

Product Quality and Customer Loyalty of Selected Fast Moving Consumer Goods Firms in Anambra State, Nigeria.

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ABSTRACT

The market is becoming increasingly difficult to predict accurately and based on the existing conditions, customers are getting smarter daily and firms find it difficult to meet demands, thus strategy of just focusing on the profit aspect of the firm and not reaching the consumers in a most convenient form will create negative customer attitude. However the broad objective of the study was to determine the extent of relationship that exists between product quality and customer loyalty of selected Fast Moving Consumer Goods firms (FMCGs) in Anambra State, Nigeria. The study was anchored on the theory of attractive quality. The study employed Descriptive Survey Research Design. The population of the study consists of 130 respondents who are customers of the selected FMCGs. The data obtained through questionnaire was analyzed using Pearson Product Moment Correlation Coefficient. Finding revealed that a high significant relationship exists between product quality perception and customer attitude.

Keywords: Product Quality, Product Quality Perception, Customer Loyalty and Customer Attitude.

I. INTRODUCTION

Background of the Study

There has been fierce competition in various industrial sectors in the twenty-first century. The service and product sectors are the two in question, and they are two of the most important sectors in the economy (Danibrata 2017), People's demand to interact and mingle has grown. According to Pride, Hughes, and Kapoor (2017), the most important goal of the company is to meet the requirements of its customers. Customers are becoming smarter every day, and the market is

becoming increasingly difficult to predict accurately. As a result, information technology has made it simple for customers to locate and access information online. Firms are increasingly having the potential to develop high-quality product brands that suit customers' needs, and with the increasing intensity of competition, this is becoming increasingly important. For businesses to create exceptional and distinctive items that set them apart from other brands on the market. Furthermore, according to Duane (2016), creating favorable customer impressions entails establishing trust in the eyes of customers, and customers will stick with a company if they are consistently offered high-quality, dependable items. Circumstances that may lead to a customer's desire to switch to a competitor's brand must be avoided, as it is difficult to restore their loyalty once this has occurred.

Furthermore, according to Hoe and Mansori (2018), quality is a quite complex concept, and quality is the primary means of building brand trust and equity. As a result, it is critical for businesses to develop long-term product quality, which will result in improved market brand performance. Poor product quality, on the other hand, leads to poor brand performance, which has a direct negative impact on brand equity. Brand equity is intended to examine purchasers' perceptions of the brand in order to improve marketing approaches that align with consumers' favorable judgment, (Isberg & Pitta 2013). This is important not only to customers and buyers, but also to companies that examine the performance of a particular brand and develop influential schemes (Sikander, Gyamfi & Daria, 2019). Assessment of brand equity delivery, according to Mohd, Yasin, Nasser, Noor, and Mohamad (2007), is an effective

way to analyze both customer brand insights and marketing effectiveness. Building great brand equity, according to Ansary and Hashim (2018), is critical in today's world. By developing product brand extensions and reinforcing price elasticity, customer-based brand equity in FMCGs could lead to robust distribution networks. Brand consistency leads to brand reliability, which leads to brand trust (Fournier, 1998; Urban, Sultan, and Qualls, 2000). Trust is also positively related to customer loyalty (Fournier, 1998; Urban, Sultan, and Qualls, 2000). (Lau and Lee, 1999). Customers create trust in a brand through holding positive views about the firm's attitude, performance, and product reliability (Ashley and Leonard, 2009). Brand loyalty is defined as a high level of customer participation with a brand based on trust. Customer loyalty is critical for gaining new customers through referrals and favorable feedback (Morgan & Govender, 2017).

Stanel Group of Company was registered in 2012, Chief Stanley Uzochukwu is the CEO of the company. According its corporate profile is a firm specialize in sale of premium motor spirit (PMS), AGO (Diesel) and DPK. Over the years, Stanel have diversified its business into production and sale of automobile parts. In July 2017, Stanel Group ultra-modern luxury center was commissioned in Akwa, Anambra State. They offer services such as home delivery, laundry, spa, sale of consumable and so on, (www.buzznigeria.com).

Roban Stores was established in 1999 and that was when the name was changed from ultimate gift to Roban stores with its first location at Okpara Avenue in Enugu State. Sir Robert Anwatusi the CEO of Roban stores ltd. Roban stores started operation in Awka, Anambra State in 2016 and it is the largest store in the South-East region, Nigeria. They are located in different states such as Delta State, Lagos State, Ebonyi State and so on. They are into sale of consumable, (www.Robanstores.com).

Shoprite demonstrated its commitment to growing in Nigeria with the successful opening on April 2016. Shoprite is located in the state's first modern shopping mall, Onitsha, Anambra state. The Onitsha store marks Shoprite's 18th store opening in the country since it first began operations in Nigeria in 2005. They sale both food and non-food goods. Nigerian company, Ketron Investment Limited, has acquired Shoprite Nigeria Ltd. and as such has become the owner and operator of Shoprite stores in Nigeria, (www.vanguardngr.com/2021).

Statement of Problem

The relevance of product quality to customer loyalty cannot be overemphasized especially in today's competitive business world. Product quality perception leads to the satisfaction or dissatisfaction of customers depending on whether it is poor, good, or excellent and this is what Influences the buying attitude of customers, however, firms not reaching them on a one-to-one basis and quality not been a great concern will cause more harm than good to brand performance in the market, thus strategy of Just focusing on the profit aspect of the firm and also not reaching the customers in a most convenient form to build a viable relationship, will create negative customers attitude. Many firms Just lay emphasis on profit without paying adequate attention to the silent issues that could influence customer's buying attitude (Mulikat and Ebun 2021). Thus, customers look for the best products and services that can satisfy their needs and customer loyalty is the driving force for business survival (Hanaysha, 2017). The more opportunity customers have to make negative comments about a poor product quality or service the more firms loses the chance of influencing potential customers. Idongesit and Oto (2021) posits that, the issues affecting continuous patronage by customers is the inability of retail outlets to create a viable relationship that could provide essential information on the possible direction of customer attitude. It becomes an uphill task in developing countries like Nigeria were comprehensive information about customer perceived quality is not always available. Customer loyalty and attitude is often driven by brand performance and brand trust, for customers to prefer a particular brand. The issue is that product offering by the retail outlets to the customers doesn't meet the customer's perceived quality most times and product or service delivery is a process if not well guided both before and after delivery could create a negative perception and attitude that could lead to brand failure.

Quality perception has an in-depth implication on customer's attitude and it is also a tool for sustainable competitive advantage to firms. The product quality delivery may not best be expressed by the firm, but by the customer who eventually consumes it. It should be noted that the quality of a product is subjectively perceived by customers during the process of their interactions with the retail outlet. Arinze and Oranye (2021) states that, examining the purchase attitude of the customer is one of the essential factors to be well thought out which assist in knowing the factors that influence their selection process. The customer at

this point is aroused with a need of a product and followed by internal and external information search which are based on brand trust and opinion of other external sources (family, friends etc) (Aja, Prince, and Ama 2017).

The main objective of this research is to discover whether customer loyalty is influenced by product quality in selected FMCGs; Stanel Group of Companies, Roban Stores and Shoprite Nigeria Ltd. in Anambra State, Nigeria.

Objective of the Study

The general objective of the study is to examine the effects of product quality on customer loyalty of selected FMCGs in Anambra State.

The specific objective of this study is;

To determine the degree of relationship that exists between product quality perception and customer attitude.

Decomposed Variables

Independent variable -Product Quality

Decomposed variable–Product Quality Perception

Dependent variable–Customer Loyalty

Decomposed variable–Customer Attitude

Research Question

What is the degree of relationship that exists between product quality perception and customer attitude?

Research Hypothesis

H₀: there is no significant relationship that exists between product quality perception and customer attitude.

H₁: there is a significant relationship that exists between product quality perception and customer attitude.

Significance of the Study

This study has both theoretical and empirical study significant.

Theoretically, this study advocates that companies should consistently maintain excellent product quality so as to retain customers and achieve customer loyalty. This study will also add to the body of knowledge on issues of product quality and customer loyalty of FMCGs in Anambra State.

Empirically, the findings of this study will aspire to a meaningful contribution towards a better understanding on how customer’s product quality perception affects their buying attitude and how it can increase or decrease the loyalty of a brand.

Scope of the Study

This study focus is on product quality and customer loyalty of FMCGs in Anambra State, Nigeria. The unit of analysis for this study are customers of the three selected FMCGs; Stanel Group of Companies, Roban Stores and Shoprite Nigeria Ltd. The FMCGs were selected using simple random sampling techniques.

Limitations of the Study

It was difficult to convince the customers of the selected FMCGs, to accept the questionnaire and fill due to their level of education and exposure. Despite the limitations, the researchers made sure that it does not affect the validity of the study.

II. LITERATURE/THEORITICAL UNDERPINNING

Conceptual Framework

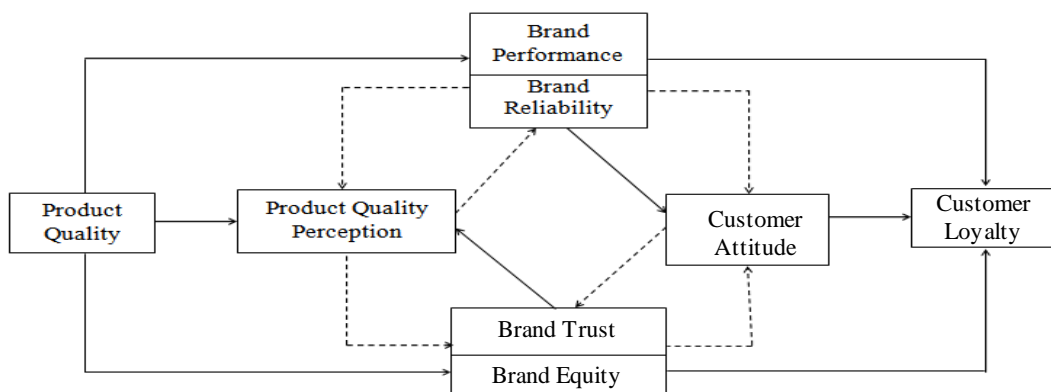


Figure 1: Conceptual Framework Model for the Study

Source: Field Survey, 2021

Product Quality and Customer Loyalty

Product quality is critical to a company's success (Chinomona & Maziriri, 2017). When companies consistently provide high-quality products, they can build strong customer relationships by exceeding their expectations (Rina, 2014). Customers consider eight factors when evaluating their happiness or discontent with a product: performance, features, reliability, compliance to specifications, durability, serviceability, aesthetics, and perceived quality (Chowdhury 2017). Product quality, according to Akpoyomare et al. (2014), tends to promote consumer loyalty. Customers will be delighted and consider the goods acceptable if the quality exceeds or fulfills their expectations. According to Bowen (2015), when customer satisfaction rises to a particular level, loyalty rises automatically, and when customer satisfaction falls to a certain level, loyalty reduces automatically. According to Yuen and Chan (2010), outstanding product quality will sustain a high level of customer satisfaction, which will encourage customers to purchase again in the future. Customer loyalty, on the other hand, develops with time, and constant product quality improvement benefits the organization in terms of brand equity growth. According to Kotler and Keller (2016), quality refers to a product's or service's overall performance in terms of meeting consumer demands. For businesses, customer loyalty is regarded as a valuable intangible asset (Jiang and Zhang, 2016). Customer loyalty, according to Casidy and Wymer (2016), is defined as one's sense of passionate attachment to a product brand, as opposed to recurring purchases. According to Thakur (2016), attitudinal loyalty is defined as a customer's inclination to repurchase from a specific company. Customers' loyalty, on the other hand, is defined by Oliver as an unwavering commitment to buy a favored product or service in the future, despite marketing efforts and environmental influences that could lead to a change of heart. There are two sorts of customer loyalty, according to Kandampully et al., (2015): active and passive. Loyal customers can be active or passive, and both are important to businesses. Customers are increasingly relying on online reviews and electronic word of mouth (E-WOM) in making purchasing decisions for various product brands in this twenty-first century, and this could reduce or boost brand trust and brand equity, resulting in brand loyalty being built or destroyed.

Andreas (2016) ascertained the effect of product quality on customer loyalty with satisfaction as the intervening variable in the restaurant industry. Research findings reveal that product quality had a significant and positive effect

on customer loyalty. Ishaq et. Al., (2014), conducted a study in retail firms in Pakistan, findings indicates that customer satisfaction is a partial mediating variable which connects product quality, firm's image and perceived value on customer loyalty

Product Quality Perception and Customer Attitude

Customers develop a broad imagination in their minds and perceive it as a greater meaningful picture, which is what quality perception is defined as (Raji and Zainal, 2016). Customers create an image of a product based on the value of the brand product, according to Lawrence and Henry (2017), but customers sometimes complain that the product value is low. Value is what customers use to quantify quality products, and quality is the value customers receive for the price they pay. As a result, according to Amin, Falk, and Schmitt (2014), the quality perception is formed during the first impression about the goods, but customers create an opinion about the value of a product before purchasing it. Furthermore, the perspective is influenced by previous experiences with a similar product. As a result, according to Rani (2014), it is a buying mentality in which customers try to comprehend the product's performance and reliability before deciding whether or not to buy it. According to Hasanat et al., (2020), a client who is delighted with a particular product, brand, or service and eventually gains faith in the brand will most likely purchase the same brand again, increasing the firm's brand equity. As a result, businesses must place a greater emphasis on customer attitudes in order to retain and attract new customers. Additionally, product marketing and advertising should be geared toward persuading customers to make repeat purchases (Muniyappa & Gubbi, 2020). Shoppers' purchasing attitudes have led to market trend predictions; according to recent customer trends, customers are drawn to high-quality products (Bayissenge et al. 2020). By concentrating on the customer's mindset, more businesses have been able to reduce manufacturing costs by instilling trust in their consumers' minds. Customer attitude, according to Hanif and Achmad (2018), is defined as a pleasant or unfavorable sensation obtained from the appraisal of a product. Customer attitude is an informed proclivity to behave well or badly based on feelings engendered by the evaluation of product brand knowledge.

Hanif and Tubagus (2018), examined the influence of customers' perceptions and attitude on customer purchase intention at Gramedia Lembuswana in Samarinda, Indonesia. Research

result indicates that all the independent variables are found to have simultaneously significant impact towards customer purchase intention. Anthony, Virginia, Ikechukwu & Obi (2019), examined the effects of product quality perception on customer loyalty. The study conceptualizes product quality as brand performance, brand reliability and brand innovativeness. The findings revealed that brand performance, brand reliability and brand innovativeness affects the loyalty of consumers. Lawrence and Henry (2017), examined customer's perception towards product quality of automotive SMEs operating in Durban, South Africa. study revealed that product quality have significant effect on customer perception.

Theoretical Underpinning

This study is anchored on Theory of Attractive Quality, propounded by Kano et al., (1984), The theory explains how the relationship between the degree of sufficiency and customer satisfaction with a quality attribute, can be classified into five categories of perceived quality, attractive quality, one-dimensional quality, must-be quality, indifferent quality and reverse quality. Attractive quality attributes can be described as surprise and delight attributes and provide satisfaction when achieved fully but cause dissatisfaction when not fulfilled (Kano, et al., 1984). Customers do not just purchase goods or services but they purchase the benefits that goods and services provide, that is, customers search for solutions that serve their own value-generating process. Consumers evaluate a product's quality when they purchase it or when they consume it, (Zeithaml, 1988). This means that the perception of quality is created both at point of purchase and during usage. The consequence is that the quality attributes of packages need to be designed for

displaying quality both when on the shelf in a store and during usage. This is useful to better understand different aspects of how customers evaluate a product quality.

III. METHODOLOGY

Research Design

This study adopted descriptive survey research design because this study seeks to establish the direction of relationship that exists between the dependent variable (customer loyalty) and independent variable (product quality).

Area of the Study

The area of study is Onitsha, Akwa and Onitsha-Enugu express way in Anambra State. Anambra is a state in South-East Nigeria. Its name is from "OmaMbala", the name of Anambra River. Awka is the capital and seat of government. Onitsha is a historic port city from pre – colonial times and has developed and become the largest urban area in the state and its theme is "Light of the Nation" and it has 21 local government areas. Stanel Group of Companies started operation in 2017 and is situated at Onitsha-Enugu express way and they are into production and sales of consumables. Shoprite Nigeria Ltd started operations in 2016, is situated at Onitsha shopping mall they are into sales of consumables. Roban Stores started operation in 2016 in Awka, and they are also into sales of consumables. All in Anambra State, Nigeria.

Population of Study.

The population of this study consists of customers of the respective selected FMCGs in Anambra State, Nigeria. The total population is shown in the table below;

Table 3.1. Population of Study for selected FMCGs in Anambra State, Nigeria .

FMCGs	Location (Anambra State)	Population
Stanel Group of Companies Nig. Ltd.	Onitsha-Enugu Exp. Way	40
Shoprite Nigeria Ltd.	Onitsha	45
Roban Stores.	Awka	45
Total		130

Source: Field survey, 2021.

Sample Size and Sampling Techniques

The study employed complete enumeration because the population of the study was considered manageable and adequate to be comfortably handled by the researchers. Random sampling techniques were utilized in selecting the respondents used for the study. The aim is to

ensure that every member of the population is given equal chance of being included in the sample.

Instrument for Data collection

The researchers adopted both primary and secondary source. The secondary source constitute of names and locations of selected FMCGs firms in Anambra State, journals, publications, Internet and

textbook while the primary source was structured questionnaire which was used in eliciting relevant data that aided the analysis.

Description of Data Collection Instrument

The researchers made use of structured questionnaire instrument which was administered to the respondents that constitute the units analysis. The distribution of the copies of this questionnaire was undertaken by field assistance that was personally supervised with appropriate directives and instructions. The questionnaire was designed to elicit information from respondents. The coding adopted for the Instrument includes: Strongly Agreed (5), Agreed (4), Disagree (3), Strongly Disagree (2) and Undecided (1). The Instrument contained eight (8) question Items, each variable was measured with four (4) items each.

Validation of the Instrument

The Instrument for the data collection was scrutinized and approved by some experts in the Faculty of Management Science, Nnamdi Azikiwe

University, Akwa, Anambra state. The reason is to ensure that the items in the instrument are both face and content valid. The Instrument was designed with the assistance of the above mentioned Individuals to ensure that the items were relevant, stated clearly and capable of educing right responses from respondents and the content of the instrument was designed in such a way that it provide adequate coverage for the variables this study analyzed.

Reliability of the Instrument

The reliability of the Instrument was determined using Cronbach Alpha analysis to ensure the Instrument was internally consistent. However, 15 copies of the Instrument which is 13% of the sample size were administered to employees of Shoprite Onitsha, Anambra state, Nigeria. After which they are retrieved, sorted and tested. However .936 Alpha values were obtained which revealed that the instrument was reliable.

Reliability Statistics

Cronbach's Alpha	N of Items
.936	15

Computation: SPSS ver. 22

Method of Data Analysis

The data collected was analyzed using inferential and descriptive statistics. frequency counts, percentage and mean scores, while Pearson product moment correlation analysis was used in testing the hypothesis at 0.05 level of significance since the objectives of the study is to determine the relationship that exist between the paired variables.

Decision Rule

This study adopted a 0.05 (5%) level of significant. This assisted in the interpretation of result to be obtained in test of hypothesis. If the p-value obtained is less than the significant level (p-value <0.05), the research hypothesis will be accepted, if otherwise (p-value >0.05), the research hypothesis will be rejected

IV. RESULTS / FINDINGS

Administration and Collection of Research Instrument

Table 4.1. Questionnaire Administration and Collection

S/N.	Company	Distributed	Retrieved	Analyzed
	Stanel Group of Companies	40	35	33
	Shoprite	45	45	42
	Roban Stores	45	43	40
	Total percentage (%)	130(100%)	123(95%)	115(88%)

Source: Field survey 2021.

The questionnaire was administered to the respondents by the researchers and two research assistants and the Instrument were also retrieved by the researchers and two research assistants to ensure that maximum accuracy is achieved. Total number of 130 copies of questionnaire was administered to customers of the studied FMCGs

using two research assistants. 123 copies were retrieved and only 115 copies were considered appropriate for analysis due to mutilation of some questionnaire and incomplete responses of respondents. However, 88% success rate was achieved

ANALYSIS OF QUESTIONNAIRE

4.2. Cumulative Analysis of (Selected FMCGs Firms) Responses in the Questionnaire

S/N	Question Items	Responses							
		SA 5	A 4	D 3	SD 2	UD 1	T	X	Decision
	Product quality perception and customer loyalty								
1	The company's product brand performance is outstanding in the market	56	42	4	2	11	115	4.13	Accepted
2	Their brand features are more desirable compare to other firms	43	52	18	-	2	115	4.17	Accepted
3	I prefer their brands because they are more reliable and durable.	68	20	10	13	4	115	4.17	Accepted
4	Their products conform to standard.	64	30	2	11	8	115	4.14	Accepted
5	I consume their product more often	46	46	15	5	3	115	4.10	Accepted
6	I would like to repeat my purchase because I trust their brands	40	50	3	16	6	115	3.89	Accepted
7	I have been using this brand for very long time and I don't intend to switch to similar brands available from other firms	36	36	16	19	8	115	3.63	Accepted
8	I am likely to convince my friends to patronize this firm	39	40	25	8	3	115	3.90	Accepted

Source: Field survey, 2021.

Cumulative Analysis on all Selected FMCGs in Anambra State, Nigeria.

Objective:

To determine the degree of relationship that exists between product quality perception and customer attitude in selected FMCGs, Anambra State

Table 4.1: Correlation Result for product quality perception and customer attitude in Selected FMCGs in Anambra State, Nigeria

Correlations

		PQ_Perceptn	Custmer_Att
PQ_Perceptn	Pearson Correlation	1	.999**
	Sig. (2-tailed)		.000
	N	115	115
Custmer_Att	Pearson Correlation	.999**	1
	Sig. (2-tailed)	.000	
	N	115	115

** . Correlation is significant at the 0.01 level (2-tailed).

Computation: SPSS ver.22

Table 4.1 is the result of correlation analysis for product quality perception and customer attitude in selected FMCGs, Anambra State, Nigeria. From the result, it indicates that a high significant positive relationship exists between the paired variables in the selected FMCGs.

Hypothesis:

H₁: There is a significant relationship between product quality perception and customer attitude in all selected FMCGs

Table 4.2: Test of Significance for Hypothesis

N	Cal.r.	DF	Remark
115	.999	113	Significant

Computation: SPSS ver.22

Table 4.2 gives detail of the test of significance carried out to ascertain whether the relationship observed in the correlation test is statistically significant. The table shows that critical r at 113 degrees of freedom, 0.05 alpha level is 0.195 while the calculated r value is .999. From this result it is clear that the relationship observed is statistically significant because the calculated r value is higher than the critical value r. Hence, it was concluded that product quality perception has a very high positive significant relationship with customer attitude in the FMCGs under study.

V. DISCUSSION

The hypothesis, both the alternative and the null hypothesis were tested using descriptive and inferential statistical techniques and results were obtained from the tests carried out. The result based on cumulative analysis revealed from test of hypothesis, shows that there is a significant positive relationship between product quality perception and customer attitude in selected FMCGs in Anambra State with correlation coefficient of 0.999. The relationship that exists between the paired variable is a direct relationship. This result is consistent with the findings of Lawrence and Henry (2017), who conducted a research on customer's perception towards product quality of automotive SMEs operating in the Durban, South Africa. Findings revealed that product quality have significant effects on customer perception. This means that, an improved product quality result to favorable customer perception and vice versa. Also Anthony, Virginia, Ikechukwu & Obi (2019), who carried out a research on effects of product quality perception on customer loyalty. The study conceptualized product quality as brand performance, brand reliability and brand innovativeness. Study revealed that product quality perception have significant effects on customer loyalty. The result that emerged in this study also revealed that brand performance, brand reliability and brand innovativeness affects the loyalty of consumers.

VI. IMPLICATION TO RESEARCH AND PRACTICE

Product quality is an essential factor to consider when a firm decides to build brand loyalty and been consistent in offering quality products and services is the best defense strategy in this digital age. Customer purchase attitude depends solely on product quality perception, which include mental, emotional and behavioral responses from consumers, (Hasanat et al., 2020). This opinion gives suggestion to continuous provision of quality products and marketing communication strategy to strengthen the bond between customers and firms and also as a means to influence the creation of customer loyalty.

Brand performance allows you to determine precisely how strong your brand is. Rani (2014), thus it is a purchase attitude whereby customers try to understand the product performance and reliability and examine it up to a point of making a decision to purchase or not to purchase. Brand performance and reliability has direct effect on brand trust and this increases or decreases brand equity. This fact gives suggestion to firms to adopt strategies that are capable of building strong brands and creating trust in the minds of their customers so as to increase brand equity.

VII. CONCLUSION

The objective of this study was broadly to examine the relationship that exists between product quality and customer loyalty which was further decomposed into one specific objective: to examine the nature of relationship that exists between product quality perception and customer attitude, in selected FMCGs in Anambra State, Nigeria. The objective of this study were examined and tested using correlation analysis and the significance of the result were determined using Pearson Correlation table of test significance and the results obtained showed that the hypothesis tested was statistically significant. Having empirically identified the nature of relationship that

exists between product quality and customer loyalty of FMCGs in Anambra State Nigeria by the help of tests carried out, the study concludes by stating that product quality is a major determinant of the customer loyalty, which to a great extent Influences the customer base of the firm as a whole by virtue of the studied FMCGs been Retail outlets and the provision of quality products and services to customers will not only retain them but also turn them to brand ambassadors in the long term. It was seen that product quality variable (Perceived Product Quality) and Customer Loyalty variable (customer attitude) are capable of eliciting the right measurement.

VIII. FURTHER RESEARCH

This study only made use of consumers, the customers (retailers, distributors, suppliers and other stakeholders) were not studied to find out the Impact they could have on this result, this is an area researchers needs to explore further in the future. Another area that could be studied is Information technology (IT), Its Impact and the extent to which it can assist fast moving consumer goods firms to enhance operational performance as this study was not able to cover that area extensively. Further, other variables could be used to decompose product quality and customer loyalty to have a new perspective as to how they interact.

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