CONSUMER ATTITUDE AND PATRONAGE OF CONSUMER PACKAGED GOODS COMPANIES IN PORT HARCOURT

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Abstract

The aim of this study was to empirically investigate the relationship between consumer attitude and patronage of consumer packaged goods companies in Port Harcourt. While the study adopted cross-sectional survey as its research design; however a total of 340 staff of consumer packaged goods companies were administered with copies of the research instrument. More so, Spearman's Rank Correlation Coefficient was used in testing the 4 hypotheses and result indicated that there is a positive and significant relationship between consumer attitude and patronage. The research concludes that both consumer trust and the country where a product was manufactured significantly determine consumer attitude and referral behaviour towards the product and the firm. Based on the conclusion, the study therefore recommends that management of consumer packaged goods companies are encouraged to consistently deliver superior value as a way of keeping their promise which will then result to consumer trust, satisfaction and positive word of mouth recommendation.

Keywords: Consumer Attitude, Consumer Goods, Patronage, Country-of-Origin

Introduction

Increasingly, the competition among consumer packaged goods companies in Nigeria has assumed a high dimension especially within the last decade. Also, the amount of investment in the consumer packaged goods (CPG) industry, coupled with money in circulation against CPG products. The industry hence has growth potentials. This is as a result of the country's persistent population growth which has resulted to being the largest consumer market in Africa (Reinalde, Damian, Ally, Bill & Ade, 2017). The authors stated that the CPG sector between 2000 and 2010 grew from 13% to 24% in terms of contribution from CPG spending to Gross Domestic Product (GDP) growth. They further reported that, CPG sales make up 16% of Nigeria's GDP, thus making the industry sales the third largest contributors. The three principal to trends driving this growth are increased in youthful population that is poised to seek for value and try new brands, resides in large cities, and most importantly has access to computerized smart mobile devices that helps in facilitating transaction and money transfer.

The CPG industry primarily deals with the production, distribution and marketing of consumer packaged goods. These products are usually considered as fast moving consumer goods because consumers buy them at a regular interval. While some of the key activities of CPG comprises are promotion, selling, distribution, financing, purchasing, etc; the CPG industry engages in other operations such as supply chain, production, corporate social responsibilities, marketing, and general management (Makinde, Fajuyigbe & Ajiboye, 2015). It important to mention that, our focus among the said activities of the CPG companies is the marketing aspect, which anchors on designing crucial marketing programmes that shape consumer attitudes

towards CPG products for a favourable business outcome.

Consumer attitude towards CPG have been a debatable issue among scholars, which has been made more evident as a result of the multi-dimensional meaning of the construct (Imoh & Cyhoy, 2018). According to Dabholkar & Bagozzi (2002), consumer attitude is a predisposition of favouring or unfavouring a person, place, situation or an object. Attitude is the outcome of evaluation of some aspects in the sub-conscious of consumers which result to a positive or negative image in consumers' black box. Ivan-Damir (2010) conceptualized attitude as the sum of three principal components which include; beliefs, feelings, and a behavioural intention towards a product. These three components according to the author, forms an important framework and collectively determine forces that influence consumer reaction towards marketing programmes. In addition, Asiegbu (2010) argued that consumer attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to a marketer's offering. With this, it clearly shows that consumer attitude emerges from learning and experience, which includes attributes of product offering to consumers and the way or manner marketers communicate these to attributes to consumers through specific medium.

A good number of studies have been carried out on consumer attitude and purchase behaviour towards packaged (both domestic and foreign) goods. Akhilesh & Visual (2015) examined the role of consumer attitude, beliefs, and subjective norms; towards buyer purchase behaviour. In conducting this study, the authors adopted cognitive, affective, and conative elements as dimensions of consumer attitude. Dazi (2018) conceptualized consumer attitude by using infotainment, intrusiveness, and integrity as measures of attitude towards social media products. More so, Imoh & Glory (2018) investigated the effect of product attributes on consumer attitude towards made-in-Nigeria textiles. The authors developed a model

consisting product quality and brand value as predictors of consumer purchase behaviour towards locally made goods. In addition, Nayeon (2014) predicted consumer attitude and patronage intention in terms of five components of perceived consumption value. These components, which the author used as dimensions of consumer attitude, are: functional value, conditional value, social value, emotional value, and epistemic value. In view of the above studies and a way to advance extent literature on the constructs in review, our study will conceptualize consumer attitude by adopting country-of-origin, perceived value and consumer trust as dimensions of the predictor variable in order to evaluate their impact in consumer patronage as it.

Statement of the Problem

The Consumer Packaged Goods (CPG) sector is one of the largest industries in Nigeria in terms of production capacity, marketing investments, and consumption/demand level (National Bureau of Statistics, NBS Report, 2018). However, despite the industry's aggregate output and demand levels, CPG companies still face serious competition with traditional unprocessed/semi-processed foodstuffs which is largely transacted in informal trades. According to World Bank (2017), the most challenging aspect of CPG companies in Nigeria is the outrageous number of open-air markets where majority of the unprocessed food stuffs are sold. Also, the association reported that 87% of the trading in Nigeria happens in informal markets despite the growing number of both indigenous and foreign formal retail outlets in the country.

Again, because the products of CPG companies are relatively identical and can be substituted by one another, companies are faced with the challenge of devising key marketing strategies in differentiating offerings and positioning the brands to command repeat patronage and loyalty. Also, due to the fact that an average consumer in Nigeria is price sensitive and they possess the willingness and time in search for discounted

products, CPG companies once more are face with the task of bringing additional value to the table in their effort to lure consumers for a favourable purchase outcome.

In view of the above challenges faced by CPG companies, how could these companies build a favourably enduring attitude towards their brands? Could consumer held-long trust be a strategic tool for these companies to command an enhanced consumer patronage? More so, could perceived value and country-of-origin help CPG companies in defeating those highlighted challenges and build competitive advantage which reflects consumer satisfaction and referral behaviour. The above fundamental questions inform the researcher's theoretical and empirical journey in realizing this study. Hence, we investigate the relationship between consumer attitude and patronage of CPG companies in Port Harcourt.

Model Specification and Conceptual Framework of the Study

The study is on consumer attitude and patronage of consumer package goods companies in Port Harcourt. The independent variable which is consumer attitude has country-of-origin and consumer trust as dimensions. In the other hand, patronage which is the dependent variable was measured with customer satisfaction and referral. Below is the model specification;

$$CP = f(CA) \quad \text{------------------- Model 1}$$
$$CA = f(COO, CT) \quad \text{--------------- Model 2}$$
$$CP = f(CS, R) \quad \text{---------------- Model 3}$$
$$(CS, R) = f(COD, CT) \text{-------------- Model 4}$$

Where:
CP   = Customer Patronage
CA   = Consumer Attitude
COD   = Country-Of-Origin
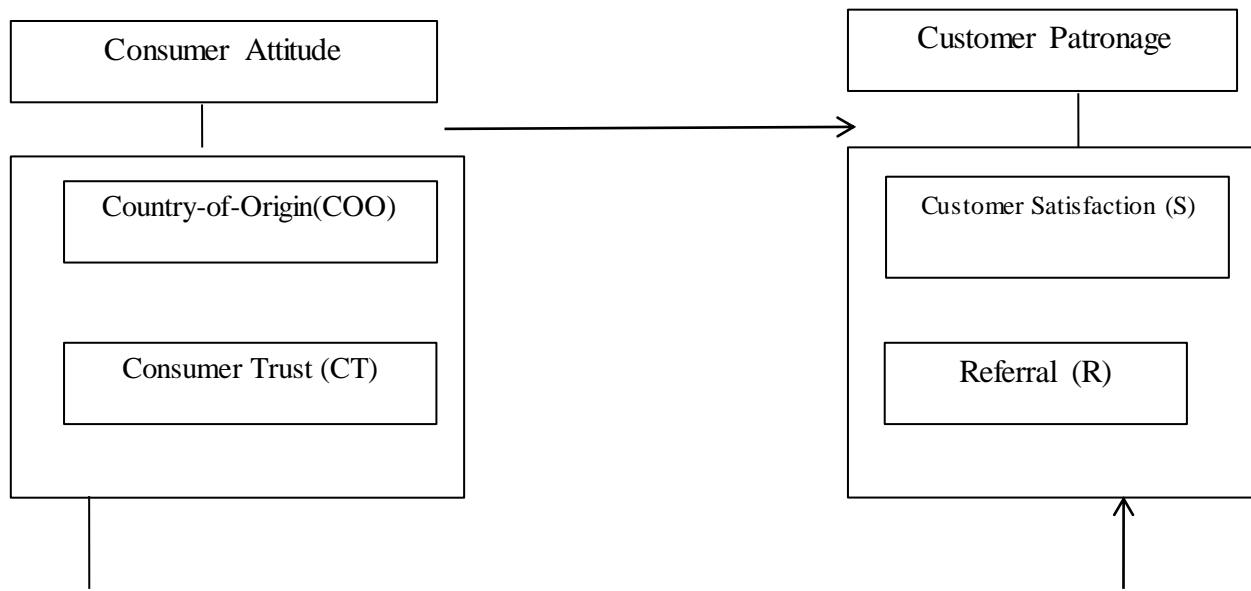CT   = Consumer Trust
R   = Referral

Figure 1: Conceptual Framework of the Study
Source: Researcher's Review of Related Literature, 2019

The following research hypotheses were statistically tested in due course:

H_{01}: Country-of-origin has no significant relationship with customer satisfaction towards consumer packaged goods companies in Port Harcourt.

H_{02}: Country-of-origin has no significant relationship with referral towards consumer packaged good companies in Port Harcourt.

H_{03}: Consumer trust has no significant relationship with customer satisfaction towards consumer package good companies in Port Harcourt.

H_{04}: Consumer trust has no significant relationship with referral towards consumer package good companies in Port Harcourt.

Literature Review
Theoretical Foundation
Category Learning Theory

The Category Learning Theory (CLT) is one of the vital theories as it relates to country-of-origin and offers vital insights into the inner mechanisms of product nationality as key determinants that consumer classify products into various categories (Aboulnasr, 2006). These classifications are fabricated either centered on objective standard (ones) or on subjective standard. According to Dimitrovic & Vida (2010), the objective criteria relates to accurate features of a product category (such as national, size, and weight), the subjective standard are usually exemplified by certain perceived strategies that consumers already have regarding the category of the product, which may be foreign rice are far better than locally produced rice in Nigeria?

In addition, the category learning theory assert that consumers learn explicitly or implicitly about various nationalities of brand, products and organizations, and this learning may be unintentional or intentional, but it no doubt substantial (Aboulnasr, 2006) implicit learning relates to the understanding of products attributes from the country of origin, for instance, people associate first-class or quality leather shoes with Italy, or classic and exquisite wines with France. Explicit learning whereas has to do with word-of-mouth, product labeling, advertising and consumer experience with various brands and product categories (Samiee, Shimp & Sharma, 2005). The authors argued that the country-of-origin of a product carries less weight than not of extent literature has claimed. The authors further developed a measure which they called Brand Origin Recognition Accuracy (BORA). They are of the view that country of origin information is more relevant in consumers' evaluation of some products and less relevant in others.

Consumer Attitude

The concept of consumer attitudes is multi-dimensional and several scholars have conceptualise the construct in several ways with varying definitions. Kotler & Keller (2007) defined consumer attitude as a predisposition to consistent response to marketing stimuli based on experience. An attitude is an individual's enduring favourable or unfavourable emotional feeling, evaluation and action tendencies. According to Evans, Jamal & Foxall (2006), consumer attitude is an enduring organization of motivational, perceptual, and cognitive process with respect to some aspects of consumers' world. They further asserted that consumer attitude is an outcome of learning process and influenced by variables such as consumer trust, familiarity, and perceived economic situation. The experience of purchasing remains in consumers' attitude and consumers with immediately start to evaluate the items they bought and the result of the result of the purchase experience towards the items will be kept in their mindset for a very longtime.

Steiner (2004) conceptualization of consumer attitude drew great emphasis on positive or negative experience of service offerings which may result to favourable or unfavourable attitude towards the brand. The author argued that consumers with negative experience towards a product purchase will result to a negative report for future purchase, while when the quality

matches the price of the brand, a positive disposition will show. Further, the negative experience is usually easy to share with other people (prospective customers) and thereafter influences their purchase decision. Beneke (2008) in his view expressed that consumers' purchase experience involves both intrinsic and extrinsic outcomes which in-turn plays an essential role to determining further purchase actions. The intrinsic memory comes from the real experience consumers have with the products, while extrinsic memory emanates from information related to the products. However, the overall experience of purchasing stays and will remain in and forms the consumer's attitude (Beneke, 2008). It is therefore pertinent to add that consumers with plenty of purchase experiences are those with strong attitude either favourable or unfavorable towards service offerings. In this way, consumers will always evaluate previous purchase experience and the result of the evaluation will stored in memory or sub-conscious for a long period thereby leading to loyalty or service avoidance.

Patronage

Patronage is something that consumers may exhibit to brands, or products. A consistent patronage or re-purchase from a buyer's demand that he/she is deeply committed to such a product. Sideck et al (2008) points out that those consumers who are brand loyalist do not evaluate the brand, they just make a purchase confidently of the basis of their experience. Consumer patronage is the impulse, desire and consideration within the consumers which stimulate the purchase of goods from outlet (Ozor, 2002). The relevance of consumer and its patronage per say so performed that business firms cannot survive without. Schiffiman & Kamaark (2009) revealed that firm capacity, products or attributes, economic situation, political forces, social and psychological factors, situation competition, and marketing mix programs, etc; are the major influence of consumer patronage in a firm.

Ogwo & Chukwu (2013) states that patronage is usually measured by comparing consumers' total week/monthly purchase monetary terms) from the store with the moral family consumption in a mouth. Consumer patronage is the approval or support provided by consumers with respect to a particular brand. Patronage delivers the foundation for establishment and growing market share. Kotler (2007), advocate that consumers have unpredictable degree of patronage to particular services,

Consumer Attitude and Patronage

Many scholars have investigated the nexus between consumer attitude and patronage. Beneke (200) who investigated consumer attitude towards private label brands with the retail grocery sector, argued that consumer purchasing experience involves the intrinsic and extrinsic reminiscence, which forms consumer attitude towards a brand and in-turn, place an important role in determining consumer patronage. The author further argued that the intrinsic memory comes from the real experience consumers have with the brand, while the extrinsic memory emanates from information related to the brand. These two components are responsible for the way and manner consumer perceive brands and metamorphoses to their patronage intentions (Beneke,2008).

Country-of Origin and Patronage

The country-of-origin of a brand simply refers to where the brand was manufactured. Agrawel & Kamakura (2000) opined that the country-of-origin factor plays a crucial role in determining consumers' patronage. The author further opined that consumers' evaluate consumption experiences of brands in relative to countries where these brands were manufacture and these cues are stored in the sub-conscious memory. It was further observed that attitude over time will be built with respect to these brands and their country-of-origin and this goes a long way to informing and directing consumer purchase

behaviour particularly repeat purchase and referral actions (Agrawel & Kamakura, 2000).

Furthermore, Pharr (2005) found out that country-of-origin factor has a strong and positive correlation with consumer patronage. It was further revealed in his study that consumers attracted strong emotions to brands coming from specific countries that are perceived to have technical and man-power know-how to produce quality brands, which in-turn enhances consumer satisfaction and word-of-mouth referral. Agai, Asen, Eke & Kalejage (2011) argued that country-of-origin effects reflect and functions as a vital tool for predicting consumer patronage. The authors found that country-of-origin has a positive and significant effect on consumer patronage and loyalty. On this note, we propose the following hypotheses:

H_{01}: Country-of-origin has no significant relationship with customer satisfaction towards consumer patronage goods companies in Port Harcourt.

H_{02}: Country-of-origin has no significant relationship with referral towards consumer patronage good companies in Port Harcourt.

Consumer Trust and Patronage

According to Gray & Marizkh (2014), trust can be seen as the consumers' knowledge and opinion that the brand will meet and suppose their needs. The author argued that many researchers believe that trust is a precursor to the creation of consumer patronage and loyalty. However, Lin, Guo & Lee (2011) posited that building consumer trust implies that marketers must take their products the preferred choice by providing service that will distinguish the products from substitutes products; produce and create substantial and significant demand from consumers; establish

supplier value, and build and secure consumer loyalty. The authors found that consumer trust has a direct impact on satisfaction and patronage.

In additions, Gray & Marizka (2014) who argued that capacity to deliver on its promise found out that consumer trust has a positive and significant consumer effect on patronage and loyalty. They argued that trust are built on brand sincerity and the firms activities and programmes must reflect that what it promised in terms of product quality, performance features, attributes, etc; are manifested as a clear testimony of consumer positive consumption experience, which in-turn improve repeat purchase and referral behaviour (Gray & marizka, 2014). Kumer et al (2013) were of the view that consumer trust in consumer packaged goods context has a direct impact on consumer patronage and repeat buying. They argued that trust is built on benefit between an organization and its customers and both parties tend to maintain a level of relationship due to perceived confidence, and minimum risk evaluation. They also argued that though trust is an important determinant to enhance consumer patronage, however, organizations must always find a way to improve on its products and services, as competitive actions and alter the firm-consumer trust dyad.

In the light of the above propositions, were therefore we propose the following hypotheses:

H_{03}: Consumer trust has no significant relationship with consumer satisfaction towards consumer package good companies in Port Harcourt.

H_{04}: Consumer trust has no significant relationship with consumer referral towards consumer package good companies in Port Harcourt.
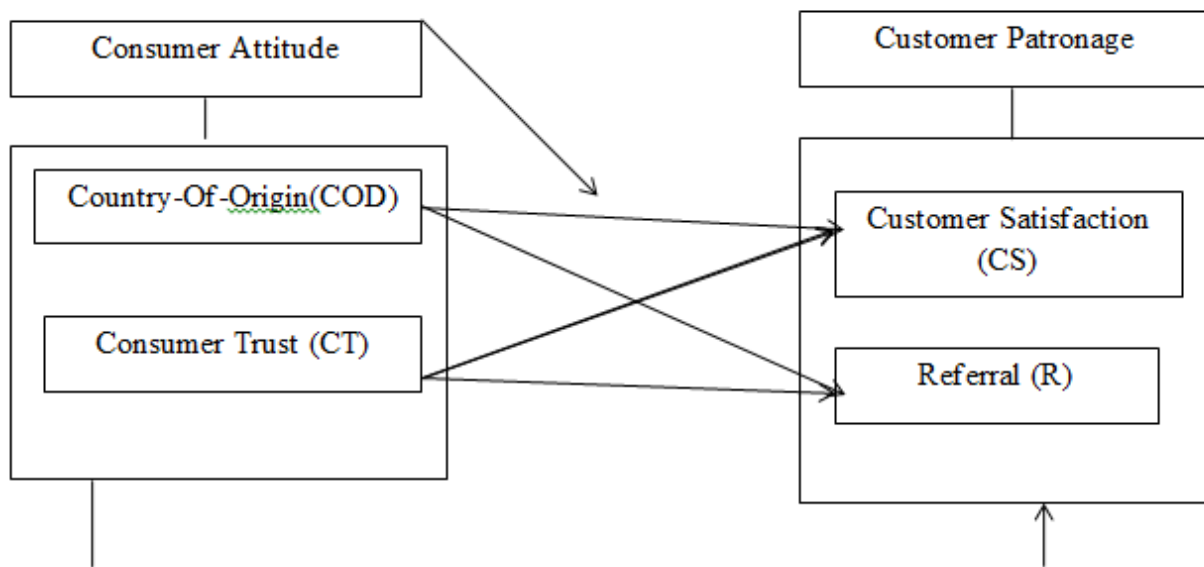
Fig. 2. Operational Framework of the Study
Source: Researcher's Review of Related Literature, 2019

Materials and Methods

Due to the nature of this research as to the need for interview and questionnaire distribution for data collection, our philosophical stand-point is objectivism. This therefore entails the use of nomothetic methodology. In view of the above, the research adopted cross-sectional survey design due to its focus in studying group of individuals located in a geographical region at a point in time.

Basically, the population of this research consists of staff of consumer package goods firms in Port Harcourt. According to Vconnet.com (2019), the total number of registered consumer packaged goods firms in Port Harcourt is sixty eight (68). The table below explains the study's target population:

Table 1: List of Registered Consumer Packaged Goods Firms and their Dealers in Port Harcourt

S/N	Names of Firms	Locations
1	Gino Resources Ltd	Plot 271 Trans-Amadi Industrial Layout PH.
2	Dansa foods Ltd	No. 157 Trans-Amadi Avenue, PH.
3	Ernest Limited	No. 107 Trans-Amadi
4	Tasirel Global Resource	No. 31 Woji Rd. PH.
5	Isomac Global Resources	No. 7 Station Rd. PH.
6	Paxson Nigeria Co. Ltd	11, Woji Rd. PH.
7	Nima Farm Ltd	9, Onuokolo Rd. Woji
8	Feezok Global Investment Ltd	126, Ikwerre Rd. PH.
9	Fix Global Resource	80, Ikwerre Rd. PH.
10	Ego Farms Resource Ltd	5, Woji Rd. PH.
11	Bendan Ventures Ltd	113 Aba Rd. PH.
12	Ebony Aces foods Ltd	5 PH Aba Express Way, PH
13	Mutli-Purpose Ventures	5 PH Aba Express Way, PH.

14	Genesis Food Nig. Ltd	Plot 199 Rumuogba Estate, PH.
15	Nigerian Bottling Co. Plc	Plot 126 Trans-Amadi Layout, PH.
16	Shoche Industries Ltd	Dike Close, Off 146 NTA/Choba RD. PH.
17	Riv Biscuits Co. Nig. Ltd	Plot 466/467 Trans-Amadi Layout PH.
18	Honeywell flour Mill Plc	Port Harcourt
19	Dangote Group	Port Harcourt
20	Diplomat Farms Science	Fac. Of Agric Resaerch Farms, RSUST, PH.
21	Kilimanjaro Restaurant	Agip Junction
22	Express Faith Venture	243 Aba Rd. PH
23	Tast Abdorable Venture	00 Park, Trans-Amadi Industrial Layout
24	Spring Place	Trans-Amadi Industrial Layout PH.
25	7up Bottling Company Plc	291 Aba Rd. Port Harcourt
26	Chrislen Global Resources Ltd	Rumuokoro PH.
27	Opera Food Stuff	No. 3 Okujagu Str. PH
28	Cway food and Beverages	Port Harcourt
29	Flour Mill Nigerian Plc	Port Harcourt
30	Dufil Prima	68b Uniport Rd. PH.
31	Legolas Groceries	41 Amadi Flat, PH
32	Aafe Resources	Rumukalagbor, PH
33	Inno and Bros Farm Products	Suits 5b Old Rd. Rumuogba, PH.
34	Cha Cha Provision Store	Slaughter Mkt, Trans-Amadi Layout, PH.
35	Angella Store	5 Michelin Rd, Rumumasi, PH.
36	Lady Chinyere Store	Trans-Amadi Layout, PH
37	Nesdumo Worldwide Ltd	2 Adindu Close, NTA Rd, PH.
38	Dim Mark Inta'l Coy	10b Abana Tsr. Old GRA, Old Ada Rd, PH.
39	Pabod Breweries Ltd	186/187 Trans Amadi Ind. Layout, PH
40	Goodness Provision Store	133 Ikwerre Rd. PH.
41	Utc Nigeria Plc	5 Azikiwe Str. PH.
42	Cosmos Shop	Elekahia Rebisi, PH.
43	Pokobros Food & Chemical ind. Ltd	Plot P1 Harbour Ind. Layout off Atani Rd
44	Pee Ventures Ltd	School Rd, Elelenwo, Obio Akpor, PH
45	Stand Fix Global Ventures	61 Mkt Rd. PH
46	Spring Fast Food	Elele Rd. by Ikwerre Rd. PH
47	Rasfat Provision Store	12 Emenike Str. Diobu, PH
48	AAZY Kitchens Ltd	NTA Rd Ada George by Obiri Ikwerre Rd,
49	Diplomat Farms & Services Ltd	Faculty of Agric. Research, RSUST
50	Frosay Foods Ltd	8 Elder Sampson Amadi Crescent off G.U. Ake Rd. Port Harcourt
51	Dictachi Food nig. Ltd	Plot 2 Dictachi Lane off J.C street off Peter Odili Rd, Trans Amadi, PH
52	Adeglory Food Empire	33 Tombia Rd. GRA Phase 2, PH
53	Krismart Premium Table Water	8 Rd 11A, Queens Park Estate, Rumusunwo
54	Highest Astro Project Ltd	190 Aba Rd. Rumuola Junction, PH
55	Lannol Table Water	7 Lannol Crescent Egbelu, Oyigbo, PH
56	Lifted Commodities	20 Flaming Avenue, Rumuomasi, PH

57	My Ndidia	71 Ogbunabili Rd, PH
58	Nicroy	48 Iwofe Rd, PH
59	Ohoche Ind. Ltd	1 Dike Close off 146, NTA Rd, Mgbuoba, PH
60	Piche Technological Services	12 Ozulem Chuku Strret off ogbatai Rd Woji
61	Sundry Food	1 Agip Rd PH
62	Tea Mate Bakery	Port Harcourt
63	Vitadamsy Industries	16 Ogbatai Rd, PH
64	3nity Foods	29 Wogu Street, D-Line PH
65	Raji Yusuf Amuda	4 Trans Amadi Rd Obio Akpor, PH
66	La Casera Company Plc	Port Harcourt
67	Nestle Nig. Plc	Port Harcourt
68	Friesland Campina Wamco Nig. Plc	Plot 2 Dictachi Lane off J.C street off Peter Odili Rd, Trans Amadi, PH

Source: Page 50 of Connect retrieved from www.m.vconnect.com/nigeria/list-offmcg_c1946?loc=rivers on 15th October, 2019.

In view of the above table, the study targeted specific staff with designated positions such as; marketing/sales manager, operations manager, production manager, purchasing manager, and distribution head. These five (5) personnel in each of the 68 firms constituted our sample size. Hence, the study has a sample size of three hundred and forty (340). Therefore convenient sampling technique was used to select our respondents.

In this research, two principal's sources of data were used – primary and secondary. The primary source was obtained through the administration of questionnaire, while the secondary source was gotten from journal articles, internet publication, academic institution, textbooks, etc. In addition, the research instrument was designed in to two sections; the first section captured the demographic profile of respondents, while the second section focused on raising statement items for each of the research variables. The items was measured with 5 points Likert scale ranging from strongly agree (5 points), agree (4 points) and sure (3 points) disagree (2 points) strongly disagree (1 point).

In addition, the research instrument was subjected to expert scrutiny where research experts in marketing were consulted and the appropriate modifications were done accordingly. Also, Cronbach's Alpha test was carried out in each of the variables in order to ascertain the consistency of the instrument. Lastly, at the primary level of analysis, descriptive statistical tools such as tables, pie-charts, histograms, percentage etc were used. While at the secondary level, Spearman Rank Correlation Coefficient was used to test the six proposed hypotheses. However, all analysis was carried out with and aid of SPSS (Version 20.0). The

Formula was given as: $Rho = 1 - \frac{6\Sigma d^2}{N(N^2-1)}$

Data Presentation and Analysis
Table 1: Showing the Questionnaire Distribution Results

Questionnaire	Frequency	Percentage
Distributed	340	100
Retrieved	336	98
Not retrieved	4	1.2
Retrieved usable	332	96.8
Retrieved not usable	4	1.2

Source: Survey data, 2019.

Table 1 illustrates the questionnaire distribution and retrieval process for the study. As a result of certain observed blank or omitted entries as well as incomplete questionnaires, some of the questionnaires were deemed not useable and so were not included in the study. Out of a total of three hundred and forty (340) copies of questionnaire distributed, three hundred and thirty-six (336) copies representing a response rate of 98% were retrieved and 4 which represent 1.2% were not retrieved. Out of the three hundred and thirty-six (336) retrieved, three hundred and thirty-

two (332) which represent 96.8% were usable, and four (4) which represent 1.2% were not usable.

Testing of Hypotheses
As specified in section three above, the hypotheses were tested using the Spearman's Rank Correlation Coefficient.

Hypothesis One
H_{01}: Country-of-origin has no significant effect on consumer satisfaction towards consumer patronage goods companies in Port Harcourt.

Table 2: Correlation Analysis showing the relationship between of Country-of-Origin and Consumer Satisfaction

Correlations

			Country-of-Origin	Consumer Satisfaction
Spearman's rho	Country-of-Origin	Correlation Coefficient	1.000	.914
		Sig. (2-tailed)	.	.000
		N	332	332
	Consumer Satisfaction	Correlation Coefficient	.914	1.000
		Sig. (2-tailed)	.000	.
		N	332	332

**. Correlation is significant at the 0.05 level (2-tailed).
Source: Field Survey Data, 2019, SPSS 20 Output

Decision: Table 2 above reveals a spearman rank correlation coefficient of 0.914 and probability value of 0.000. This result indicates that there is a strong and positive influence/significant relationship between country-of-origin and consumer satisfaction of consumer packed goods in Port Harcourt. Therefore, we reject the null hypothesis and accept the alternate hypothesis, because the PV (0.000) <0.05 level of significance.

Hypothesis Two
H_{02}: Country-of-origin has no significant effect on consumer referral towards   consumer patronage good companies in Port Harcourt.

Table 3: Correlation Analysis showing the relationship between of Country-of-Origin and Consumer Referrals

Correlations

			Country-of-Origin	Consumer Referrals
Spearman's rho	Country-of-Origin	Correlation Coefficient	1.000	.903*
		Sig. (2-tailed)	.	.000
		N	332	332
	Consumer Referrals	Correlation Coefficient	.903*	1.000
		Sig. (2-tailed)	.000	.
		N	332	332

*. Correlation is significant at the 0.05 level (2-tailed).
Source: Field Survey Data, 2019, SPSS 20 Output

Decision: Table 3 above reveals a spearman rank correlation coefficient of 0.903 and probability value of 0.000. This result indicates that there is a strong and positive influence/significant relationship between country-of-origin and consumer referrals of consumer packed goods in Port Harcourt. Therefore, we reject the null hypothesis and accept the alternate hypothesis, because the PV (0.000) <0.05 level of significance.

Hypothesis Three

H_{03}: Consumer trust has no significant effect on satisfaction towards consumer package good companies in Port Harcourt.

Table 3: Correlation Analysis showing the relationship between of Consumer Trust and Consumer Satisfaction

Correlations			Consumer Trust	Consumer Satisfaction
Spearman's rho	Consumer Trust	Correlation Coefficient	1.000	.911*
		Sig. (2-tailed)	.	.000
		N	332	332
	Consumer Satisfaction	Correlation Coefficient	.911*	1.000
		Sig. (2-tailed)	.000	.
		N	332	332

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey Data, 2019, SPSS 20 Output

Decision: Table 4 above reveals a spearman rank correlation coefficient of 0.911 and probability value of 0.000. This result indicates that there is a strong and positive influence/significant relationship between consumer trust and consumer satisfaction of Consumer packed goods in Port Harcourt. Therefore, we reject the null hypothesis and accept the alternate hypothesis, because the PV (0.000) <0.05 level of significance.

Hypothesis Four

H_{04}: Consumer trust has no significant effect on referral towards consumer package good companies in Port Harcourt.

Table 5: Correlation Analysis showing the relationship between of Consumer Trust and Consumer Referrals

Correlations			Consumer Trust	Consumer Referrals
Spearman's rho	Consumer Trust	Correlation Coefficient	1.000	.932*
		Sig. (2-tailed)	.	.000
		N	332	332
	Consumer Referrals	Correlation Coefficient	.932*	1.000
		Sig. (2-tailed)	.000	.
		N	332	332

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey Data, 2019, SPSS 20 Output

Decision: Table 5 above reveals a spearman rank correlation coefficient of 0.932 and probability value of 0.000. This result indicates that there is a strong and positive influence/significant relationship between consumer trust and consumer referrals of Consumer packed goods in Port Harcourt. Therefore, we reject the null hypothesis and accept the alternate hypothesis, because the PV (0.000) <0.05 level of significance.

Discussion of Findings

This part of the study sought to discussion various findings pertaining to the analysis of data presentation and findings as they were above.

Hypothesis one (H_{o1}) aimed at examine the significant relationship between country-of-origin and consumer satisfaction of consumer packed goods in Port Harcourt. The hypothesis was tested using spearman rank correlation coefficient. Our analysis showed that, there is a strong and positive significant relationship between country-of-origin and consumer satisfaction (Rho=0.914). This reveals a strong and positive significant relationship between the two hypothetic variables.

Hypothesis two (H_{02}) also revealed same positive and strong relationship between country-of-origin and consumer referrals of consumer packed goods in Port Harcourt with the spearman rank correlation coefficient of 0.903. That is to say, country-of-origin has a positive relationship with patronage. Basically, country-of-origin enhances customer patronage in the business world. This supported the assertion made by Pharr (2005) who found out that country-of-origin factor has a strong and positive correlation with consumer patronage.

Hypothesis three (H_{03}), from our finding showed a positive and strong relationship between consumer trust and consumer satisfaction of consumer packed goods in Port Harcourt. The result revealed a Spearman Rank Correlation Coefficient of 0.911.

Hypothesis four (H_{04}) aimed at examine the significant relationship between consumer trust and consumer referrals of consumer packed goods in Port Harcourt. The hypothesis was tested using spearman rank. Our analysis revealed a positive and strong significant relationship between consumer trust and consumer referrals and resulted to (Rho=0.932). The results agreed with the study of Lin, Guo & Lee (2011) who found that consumer trust has a direct impact on satisfaction and patronage.

Conclusion and Managerial Implication

The country where a product is coming from has a major influence on not only whether consumers will go for it or not, but also whether they can recommend such product to other people. This implies that country of origin is a strong determinant on customer patronage and word of mouth recommendation. Furthermore, Consumer trust is a strategic tool that can be used in improving customers' patronage. This entails that when consumers have a very strong confidence regarding the performance of a product; it will result to continuous patronage and word of mouth advocacy.

Based on the findings and conclusions, the research recommends that consumer packaged goods companies who wants to improve customer patronage should endeavor to study and understand target market needs and preference; as the outcome of this effort would bring about a favourable attitude towards products, which as proven by this research; leads to improved satisfaction and word of mouth recommendation. Again, these companies are also encouraged to consistently deliver superior value as a way keeping their promise to consumers in order to build consumer trust. By building consumer trust, companies can now reap from enhanced customer patronage, endorsement, and word of mouth referral.

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