



EFFECT OF CONSUMERISM ON BRAND PERFORMANCE

Dr. IYADI, Rollins. C

Department of Marketing and Entrepreneurship,
Faculty of Management Sciences,
Delta State University, Abraka Nigeria
iyadirollins@yahoo.com
+2348034226733

&

EDEME, Nelson. C

Department of Marketing and Entrepreneurship,
Faculty of Management Sciences,
Delta State University, Abraka Nigeria
Nelvas14@yahoo.com
+2340145424624

Abstract

The study ascertained the effects of consumerism on brand performance. The specific objectives were; determine the effect of consumer protection on brand performance; ascertain the impact of product quality on brand performance; and evaluate the effect of compliant handling on brand performance. Primary source of data collection was employed in gathering information (data) for the study and the data collected were subjected to analysis using simple OLS in order to ascertain the significance between variables used for the study. The findings from study showed as follows: p-value significant level of relationship characteristics is 0.000 is lesser than the p-value of .05 and the R adjusted (Adj. R²) value is bearing a positive value of 0.776 showing the strength of the effect of consumer protection, product quality and complaint handling on brand performance. The study concluded that consumers' awareness of the laws that protect them in exchange relationship is low with its concomitant law and in some cases absence of litigations against sellers even in cases of obvious infringement. Therefore, it is recommended that enforcement of consumers' right should not be considered sole responsibility of the government, as such; it makes sense for civil societies to participate in the enforcement of consumers' right as part of the campaign against social ills.

Key words: Brand Performance, Consumerism, Customer Protection, Product Quality and Compliant Handling.

Introduction

Consumer spending has been responsible for more than two third of the domestic demand across global market. This phenomenon did not happen without a cause as organization continue to invest huge resources on marketing campaigns to influence consumer spending (Novotney, 2008; Ayoze, 2018). In a bid to protect consumers from the growing philosophy that consumers can only buy what is made available regardless of their welfare and satisfaction, the marketing concepts of consumerism is increasingly emphasized on.

Consumerism aims to safeguard the right of consumers from the negative practices of producers such as unsafe product, ordeal, deceptive packaging, incorrect weight e.t.c It is believed that as organization plan a coordinated sets of product to serve their target customer need and want they will derive profit through creating customer satisfaction hence, the key to achieving a brand objective is centered on an organization been more effective in valid creation and delivery to its chosen target market .

The consumer entity in Nigeria is hapless, hopeless and helpless (Ayoze, 2018; Akpanenua, 2019).

Then, consumer sovereignty sounds fairly fallacious and folly. In fact, Moguluwa, Nwankwo, Anyasor and Agina (2018) asserted that consumer's interest have always been relegated to the background why organizations exploit different market to achieve their bottom line (profit) such exploitative practices are a prevalent in almost every organization in Nigeria (Kotler, 2005; Ayoze, 2018). This calls for revised marketing concept that would take into account the long term moral and social issues with which marketing should now concern itself, one of which is consumerism. Before examining further, such a concept should recognize certain practicalities which complicate the issue. Hence, today in Nigeria, we still notice organizations and government partial commitment for consumerism (consumer protection); this partial commitment for consumerism positively affects brand performance.

Many researchers agree with the suggestion that consumerism is a central concept of marketing science, satisfaction and protection of customers have both direct and indirect impacts on any industry (Kandampully & Hi, 2018). The protection of existing customers is very

important, since it was calculated that the attraction of new customers is much more expensive than the retention of existing ones (Wong & Sohail, 2019). Jackson (2006) in his study on sustainable consumers, noted that there is no agreement about a clear explanation of this concept, but a variety of views about the extension in which the sustainable consumption discuss the questions of consumer behavior, lifestyle, consumerism and how it affect firm's brand. Therefore taking the above argument into consideration this study examined effect of consumerism on brand performance. Consumerism is the social/movement seeking to ambient the right of buyer and sellers in relation to sellers.

In recent times, the Nigeria markets are filled with varieties of clone products and services, adulterated and inferior goods. Many firms have been conducting unacceptable marketing activities (sharp practices) on unaware consumers, all in the name of making fast cash in which directly and indirectly affecting their brand identity and performance. The above challenge must give concern to every responsive industry, regulatory bodies, concerned managers who believe that any unsafe products and consumer's interest must not be passed to the unsuspecting public in the name of profit making. Even so, this study has the intention of finding out the implications and effect of Consumerism on brand performance of selected Hotels Asaba (Rodina Hotel, Grand Hotel and El Green Hotel). Also, there are few studies on the subject matter, and no study has attempted to address these problems in the hotel or hospitality industry; therefore, the researcher aims to fill the literature gap on the effect of consumerism on brand performance.

Research Questions

The backdrop the study raised the following research question:

- i. What is the nature of the relationship between consumer protection and brand performance?
- ii. What are the effects of product quality on brand performance?
- iii. Does compliant handling have effect on brand performance?

Study objectives

The general objective of the study is to examine the effects of consumerism on brand performance; the specific objectives are:

- i. determine the effects of consumer protection on brand performance
- ii. ascertain the effect of product quality on brand performance
- iii. evaluate how compliant handling affect brand performance

Study Hypotheses

The following hypotheses was poses to address the research questions

H01: consumer protection does not have positive influence on brand performance

H02: product quality does not have positive impact on brand performance

H03: compliant handling does not have positive effect on brand performance

The study focused on the staff of selected Hotels (Rodina Hotel, Orchid Hotel, Elomax Hotel, Swiss Spirit, Grand Hotel and El Green Hotel) in Asaba, Delta State. The geographical area covered was mainly Asaba metropolis in Delta State, Nigeria. These are some the foods these Hotels serve: fried rice and chicken; fried plantain; salad, and jollof rice; coco-nut rice; gizzard; banger rice; banger soup with fufu, eba, semovita; soup; egusi soup; pepper soup (goat, fish, cow), etc.. The chosen Hotels carry out their business operations in line with the high engagements of customer patronage and also, this location was also proximity for the research to retrieve data for the result of this study to be generalized.

REVIEW OF RELATED LITERATURE

The Concept of Consumerism

Consumerism is defined as a social movement which seeks to improve the rights and power which consumers have (Perreault & McCarthy, 2012). Consumerism according to Kotler (2009), is a social movement seeking to augment the rights and power of buyers in relation to seller. Also, Smriti (2015) opined that consumerism is a social force designed to protect consumer interests in the market place by organizing consumer pressures on business. Ayoze (2018) added that consumerism is the activities of government, business and independent organizations that are designed to protect individuals from practices that infringe upon their rights and consumption. This view of consumerism emphasizes direct relationship between the individual consumer and the business firm.

The current emphasis on consumer economy has reawaken interest in consumers' right in the transaction process. In Nigeria just as in some developing countries of the world, the enactment and enforcement of consumer protection laws have witnessed appreciable emphasis particularly with the return of democratic rule in the country (Posinasetti, 2014). All these are taking place at a time when consumers' right and even protection are seriously been challenged by the unprecedented growth in fake and sub-standard products in the Nigerian markets as evidenced by the recurring destruction of unwholesome food and drugs by the National Agency for Food and Drug Administration and Control (NAFDAC) and other regulatory agencies in the recent years.

Ways to achieve consumerism

In synopsis, consumer protection is crucial in the modern market due to lack of balance/equality between the demand and the supply side in terms of bargaining power, knowledge and resources (Mwakatumbula, Moshi & Mitomo, 2016). The consumer cannot bargain in his/her favour in a market unless he/she has enough information. At times, markets offer general information which is suitable for average consumers; vulnerable consumers (such as disabled, poor, elderly or uneducated consumers), however, are often left behind. While suppliers have more knowledge about their goods or services and their rights, most consumers are unaware of even their basics rights in the markets (Mwakatumbula, et al, 2016).

Lastly, the supply side has all kinds of resources, such as financial and professional capabilities. In case of conflict between two parties, the consumer is more likely to be on the losing end. Therefore, the consumer protection mechanism plays a major role in bringing equality to the marketplace. There are several ways countries use to uphold consumer protection which are explained below:

Provision of Consumerism Education and Information

Consumer education is crucial to creating knowledgeable consumers who can act responsibly in the marketplace. The consumer-protection manual suggests the incorporation of consumer education into education curriculums. Another way to empower consumer protection is to raise consumer awareness through media and/or community activities. For example, in Kenya, the telecommunications regulator (the Kenya Communications Commission) runs a consumer consultation forum. The forum invites shareholders for discussions held in different public places across the country. This consultative forum is known locally as KikaoKikuu. It is a forum whereby the regulator interacts with users to gauge consumers' perception of the quality of the telecommunications services and ICT opportunities made available in various counties.

Dimensions of Consumerism

Consumer Protection

A consumer is anyone who buys goods or services from a trader for the purpose of consuming or owning them. Consumer protection involves protecting consumers from unfair business practices and empowering them to make informed decisions in the marketplace. Consumer-protection laws are regulations designed to ensure that consumers are protected in the market by observing consumer rights, competition or anti-trust policies, fair business practices, and accurate information in the marketplace. For instance, the laws are designed to prevent collusion among traders (service providers) in the market, thereby promoting competition and increasing consumer choices (Ebitu, 2008).

The phrase "consumer protection" has been defined as legislation, which protects the interest of consumers. The Encyclopedia Americana defines consumer protection as safeguarding the buying public from dangerous or inferior goods and services and from fraudulent and other unfair selling practices. Consumer protection is the protection of buyers of goods and services against low quality or dangerous products and advertisement that deceive people. It is a means of safeguarding the interest and rights of consumers from unscrupulous and unethical malpractices by the business and to provide them speedy redress of their grievances (Ebitu, 2008).

Product Quality

Ehsani (2015) opined that quality of a product is the customer's perception of the overall quality or superiority of the product or service, with respect to its intended purpose, relative to alternatives. Kotler and Armstrong

(2012) argued that Product quality is the characteristic of a product that bear on its ability to satisfy stated or implied customer needs. It is important to note that the quality of the product is not reviewed by the company standpoint; it is seen from the perspective of the customer. Associated with that, it raised two important factors that affect the quality of the product, namely the expected product quality and the perceived product quality.

Furthermore, when the perceived product quality is in line with the expectation, then the customer will perceive the product quality as a good quality and also feel satisfied. Conversely, if the perceived product quality is not as expected, then the quality of the product as the customer perceived is qualified as a bad product quality and this will affect brand performance of the company. Thus, the qualification of both bad and good product depends on the ability of the company to meet the customer expectations. Razak(2016),observed that the quality of the product consists of several indicators, namely performance, features, reliability, compliance, durability, service ability, aesthetics, and perceived quality

Thus, the company needs to observe the customer's needs to achieve the company's goals. The consumer is an asset that is not biased for a product. Good product quality will make consumers like the products offered by the company. Product quality is a whole of the characteristics and characteristics of the product that affects its ability to satisfy the expressed or implied needs (An, 2013). The criteria for assessing a product are said to be of good quality are relative, meaning that everyone will have different ratings. Quality can prove a product by comparing the quality of similar products with different brands by testing them in some aspects of its ease of maintenance. Kotler (2012) says that consumers love products that offer quality, performance, and best features. Good product quality creates, maintains satisfaction, and makes loyal consumers.

Complaints Handling

Effective complaint handling efforts should be regarded as investments which help to retain customers and protect long-term brand performance. Policies of complaint handling management may imply apologizing, refund or material compensation as well as redoing core service right by trying to correct what went wrong (Lovelock & Wirtz, 2014). Miller (2012) divided complaint handling strategies into two types: psychological and tangible strategy. The psychological approach is focused on actions like explaining the problem to the customer and apologizing and in this case, emphasis is applied on communication. Meanwhile, the tangible approach is concentrated on refunding and material compensation.

The complaint handling process as a reactive tool for gaining referral benefits from the customers which is intrinsically associated with service quality and customer expectation. However, they have also agreed that service failures are inevitable even in the most precisely run organizations (Husnain & Akhtar, 2015). Service failures have been reported to be in existence when a gap between the expected level and actual level of services received occurs (Zeithaml et al., 2018). These failures can lead to

critical aftermaths, affecting customer relationship and customer referral benefits. To respond to this, organizations should turn to well thought-out and planned complaint handling procedures to compensate the aggrieved customers in an attempt to regain customer satisfaction and brand performance. The objective of organizational complaint handling procedures is to turn the unsatisfied customers to a state of satisfaction.

Brand Performance

Brand performance is the measure of a brand results against the business and marketing goals. While brand delivery focuses on how branding is executed during a marketing campaign, brand performance measures the campaign results to see how effective the branding was for the business. Extant marketing literature suggests that a universal brand performance measure does not exist, probably because no single brand performance metric is likely to be perfect (Farris et al, 2010). A wide range of measurements have been adopted to operationalize brand performance. Generally, brand performance is often taken into account as the outcome of brand equity model and defined as the economic results that the producers with strong brands wish to achieve (Tran, 2006).

Brand performance as an index of the financial share of a brand in relation to the retailing profits, evaluated using the profit and margin of profit while the brand market performance considers the market demands and evaluates indices such as sale levels and market share (Baldauf, 2013). Aaker (2006) proposed some brand performance indices related to the evaluation of market behaviour: market share, price and distribution coverage and argued that brand performance measurement using the market share often provides a widespread and sensible reflection of the condition of a brand or its customers. Aaker (2006) stated that when a brand has a relative advantage in consumer's mind, its market share should increase or at least not decrease. Keller and Lehman (2013) operationalized brand performance in terms of profitability, price premium, price elasticity, market share, cost structure and success in category extension. Chaudhuri and Holbrook (2011) considered relative price and market share as the outcomes of brand performance.

Consumer uncertainty may exist even after active information gathering (for experience attributes) or after consumption (for long-term experience or credence attributes). This leads to consumer perceived risk because any action of a consumer will produce consequences which he cannot anticipate with anything approximating certainty and some of which at least are likely to be unpleasant (Atalik, 2018) stated that. The credibility of a brand decreases perceived risk because it increases

consumers' confidence in a firm's product claims (Wang, 2017).

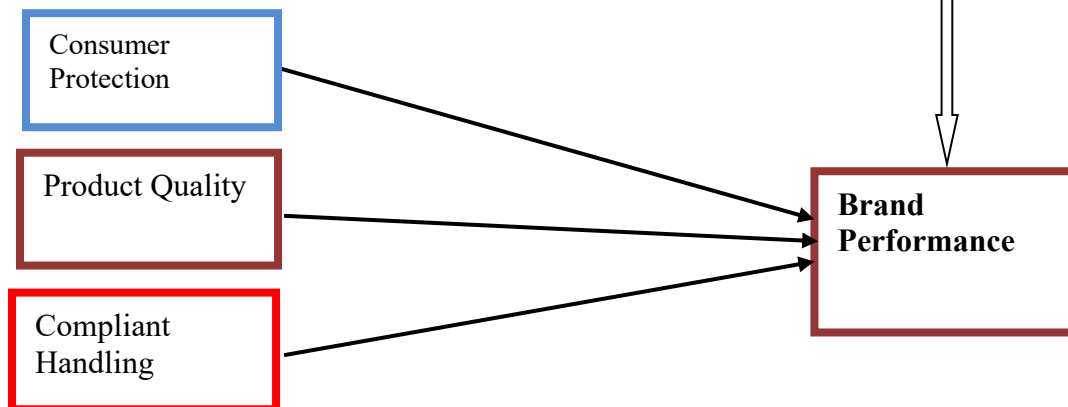
Relationship between Consumerism on Brand Performance

The satisfaction and protection of customers have both direct and indirect impacts on brand performance (Kandampully & Hu, 2018). The protection of existing customers is very important, since it was calculated that the attraction of new customers is much more expensive than the retention of existing ones (Wong & Sohal, 2019). Thus, in the market place, effective complaint management must be a priority for every business, as the complaining behaviour provides companies with a chance to remedy the dissatisfaction and, ultimately, to retain loyal customers (Obasan, 2011). Atalik (2018) suggests that consumer protection may comprise policies and actions involving government intervention to ensure that all consumers obtain what they really want.

The increasing demand for consumer protection is a modern phenomenon, and efforts are being made by governments to obtain greater enforcement from laws. To examine the complaint intention, Bennett and Rundle (2004) found that if consumers perceive that a business is willing to remedy the complaint, they are more likely to make a complaint, and they feel that complaining is worth the effort; regarding predicting complaint action from business practices and responsiveness to complaints. Richins (2007) found that if complainers believe that business responsiveness is low, they are more likely to take complaint action. If consumers experience dissatisfaction with products or services and are unable to obtain satisfaction from sellers or manufacturers, they may turn for help to a variety of consumer complaint agencies. Therefore, a third party can be the next step for consumers to improve their satisfaction if they still dissatisfied with the company's response.

Few consumers actually complain directly to the manufacturer or service provider, so businesses may be unaware of consumer complaint actions (Wang 2017). Franklin (2002) believes that 'consumer complaints' is correlated with demands for more government regulation and intervention in the market place. From a managerial perspective, complaints represent potentially valuable information in guiding marketing strategy. Furthermore, from a public policy perspective, complaints may aid the development and targeting of consumer protection and market regulatory programmes (Fornell & Westbrook, 2009). Hence, complaints can provide an alert to the distribution channel of the government regulation that needs correction in the business, and gives the company an opportunity to convince the customer to continue patronizing their stores and buying their products.

Conceptual Framework
Independent variable
Consumerism



Source: Author's Conceptualization, 2022

Theoretical Review

The study was anchored on three theories which were highlighted to strengthen the study; Theory of Reasoned Action, Theory of Planned Behaviour and Information Integration Theory.

Theory of Reasoned Action

The theory of reasoned action is one of the most prominent theories used in scholarly literature to assess how people behave. Reasoned-action theory (TRA) was introduced by Fishbein and Ajzen (1967). The theory has two main constructs that are used to determine the likelihood of an individual exhibiting a particular behaviour. In the case of consumer behaviour, the target behaviour is any action that manifests the consumer's engagement. In the case of consumer-protection activities, the character to be manifested might be complaining when one's rights have been violated. TRA posits a very simple model, as it has two main constructs: attitudes and subjective norms. An attitude refers to individuals' preferences or opinions about behaviour in question.

On the other hand, subjective norms refer to the social pressures one is subjected to. These can be favourable or unfavourable with respect to the targeted behaviour. For example, in certain cultures, it is considered normal for consumers to express their views whenever they feel discontented with the service offered by a supplier. Such social norms are in line with consumer protection. In other cultures, the practice is just the opposite. In the latter, it is more difficult for individuals to depict the consumer behaviour which may lead to consumerism or consumer protection.

Theory of Planned Behaviour

The theory of planned behaviour (TPB) was conceived by Ajzen (1980) as an improvement of the theory of reason action. TPB's major improvement on TRA concerns the identification of various constructs which could be clogged in the TRA model. Under TRA, behaviour is assumed to be voluntary; the realization of the contrary

introduces the idea of behavioural control, which could persuade an individual to attain a desired behaviour.

Information Integration Theory

Information integration theory was proposed by Norman H. Anderson in 1981 to describe and model how a person integrates information from a number of sources in order to make an overall judgment. Anderson, the theory states that "attitudes or beliefs are formed and modified as people receive, interpret, evaluate, and then integrate stimulus information with existing beliefs or attitudes". This theory believes that, the more salient or accessible a brand attitude, the more likely it is that the individual will access that attitude upon observing cues associated with the brand. This will lead to bias information processing in a direction implied by the valence of those attitudes.

Empirical Review

Ling and Chen (2018) examined the effects of product quality on customer satisfaction and loyalty in the Malaysian Engineering Industry. The objective of the research is to study the factors that can assist a company to build a sustainable competitive advantage through the effective enhancement of customer satisfaction and ultimately customer loyalty. The proposed conceptual model consists of the different dimensions of product quality as the independent variables with customer satisfaction. Garvin's eight dimensions of Product Quality in Performance, Features, Reliability, Conformance, Durability, Serviceability, Aesthetics and Perceived quality are dimensions of Product Quality that affect Customer Satisfaction which impacts Loyalty. The results provide insights to understand the dimensions of Product Quality that affect customer satisfaction and higher satisfaction leads to higher customer loyalty in the engineering industry in Malaysia.

Theresa and Henry (2016) examined the impact of consumerism on organizational performance of Nigerian Breweries Plc Iganmu, Lagos state. The survey research design was used in the study. Data was collected from primary source with the use of questionnaire. The duration of study was between 2005 - 2014. Ordinary Least Square

was adopted for the study. The findings revealed that there is a significant relationship between consumerism and organizational performance in Nigerian Breweries Plc. The study recommends that the management of Nigerian Breweries Plc should improve in the area of consumer protection and satisfaction approaches since it improves organizational performance.

Anayo, Nkamnebe, Idoko and Kalu (2012) investigated the effect of Consumer protection in market transactions in the Nigerian manufacturing sector. The objective of the study examined the complex issue of consumer protection in Nigeria, with the view to understanding the role of relevant stakeholders in protecting the rights of Nigerian consumers. Data were generated using depth interview conducted among selected consumers/users and institutional buyers. The study also employed observation method especially in supermarkets, open markets, departmental stores in Enugu and Onitsha (Nigeria). The study concludes among others that most consumers do not take time to study the label on products before buying. As a result, they rarely have full information about the product that would help them protect their rights. Also, most consumers indicated that languages or terms used to describe the product especially pharmaceutical products, are extremely too technical to comprehend.

Obasan (2011) assessed the impact of customer protection on brand performance in the banking sector, using first bank plc Lagos branch as a case study and using student distribution to test the significance of response. Purposive sampling technique was used to select the bank of choice and a self-design questionnaire was administered to 50 respondents cutting across all cadres of staff of First Bank of Nigeria Plc (Lagos Branch). The study revealed that the main sources of customer complain and dissatisfaction in the market relate to perception and value problems and also that high complaint handling will leads to improved

brand' performance if consumerism issues are managed effectively. That is, there is a significant relationship between customer protection and brand performance.

Wenjie and Othman (2010) examined the influence of Knowledge of consumer protection and perception on brand performance in Malaysian. The objective of this study was to investigate the motivation for seeking redress from the firms and the third-party complaint process, especially from the Malaysian consumers' perspective. 840 complainers were interviewed in the shopping malls, National Consumer Complaint Centre and the Tribunal for Consumer Claims in Malaysia. The structural equation model was tested by using multiple indicators of unobserved constructs. The study revealed that the consumer's complaint intention is predicted by the knowledge of consumer rights and consumer agencies and the importance of the product. Additionally, the research found that complaint intention mediated the relationship between the knowledge of consumer rights and consumer agencies, the importance of product and complaint intention

RESEARCH METHODS

Linear regression analysis was employed through Statistical Package for Social Sciences (SPSS) version 22 to analyzed the data generated from the field through structure questionnaire administration on eighty five (85) sampled population across three (6) hotels; Rodina Hotel, Ochid Hotel, Swiss Spirit, Elomax Hotel, Grand Hotel and El Green hotels in Asaba, Delta State. However, seventy (70) sets of questionnaire were returned. This implies that 84.3% of sets of questionnaire were returned and used for the study. This aligns with the preposition of Mugenda and Mugenda (2003) that a response rate of 50% or more is adequate for data analysis.

DATA PRESENTATION AND ANALYSIS

Table 4.1: Response Rate of Questionnaire

Gender	Questionnaire Administered	No Returned	No. Not Returned	Percentage
Male	40	30	10	75
Female	45	40	5	89
Total	85	70	15	100

Source: Field Survey, 2022.

Table 4.2: Gender of Respondents

Gender	Frequency	Percentage
Male	32	45.7%
Female	38	54.3%
Total	70	100

Source: Field Survey, 2022.

The results from the table above shows that males are 32(45.7%) while females are 38 (54.3%) are females.

Age	Frequency	Percent
18-25Years	11	15.7
26-35Years	25	35.7

36-45Years		19	27.1
46 and Above Years		15	21.5
Total		70	100

Table 4.3: Age of Respondents

Source: Field Survey, 2022.

The results from table 4.3 above shows that 11(15.7%) of the respondents fall between 18-25 years of age; 25(35.7%) falls within 26- 35 years, 19(27.1%) falls within 36-45 of the age brackets while the remaining 15(21.5%) were within the age group of 46 years and above.

Table 4.4: Marital Status of Respondents

Marital Status	Frequency	Percent
Single	35	50
Married	24	34.3
Others	11	15.7
Total	70	100

Source: Field Survey, 2022.

The results from table 4.4 above shows that 35(50%) of the respondents are single, 24(34.3%) are married while 11(15.7%) represent other categories.

Table 4.5: Educational Qualification of Respondents

Edu. Qual.	Frequency	Percent
SSCE	25	35.7
OND/NCE	21	30
HND/BSc	24	34.3
Others	-	-
Total	70	100

Source: Field Survey, 2022

The results from table 4.5 above shows that 25(35.7%) of the respondents are SSCE Holder, 21(30%) are OND/NCE holder, 24(34.3%) are HND/B.Sc. holder.

Regression Analysis and Interpretation of Findings

Test of Hypotheses

The regression analysis was employed as the statistical tool for testing of the hypotheses formulated for the study

Decision:

The null hypotheses will be accepted if the p-value (calculated value) is greater than the set level of significance (critical value) of 0.05(5%) and reject the null hypotheses (i.e. accept the alternate) if it is less than the critical value.

Test of Hypothesis One

H01: consumer protection does not have positive influence on brand performance

Model Summary

Table 4.6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.888 ^a	.776	.775	.90616

a. Predictors: (Constant), consumer protection

The results from table 4.6 above shows that changes in consumer protection is brought about by 77% (.776) as exhibited by the adjusted R² value. This implies that the independent variables explained 77.6% of the variability of the dependent variable

Fitness of the Model

Table 4.7: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2248.749	1	2248.749	2738.610	.000 ^b
	Residual	55.837	68	.821		
	Total	2304.586	69			

- a. Dependent Variable: brand performance
 b. Predictors: (Constant), consumer protection

The results from table 4.7 above shows the *F*- ratio test whether the overall regression model is a good fit for the data. The table indicated that consumer protection statistically significantly predicts brand performance (1, 69) = 2738.610, $p < .0005$ (this indicates that the regression model is a good fit for the model).

Regression Analysis of Consumer Protection on Brand Performance.

Table 4.8: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.091	.231		-.394	.695
	consumer protection	1.009	.019	.988	52.332	.000

- a. Dependent Variable: brand performance

Decision:

Table 4.8 above shows that the critical value of .000 is lesser than the p-value of .05 as the R adjusted (Adj. r^2) value is bearing a positive value of .776 showing the strength of the relationship. Therefore, the null hypothesis is hereby rejected and the alternate hypothesis which states that there is a significant relationship between consumer protection and brand performance is thereby accepted.

Test of Hypothesis Two

H02: product quality does not have positive impact on brand performance

Table 4.9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985 ^a	.970	.970	1.00619

- a. Predictors: (Constant), product quality

The results from table 4.9 above shows that changes product quality is brought about by 97% (.970) as exhibited by the adjusted R^2 value. This implies that the independent variables explained 97% of the variability of the dependent variable

Fitness of the Model

Table 4.10: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2235.742	1	2235.742	2208.329	.000 ^b
	Residual	68.844	68	1.012		
	Total	2304.586	69			

- a. Dependent Variable: brand performance

- b. Predictors: (Constant), product quality

The results from table 4.10 above shows the *F*- ratio test whether the overall regression model is a good fit for the data. The table indicated that product quality statistically significantly predicts brand performance (1, 69) = 2208.329, $p < .0005$ (this indicates that the regression model is a good fit for the model).

Regression Analysis of Product Quality on Brand Performance

Table 4.11: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.007	.275		-3.660	.000
	product quality	1.011	.022	.985	46.993	.000

- a. Dependent Variable: brand performance

Decision:

The results from table 4.11 above shows that the critical value of .000 is lesser than the p-value of .05 as the R adjusted (Adj. r^2) value is bearing a positive value of .970 showing the strength of the relationship. Therefore, the null hypothesis is hereby rejected and the alternate hypothesis which states that there is a significant relationship between product quality and brand performance is thereby accepted.

Test of Hypothesis Three

H03: compliant handling does not have positive effect on brand performance

Table 4.12: Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.988 ^a	.876	.876		.89602

a. Predictors: (Constant), Complaints Handling

The results from table 4.12 above shows that changes in Complaints Handling is brought about by 87% (.876) as exhibited by the adjusted R^2 value. This implies that the independent variables explained 87% of the variability of the dependent variable

Fitness of the Model**Table 4.13: ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2249.992	1	2249.992	2802.521	.000 ^b
	Residual	54.594	68	.803		
	Total	2304.586	69			

a. Dependent Variable: brand performance

b. Predictors: (Constant), Complaints Handling

The results from table 4.13 above shows the F - ratio test whether the overall regression model is a good fit for the data. The table indicated that Complaints Handling statistically significantly brand performance (1, 69) = 2802.521, $p < .0005$, this indicates that the regression model is a good fit for the model.

Regression analysis of Complaints handling on brand performance**Table 4.14: Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.294	.232		-1.264	.210
	Complaints Handling	1.047	.020	.988	52.939	.000

a. Dependent Variable: brand performance

Decision:

The results from table 4.14 above shows that the critical value of .000 is lesser than the p-value of .05 as the R adjusted (Adj. r^2) value is bearing a positive value of .876 showing the strength of the relationship. Therefore, the null hypothesis is hereby rejected and the alternate hypothesis which states that there is a significant relationship between Complaints Handling and brand performance is thereby accepted.

Discussion of Findings

In accordance with the data analysis conducted, the discussions and findings are as followed:

Consumer Protection and Brand Performance

From the result of the analysis of the test of hypothesis in section revealed that the p-value significant level of relationship characteristics is .000 is lesser than the p-value of .05 and the R adjusted (Adj. r^2) value is bearing a positive value of .776 showing the strength of the relationship. This finding aligns with the findings of Chand (2015) who reported positive relationship between

consumer protection and brand performance. He argued that consumer protection is a means of safeguarding the interest and rights of consumers from unscrupulous and unethical malpractices by the business and to provide them speedy redress of their grievances. Also, it can serve as a social force designed to protect consumer interests in the market place by organizing consumer pressures on business.

Product Quality and Brand Performance

From the result of the analysis of the test of hypothesis in section, revealed that the p-value significant level of

relationship characteristics is.000 is lesser than the p-value of .05 and the R adjusted (Adj. r^2) value is bearing a positive value of.970 showing the strength of the relationship. This finding aligns with the findings of Razak (2016) who reported positive relationship between product quality and brand performance. He argued that if the perceived product quality is in line with the expectation, then the customer will perceive the product quality as a good quality and also feel satisfied. Conversely, if the perceived product quality is not as expected, then the quality of the product as the customer perceived is qualified as a bad product quality and this will affect brand performance of the company.

Complaints Handling and Brand Performance

From the result of the analysis of the test of hypothesis in section (4.4.3), revealed that the p-value significant level of relationship characteristics is.000 is lesser than the p-value of .05 and the R adjusted (Adj. r^2) value is bearing a positive value of.776 showing the strength of the relationship. This finding aligns with the findings of Akhtar, Ahmad and Abbas (2016) while investigating favorable and unfavorable incidents of complaint handling, revealed that appropriately managed customer complains can turn distressed customer into a satisfied one. Similarly, Tahmeem and Siddiqi (2018) while examining complaint handling as a relationship tool also proved that effective complaint handling should be considered as a means to enhance customer satisfaction.

Conclusion

Critical observations have been made from the study analysis. First, most consumers do not take time to study the label on products before buying. As a result, they rarely know when the product was manufactured, the batch number, and the expiry date. In some cases, consumers indicated that the languages or terms used to describe the product, especially pharmaceutical products, are always technical. They found it difficult to understand the terms. Secondly, consumers' awareness of the laws that protect them in exchange relationship is low with its concomitant law and in some cases absence of litigations against sellers even in cases of obvious infringement. It is therefore not surprising that a good number of the respondents claimed not to be familiar with the objectives of most of the consumer protection laws and institutions. These conclusions are further collaborated by the total absence of vibrant consumer association in the area surveyed. Finally, most consumers do not obtain receipt/invoice after purchase.

Recommendations

Based on the results of findings, the following are recommendations for future implementation:

1. The enforcement of consumers' right should not be considered sole responsibility of the government, as such; it makes sense for civil societies to participate in the enforcement of consumers' right as part of the campaign against social ills.

2. Organizations should establish a division of consumer affairs to participate and represent consumers in all corporate decisions; respond to consumer inquiries and complaints; inform and educate the consumers. The department shall also be concerned with monitoring consumer satisfaction with company products, predicting and detecting areas of consumer discontent and representing consumers and other social interest in corporate policy-making.
3. Manufacturers should safeguard their interests by watching out for fake brands of their products. Manufacturers of these fake products should be traced through the sellers of the products and appropriate action taken. Tamper proof devices should also be adopted. The manufacturer should take care of any noticed lapses in the mode of corking or sealing his product. Failure to do so should be seen as a breach of duty on the part of the manufacturers

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