed

	conformance of Uniben table water impacts my trust and loyalty as a customer.							
21.	If Uniben table water consistently meets its quality standards, I am more likely to continue purchasing it.	55 (36.7%)	67 (44.7%)	16 (10.7%)	9 (6.0%)	3 (2.0%)	4.08	Agreed
22.	Product conformance of Uniben table water to its stated standards affects my satisfaction and loyalty.	48 (32.0%)	69 (46.0%)	22 (14.7%)	6 (4.0%)	5 (3.3%)	3.99	Agreed
	Overall mean for Product Conformance	49 (32.67%)	63.2 (42.13%)	21.4 (14.27%)	11 (7.33%)	5.4 (3.6%)	3.93	Agreed
	Overall mean for Product Reliability						3.73	Agreed
	Overall mean for Perceived product quality						3.18	Agreed
	Overall mean for Product Conformance						3.93	Agreed
	Grand Mean for Product Quality						3.61	Agreed

N=150; Key: 1.00 – 2.5 = Disagreed; 2.6 and above = Agreed

Source: Author's estimation from SPSS 22, 2024.

Table 4.3 presents data on the perception of product quality of uniben table water among the respondents. The variable was measured under three dimensions; product reliability, perceived quality and product performance.

Product reliability

Product reliability refers to the ability of a product to perform its intended function consistently under normal operating conditions for a specified period of time, without failure or breakdown. It relates to the dependability and consistency of a product's performance over its lifespan, reflecting its ability to meet customer expectations and deliver value without unexpected failures or defects. Analysis of the data collected showed an average of 68.27% of the respondents agreed and strongly agreed to the items in the questionnaire, 12.53% were undecided, while a total of 19.2% of the respondents disagreed and strongly disagreed to the statements. More so, the overall mean of 3.73 indicates a general consensus among the respondents on a moderate level of product reliability of uniben table water.

Perceived product quality

Results in table 4.3 measuring the respondents' perception of product quality of uniben table water showed that 74.8% agreed and strongly agreed to the items in the research instrument; whereas, 13.87% disagreed and strongly disagreed; while 14.8% were undecided. The overall mean value 3.18 showed that the respondents have a relative moderate positive perception of product quality of uniben table water.

Product Conformance

Product conformance refers to the degree to which a product meets specified standards, requirements, or expectations. It encompasses how closely a product adheres to design specifications, regulatory standards, industry norms, and customer needs. The result of the analysis showed that an average of 74.8% of the respondents were in agreement to the items measuring the level of conformance of uniben table water to prescribed standards; 10.93%

were in disagreement; while 14.27% were undecided. Overly, the group mean of 3.93 indicates a strong agreement from the respondents that the product conforms to prescribed standards.

Conclusively, the overall mean of all three dimensions showed an average mean value of 3.61. This clearly indicates a positive perception of the product quality of uniben table water among the respondents.

4.4.2 Descriptive analysis of Customer Retention

This section presents a descriptive analysis of customer retention in uniben table water. The statistical descriptive mean, frequency and simple percentage was utilized in analyzing the data.

Table 4.4 Customer retention

S/N	Statement	SA	A	UN	D	SD	Mean	Remark
Customer retention								
23.	Customers who consistently purchase UNIBEN Table Water are more likely to exhibit brand loyalty and continue patronizing the product over time.	52 (34.7%)	57 (38.0%)	19 (12.7%)	17 (11.3%)	5 (3.3%)	3.89	High
24.	The quality and reliability of UNIBEN Table Water's packaging and delivery influence	46 (30.7%)	68 (45.3%)	22 (14.7%)	11 (7.3%)	3 (2.0%)	3.95	Moderate

	customers' decision to remain loyal to the brand and repurchase the product.							
25.	Positive experiences with UNIBEN Table Water's taste, purity, and consistency contribute to higher levels of customer satisfaction and retention.	47 (31.3%)	66 (44.0%)	20 (13.3%)	9 (6.0%)	8 (5.3%)	3.90	Low
26.	Regular engagement and communication with customers, such as through loyalty programs or personalized offers, enhance UNIBEN Table Water's ability to retain its customer base.	49 (32.7%)	64 (42.7%)	23 (15.3%)	10 (6.7%)	4 (2.7%)	3.96	12 (11.7%)
27.	Effective resolution of customer concerns or complaints by UNIBEN Table Water's customer service team fosters trust and	45 (30.0%)	80 (53.3%)	13 (8.7%)	7 (4.7%)	5 (3.3%)	4.02	12 (11.7%)

strengthens customer relationships, leading to increased retention rates.								
Overall mean for Product Reliability	47.8 (31.87%)	67 (44.67%)	19.4 (12.93%)	10.8 (7.2%)	5 (3.33%)	3.94	Moderate	

N=150; Key: 1.00 – 2.5 = Disagreed; 2.6 and above = Agreed

Source: Author’s estimation from SPSS 22, 2024.

Data obtained from Table 4.4 showed that an average of 76.54% of the respondents agreed and strongly agreed to items in the research instrument, whereas, 10.53% of the respondents disagreed and strongly disagreed to the statements, while 12.93% were undecided. Consequently, the grand mean of 3.94 (on a 5 point scale) indicates a strong agreement to the items in the research instrument. This implies a high level of customer retention in uniben table water.

4.5 Correlations Matrix on Relationship Between Product Quality and Customer Retention.

This section shows the correlational relationship between product quality (measured under product reliability, perceived quality, product conformance) and customer retention of uniben table water. In essence, it measures the strength and direction of the relationship and by how much changes in one variable impacts on the other.

Table 4.5**Correlation Matrix of study variables**

S/N	Variables	Mean	SD	1	2	3	4
1.	Customer Retention	3.9453	.85919	1			
				.805**	1		
2.	Product Reliability	3.7320	1.03983	.000			
				.846**	.883**	1	
3.	Product Quality	3.9400	.89285	.000	.000		
				.848**	.824**	.862**	1
4.	Product conformance	3.9293	.87964	.000	.000	.000	

Note: N=150; **. Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed).

Table 4.5 presents analysis of the relationships among the study variables examined. The variables included in the analysis are Customer Retention, Product Reliability, Product Quality, and Product Conformance. The means and standard deviations (SD) for each variable are provided alongside the correlation coefficients (r) and corresponding p-values indicating the significance of these correlations.

Firstly, Customer Retention exhibits positive and statistically significant correlations with Product Reliability ($r = .805$, $p < .01$), Product Quality ($r = .846$, $p < .01$), and Product Conformance ($r = .848$, $p < .01$). These strong positive correlations suggest that higher levels of Product Reliability, Product Quality, and Product Conformance are associated with increased Customer Retention.

Secondly, Product Reliability is significantly correlated with both Product Quality ($r = .883$, $p < .01$) and Product Conformance ($r = .824$, $p < .01$). Similarly, Product Quality and Product Conformance also demonstrate a significant positive correlation ($r = .862$, $p < .01$). These findings suggest that higher levels of Product Reliability are associated with better Product Quality and Conformance, and that better Product Quality is linked to higher Product Conformance.

The result illustrates strong positive associations among Customer Retention, Product Reliability, Product Quality, and Product Conformance in this study. The statistically significant correlations highlight the importance of these product attributes for fostering customer retention.

4.6 Relationship Between Product Quality and Customer Retention

This section examines the linear relationship between the Independent variable (product quality) and the dependent variables (customer retention). For emphasis, it measure the extent to which the perception of product quality of uniben table water is likely to impact on its customer retention. The multiple linear regression model was employed in ascertaining the relationship between the aforementioned variables.

Table 4.6 Model Summary on Relationship Between Product quality and customer retention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.880 ^a	.774	.770	.41226	2.454

a. Predictors: (Constant), Product conformance, Product Reliability, Perceived Quality

b. Dependent Variable: Customer Retention

Source: Author’s Fieldwork (2024)

Table 4.6 above shows the model summary result from the regression output. The Rsquare value shows the extent to which an independent variable explains the variations (or changes) in the dependent variable. The Rsquare value of 0.774 indicates that the explanatory/independent variable (product quality) explains approximately 77% of the variations in the dependent variable (customer retention), while 23% of the variations (in the dependent variable) is explained by other variables/factors not listed in the study. This suggests a reasonably strong ability of the model to provide explanations, suggesting that it was meticulously and accurately developed. And as such, its outcomes are trustworthy in arriving at a conclusion. Also, the Durbin-Watson statistic serves as a signal for detecting auto-correlation issues within the model. Following its criterion, which states that the closer the statistic is to 2, the less likely there is auto-correlation, the value of 2.454 signifies the absence of auto-correlation problems in the model. As a result, the model's effectiveness is assured.

Table 4.7 Analysis Of Variance Of The Relationship Product Quality and Customer Retention in Uniben Table Water

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
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	Regression	85.177	3	28.392	167.052	.000 ^b
1	Residual	24.814	146	.170		
	Total	109.992	149			

a. Dependent Variable: Customer Retention

b. Predictors: (Constant), Product conformance, Product Reliability, Perceived Quality

Source: Author's Fieldwork (2024)

Table 4.7 shows the analysis of variance (ANOVA) result on the relationship between product quality and customer retention of uniben table water. The F statistics shows a value of 167.052 indicating strong evidence against the null hypotheses. More so, the corresponding P-value of 0.000 (at <5% significance level) suggests a statistically significant relationship between product quality and customer retention.

Table 4.8 Multiple Regression Coefficient of the Relationship Between Product Quality and Customer Retention.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	.532	.163		3.265	.001
1	Product Reliability	.116	.072	.140	1.617	.108
	Perceived Quality	.341	.093	.354	3.651	.000
	Product conformance	.417	.079	.426	5.304	.000

a. Dependent Variable: Customer Retention

Source: Author's Fieldwork (2024)

Table 4.8 shows the multiple regression output for the study variables at 5% significant level. Analysis of the data showed that product reliability had a p-value of 0.108 and a t-value of 1.617; this indicates an absence of a statistical relationship between product reliability and customer retention. Whereas the t-value suggests a positive association between both variables, the unstandardized coefficients explains that a .116 increase in product reliability will result in only a .072 increase in customer retention.

Conversely, the results suggests a significant relationship between perception of quality of a product and customer retention given the p-value of 0.000 and a corresponding t-value of 3.651 suggesting a positive association between both variables such that as the perception of quality increases for a product, customer retention will likely increase correspondingly.

More so, the result indicates a significant relationship between product conformance and customer retention with a probability value of 0.000 and a t-value of 5.304 (at <5% level of significance).

4.7 Test of Hypothesis

This section summaries the results of the regression table 4.5 in order to test the null hypothesis stated in chapter one of the study. The decision rule for accepting the formulated hypothesis is if p-value is greater than 0.5 percent level of significance, we accept the null hypothesis (Ho), but if lesser than 0.5 level of significance, we reject the null hypothesis.

Hypothesis 1: Product reliability does not have a significant impact on customer's retention.

The regression output on the relationship between product reliability and customer retention showed a p-value of .108 which is above critical level (at 5% level of significance). This

shows an absence of a statistically significant relationship between product reliability and customer retention. Hence, the null hypothesis which states that “Product reliability does not have a significant impact on customer’s retention..” is not rejected.

Hypothesis 2: Perceived product quality is inconsequential and has no impact on customer’s retention.

Regression result on table 4.5 showed that perceived quality had a p-value of 0.000 which explains the existence of a significant relationship between perceived quality of a product and customer retention. Therefore, the null hypothesis which states “ Perceived quality has a significant impact on customer’s retention” is rejected.

Hypothesis 3: The absence of a significant relationship between product conformance and customer’s retention.

The analysis result suggests strong evidence of a statistically significant relationship between product conformance and customer retention. Hence, the null hypothesis that states “The absence of a significant relationship between product conformance and customer’s retention” is rejected.

4.8 Discussion of Findings

This study investigated product quality and customer retention of uniben table water. To guide the study, three research questions and three hypothesis carefully crafted along the study objectives was raised. The study adopted a descriptive survey research design which involved the administration of structured questionnaire to undergraduate students of the university of Benin, Benin city, Edo state. A sample of 150 students were randomly selected for the study. Data obtained were analyzed using descriptive statistic, mean, simple frequency

and percentage; while the multiple linear regression analysis was utilized in ascertaining the relationship between the study variables.

Findings obtained after due analysis of the data retrieved from the respondents showed that; Undergraduate students have positive perception of product reliability of uniben table water. They perceive that the product conforms to predefined standards and of a good quality. Generally, product quality of uniben table water was found to be high as much as the product's level of customer retention.

There is positive and significant relationship between product quality and customer retention of uniben table water. This aligns with the study of Bhat & Lone (2022), who in their found product quality as a catalyst for customer loyalty and retention. More so, Bhowmick & Seetharaman (2023), identified product quality as a critical factor for customer satisfaction and retention. When customer perceives a product to possess desirable qualities, they are likely remain loyal to such products overtime (Fida et al., 2020).

CHAPTER FIVE

SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a concise summary of the find obtained from the analysis of the data. The chapter is structured as follows; the summary of findings, the conclusion of the study, the recommendations of the study, contribution to knowledge and the researcher suggestions for further research.

5.2 Summary of Findings

The study investigated impact of product quality on customer retention of uniben table water. The summary of findings arrived at after due analysis is stated below:

1. There is no significant relationship between product reliability and customer retention in Uniben table water
2. Product conformance and perceived quality have significant relationship with customer retention in relation to uniben table water
3. There is significant relationship between product quality and customer retention in uniben table water.

5.3 Contribution to Knowledge

This study adds to empirical knowledge on the the understanding of the concept of product quality, and how it impacts on customer behavior and retention. It will serve as a guide to business firms in the design and development of their products. The study will also serve as a reference for future research on the subject.

5.4 Conclusion

Product quality and customer retention has attracted immense scholarly attention because it directly translates into increased profits. Firms compete on quality, customers search for quality, and markets are transformed by quality. It is a key force to delight customers, firm profitability and the economic growth of nations(Deming, 1982). For survival and success of business operations, quality is considered as most integral part of any competitive marketing strategy. Better product quality will maintain a high level of customer satisfaction, which encourages customers to make their next purchases, thus, customer loyalty is gradually formed. Loyal customers are willing to pay more, express higher buying intentions, resist switching and also leads to endorsing the goods and services to their friends and associates.

5.5 Recommendations

Taking into consideration the study's findings, the following suggestions were made:

1. Organizations should prioritize maintaining and improving quality standards across their product lines. This could be achieved by implementing regular quality checks and promptly address any identified issues to uphold positive customer perceptions of product reliability.
2. Businesses should develop effective systems for gathering customer feedback, particularly from target demographics. This feedback will help identify areas for quality improvement and enhance overall customer experience.
3. Firms should emphasize and communicate key quality attributes of products to consumers through marketing and promotional efforts. Highlighting adherence to standards, reliability, and product integrity can strengthen customer trust and loyalty.

4. Businesses should develop customer engagement initiatives and loyalty programs tailored to retain customers. Rewarding repeat purchases or engagement with the brand can foster stronger customer relationships and encourage retention.
5. Business firms could benchmark against industry leaders and adopt best practices to continuously improve product quality and customer service. Studying successful case studies can provide actionable strategies for enhancing customer retention.

5.6 Suggestions for Further Research

Future studies could conduct a comparative analysis of product quality and customer retention across different industries (e.g., food and beverage, electronics, fashion). Explore how varying quality standards impact customer loyalty and retention in different sectors.

Also, since the study focus was on product, future research could further investigate the influence of service quality (e.g., customer support, after-sales service) on customer retention.

Analyze how perceived service quality affects repeat purchases and long-term customer relationships.

Studies could also explore how specific brand attributes (e.g., trustworthiness, innovation, sustainability) influence customer perceptions and retention. And as well assess which brand qualities have the strongest impact on building customer loyalty.

5.7 Limitation of Study

Major limitations encountered in the course of the work were the unwillingness of some of the respondents in providing answers to the questionnaire, followed by difficulty in assessing needed materials and journals for the work.

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APPENDIX
DEPARTMENT OF BUSINESS ADMINISTRATION,
FACULTY OF MANAGEMENT SCIENCES,
UNIVERSITY OF BENIN,
BENIN CITY,
EDO STATE.

Dear Respondent,

APPEAL FOR THE COMPLETION OF QUESTIONNAIRE

I am an undergraduate student of the above-named department and institution. As part of the requirements for my degree programme, I am conducting a research on “Product Quality and Customer Retention in Manufacturing Companies in Nigeria”. In this regard, you have been randomly selected as a member of the sample.

Please fill out the form with your honest thoughts on the subject of study. I guarantee that your response will be handled in the strictest confidence and used exclusively for the intended academic purpose.

Thank you for your cooperation.

Yours Faithfully,
Dennis Peace Udo

SECTION 1: DEMOGRAPHIC INFORMATION

1. Gender: Male () Female ()
2. Age: below 20 () 20-25 () 26-30 () above 30 ()
3. Department: _____
4. Level: _____
5. Have you drank Uniben table water before? Yes () No ()
6. How often do you consume Uniben table water? Very often () rarely ()

SECTION B: THE CORE SUBJECT MATTER

By TICKING (✓) in the appropriate box from (1 - 5) where:

1= Strongly Agree (SA)

2= Agree (A) ;

3= Undecided (U);

4= Disagree (D)

5= Strongly Disagree (SD)

S/N	PRODUCT RELIABILITY	SA	A	U	D	SD
1.	I am more likely to continue purchasing Uniben table water if it consistently maintains its quality and reliability.					
2.	Reliable performance of Uniben table water influences my decision to remain a loyal customer.					
3.	The reliability of Uniben table water impacts my overall satisfaction and likelihood to repurchase					
4.	Consistent taste and purity of Uniben table water contribute to my loyalty as a customer					
5.	Customers are more likely to continue purchasing UNIBEN Table Water if they consistently experience reliable packaging that prevents leaks or spills					
	PERCEIVED PRODUCT QUALITY					
6.	High perceived quality of Uniben table water increases my satisfaction and loyalty as a customer.					
7.	The perceived quality of Uniben table water affects my perception of its value.					
8.	I am more likely to remain a loyal customer if Uniben table water consistently meets or exceeds my quality expectations.					
9.	My perception of the quality of Uniben table water influences my decision to continuing buying it.					
10.	Positive word-of-mouth about UNIBEN Table Water's quality leads to increase in my satisfaction and retention rate.					
	PRODUCT CONFORMANCE					
11.	The absence of defects or impurities in UNIBEN Table Water reinforces my trust in the brand, contributing to long-term retention.					
12.	The degree to which Uniben table water conforms to its promised specifications influences my decision to remain a customer.					
13.	The level of product conformance of Uniben table water impacts my trust and loyalty as a customer.					
14.	If Uniben table water consistently meets its quality standards, I am					

	more likely to continue purchasing it.					
15.	Product conformance of Uniben table water to its stated standards affects my satisfaction and loyalty.					
	CUSTOMER RETENTION					
16.	Customers who consistently purchase UNIBEN Table Water are more likely to exhibit brand loyalty and continue patronizing the product over time.					
17.	The quality and reliability of UNIBEN Table Water's packaging and delivery influence customers' decision to remain loyal to the brand and repurchase the product.					
18.	Positive experiences with UNIBEN Table Water's taste, purity, and consistency contribute to higher levels of customer satisfaction and retention.					
19.	Regular engagement and communication with customers, such as through loyalty programs or personalized offers, enhance UNIBEN Table Water's ability to retain its customer base.					
20.	Effective resolution of customer concerns or complaints by UNIBEN Table Water's customer service team fosters trust and strengthens customer relationships, leading to increased retention rates.					