

Customer Relationship Management and Purchaser Support in The Study of Fast Foods Industry

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Abstract

The research examined customer relationship management and buyer assistance in the fast-food sector, concentrating on Mr. Biggs in Lagos, Nigeria. Four objectives guided the research: to determine the effect of customer contact management on purchaser support in Mr Biggs; to examine the influence of customer reward programs on purchaser support; to evaluate the effect of the customer call centre on purchaser support; and to assess the impact of customer feedback management on purchaser support in Mr Biggs. The review was based on three theoretical frameworks: Motivation–Need Theory, Expectation Disconfirmation Theory, and Social Penetration Theory. A cross-sectional research design was employed, with the study population consisting of customers from specific Mr. Biggs outlets in Lagos, Nigeria. A sample size of 318 respondents was utilized, chosen by a non-probability sampling methodology, namely the convenience sampling method. We used descriptive statistical tools including tables, graphs, frequency distributions, and percentages to show the data. We also used Spearman's rank correlation statistical technique to assess the hypotheses. The study suggested that Mr. Biggs should put money into improving personalized customer contact management by using customer data to tailor communication methods. This will make sure that customers feel appreciated and understood. The study found that managing customer contacts has a big effect on how much support Mr. Biggs gets from his customers.

Original Research Article

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INTRODUCTION

Customer Relationship Management (CRM) constitutes a crucial component of the fast-food industry, particularly with regard to purchaser support. CRM is a strategic approach to increasing shareholder value by building and keeping good relationships with important customers and certain groups of customers (Buttle, 2009). In the fast-food industry, CRM is used to learn about customers' likes and dislikes, buying habits, and demographic information. This information can be used to improve service, build customer loyalty, and, in the end, make the business more profitable (Nguyen, Sherif & Newby, 2007).

The fast-food business is quite competitive and customers don't usually stay loyal to one place, which makes it hard to get their support. Verhoef (2003) says that customer service is a strategic focus for many businesses because it is usually cheaper to keep current customers than to get new ones. In the fast-food industry, there are several ways to improve customer support, such as starting loyalty programs, providing excellent customer service, and keeping high food standards (Kumar & Reinartz, 2012).

However, implementing CRM in the fast-food industry is not without challenges. According to a study by Payne and Frow (2005), many fast-food companies struggle with integrating CRM systems into their existing operations. The study also found that many companies fail to fully utilize the potential of CRM due to a lack of understanding of its strategic importance. This suggests that for CRM to be effective in enhancing Purchaser Support, it must be fully integrated into the company's strategy and operations.

Despite these challenges, the potential benefits of CRM in the fast-food industry cannot be overlooked. A study by Kumar and Reinartz (2012) found that companies that effectively implement CRM can achieve significant improvements in customer Support, customer satisfaction, and profitability. The study also found that CRM can help fast-food companies differentiate themselves from their competitors, which is crucial in a highly competitive industry.

Customer Relationship Management (CRM) emerged from marketing with the primary aim of satisfying customers through the provision of products and services more

effectively than competitors within the exchange process (Anderson & Mittal, 2000). Consequently, CRM is understood as the process through which organizations establish and sustain mutually beneficial relationships with their business customers.

The consumer is the most important factor in the success of any business or economic activity. Customer orientation, customer happiness, attracting new customers, and keeping old ones are all important parts of running a successful business. On the other hand, not giving these things enough attention might make a business less competitive and eventually force it to leave the market.

The main goal of Customer Relationship Management (CRM) is to get customers to come back for more purchases after their first one. This is done through good communication, being friendly, making good deals at the right prices, and using the right distribution channels (Mornay, as cited in Akintunde & Akaighe, 2016). Anderson and Narus (as stated in Akintunde & Akaighe, 2016) contended that CRM transcends the mere transaction between buyer and seller; marketers must comprehend customers' preferences, intentions, and requirements to deliver products and services that fulfill or surpass their expectations. There are many factors that affect how well CRM works, but trust, communication, and commitment are commonly seen as the most important ways to measure customer satisfaction in fast-food restaurants.

Trust is the belief or faith that the other person in a relationship has good intentions. It is a changing idea that grows throughout time. Trust is an important part of relationship marketing in fast food restaurants, because firms want to be very successful. Trust is the degree to which one party is confident in the honesty of the commitments made by the other (Chattananon & Trimetssoorn, as cited in Adeyeye, 2013). Consequently, it constitutes a fundamental aspect of client relationships, possessing both academic and practical significance. Different methods have been tried to develop trust, but research shows that it is still hard to do so since we don't know enough about what causes it and what happens when it does. Trust is a difficult thing to study as a phenomena, and it's much harder to measure in the quick-service corporate world. Still, it is widely accepted that it is an important factor that affects customer satisfaction and, as part of CRM, it is a good way to get the most long-term value out of customers by making things less confusing, stressful, and complicated in the fast-food business.

Communication is how the client sees how well an organization interacts with its regular customers in a friendly and personable way. This kind of engagement typically makes people feel like they know one other, are friends, and are recognized. Marketing automation, email campaigns, and advertising activities that give the brand a unique voice are all part of communication in CRM. Communication is a CRM activity that adds value by making customers happier, since

they rely more and more on meaningful connections with service providers.

Commitment means being dedicated to a relationship and feeling like you have to do something that limits your options. It is defined as a resistance to change and as a psychological state influenced by ideas, emotions, and perceptions that promote the preservation of stable relationships. Mutual commitment is the basis for successful partnerships between customers and businesses. It is important to apply the idea of commitment to the fast-food industry since it helps build long-lasting relationships between customers and service providers. In the fast food sector, customer commitment is especially important since it helps give value to customers and, in the end, makes them happier.

Because the business world is always changing, companies are putting more and more effort into methods that keep a base of loyal and profitable clients, which usually leads to bigger long-term profits (Muller-Lankenau et al., 2006). In the last several years, a lot of businesses have started using CRM to better understand what their customers want and need and to better manage customer service. People often think of CRM as using technology to keep track of relationships and make it easier to talk to clients (Rigby et al., 2002; Ryals, 2000). As service marketing gets harder, businesses need to work harder to keep clients by using integrated service delivery and well-planned marketing tactics (Eisingerich & Bell, 2006).

People in the fast food sector, like everyone else, know that customers are the most important thing to have. Customers can be both good and bad for a business's performance. As a result, companies put a lot of money and time into making sure their customers are happy as a strategic goal. Many firms see CRM as an important instrument for achieving this aim since they know how important customer happiness is for growing their market. This is why CRM is seen as a strategic framework that helps businesses keep good relationships with customers and stay competitive in the market.

The fast-food industry is becoming more and more essential to Nigeria's economy. It has been highlighted as a sector with a lot of potential for return on investment, even though there are still economic, social, and political problems (Mustapha, Fakokunde & Awolusi, 2014). The ongoing expansion of the industry highlights its significance as a crucial service sector, necessitating vigilant observation of global trends and internationalization to maintain competitive advantage.

Given the above, this study aims to investigate the degree to which companies in the Nigerian fast-food sector implement the ideas and fundamental tenets of CRM to improve customer assistance, specifically concentrating on Mr Biggs, Nigeria.

The difficulty of CRM and customer service in Nigeria's fast-food industry is both complicated and has many parts. Many local and multinational businesses are fighting for market dominance in this very competitive industry (Ogbonna &

Chijindu, 2007). Even though there is a lot of rivalry, people still don't know much about how to use CRM methods to keep clients in the industry.

As fast-food restaurants have become more common, keeping customers has become a big problem, especially when things like trust, quality, and safety are becoming more important to customers when they make judgments. One of the hardest things for businesses to do is meet the requirements and expectations of their customers, as these expectations are always changing. Still, the Nigerian fast food business is set up for big expansion and is projected to play a bigger role in the country's economic progress.

One of the main issues is the lack of effective CRM systems in many fast-food restaurants in Nigeria. According to a study by Ezeuduji, Chibe, & Percy (2018), many fast-food restaurants in Nigeria do not have a formal CRM system in place, which hampers their ability to track customer preferences and behavior, and thus, to build long-term relationships with them. This lack of CRM systems can lead to customer dissatisfaction and, ultimately, customer attrition.

Another problem is the lack of training and skills among employees in the fast-food industry in Nigeria. A study by Oke, Idiahe, & Ajagbe (2016) found that many employees in this industry lack the necessary skills and training to effectively manage customer relationships. This lack of skills and training can lead to poor customer service, which can negatively affect customer Support.

Furthermore, the fast-food industry in Nigeria faces the challenge of maintaining customer loyalty in the face of increasing competition. According to a study by Ogunnaike, Kehinde, & Abiodun (2013), many customers in Nigeria are price-sensitive and are likely to switch to competitors if they offer lower prices. This price sensitivity makes it difficult for fast-food restaurants to retain customers.

Moreover, there is a lack of research on the specific strategies that can be used to improve CRM and Purchaser Support in the fast-food industry in Nigeria. Most of the existing research focuses on the general principles of CRM, without providing specific strategies that can be applied in the context of the fast-food industry in Nigeria (Oke, Idiahe, & Ajagbe, 2016).

In conclusion, the problem of CRM and Purchaser Support in the fast-food industry in Nigeria is a significant issue that needs to be addressed. There is a need for more research on this topic to provide practical strategies that can be used to improve CRM and Purchaser Support in this industry.

Therefore, this research work, aim to investigate the Customer Relationship Management and Purchaser Support in the study of Fast Foods Industry. The study, also seek to further establish concrete findings similar to those already carried out in the past, but from a different and scarcely debated fast food industry in Nigeria.

AIM AND OBJECTIVES OF THE STUDY

The main objective of this study is to investigate the Customer Relationship Management and Purchaser Support in the study of Fast Foods Industry. Specifically, emphasizing the use of trust in the study to achieve the following objectives with respect to Mr Biggs, Nigeria

- I. To determine the effects of customer's contact management on Purchaser Support in Mr Biggs.
- II. To examine the extent to which customers reward programs influence Purchaser Support in Mr Biggs
- III. To evaluate the effects of customer's call centre on Purchaser Support in Mr Biggs.
- IV. To examine the effects of customers feedback management on customer's Support in Mr Biggs.

RESEARCH METHODS

Research Design

The study adopted cross-sectional research design.

Population of the Study

The study population comprises of 1560 customers from the selected fast food restaurants' outlets in Lagos, Nigeria (Mr Biggs Confectioneries).

Sampling Size

For this study, the statistical formula below would be applied to determine the actual sample size of the study procedure is given below:

$$n = \frac{N}{1 + N(e)^2}$$

Where n = sample size

N = the total population size

E = significant level, assumed to be 5% (0.05)

Substituting the figure in the formula

$$n = \frac{1560}{1 + 1560 \times 0.05^2}$$

$$n = \frac{1560}{1 + 1560 \times 0.0025}$$

$$n = \frac{1560}{4.9}$$

$$n = 318.37$$

$$\text{approx. } n = 318 \text{ respondents}$$

The sample size used for this study is 318 respondents.

Sampling Technique

The study applied a non-probability sampling technique, precisely a convenience sampling method in gathering the sample from the population.

Method of Data Collection

This study employed a closed end questionnaire that is structure on a 5 Likert scale measurement. Reasons are based on its non-ambiguity, consistency, simplicity and ease of administration.

Pilot Study

Validity of the Instruments

To ensure its face validity, the research instrument was given to expert in the subject-matter area to judge the appropriateness of each item of the instrument by observation. Their comment with those of the supervisor was used to obtain final items which was further subjected to content validity.

Reliability of the Instrument

After the validation phase, the test-retest technique was used to check the reliability of the questionnaire again. The validated draft instrument was administered twice, with a two-week gap, to 20 respondents from Mr. Biggs Food in Festac Town, Amuwo Odofin Local Government Area of Lagos, who were not part of the main study. The Cronbach

Alpha statistical method was used to find the internal consistency reliability. This method was used to compare the scores from the first and second pilot tests.

The decision to accept or reject the instrument depended on whether the Cronbach Alpha coefficient (α) was greater than 0.7. The instrument was deemed credible, given that the obtained Cronbach Alpha coefficients exceeded 0.7, and it was consequently utilized for data collection in the study.

Method of Analysis

The retrieved questionnaires were revised and coded to yield refined and manageable data appropriate for examination prior to calculation. To show the data in the best way possible, descriptive statistical tools including tables, graphs, frequency distributions, and percentages were used. Additionally, the associations between the independent and dependent variables were analyzed utilizing suitable inferential statistical methods, namely Spearman's rank order correlation and regression analysis.

RESULTS

Table 4.1 Distribution of Questionnaire

	Frequency	Percent	Cumulative Percent
Returned	317	99.7	99.7
Unreturned	1	0.3	100.0
Total	318	100.0	

Source: Field Survey, (2024)

Table 4.1 showed that 317(99.7%) respondents returned their questionnaire while 1 (0.3%) respondents did not returned their questionnaire. This implies that a large proportion of the questionnaire were filled and returned.

Table 4.2: Presentation of Bio-Data of Respondents

Item	Category	Frequency	Percentage %
Gender	Male	163	51.4
	Female	154	48.6
	Total	317	100
Age	20-29 years	106	33.4
	30-39 years	92	29.02
	40-49 years	98	30.9
	50-59 years	16	5.1
	60 years & above	5	1.6
	Total	317	100
Marital Status	Single	124	39.1
	Married	146	46.1
	Divorced	47	14.8
	Total	317	100
Educational Qualifications	O-level & below	174	54.9
	OND/NCE	48	15.1
	Bachelors' degree /HND	43	13.6
	Masters' degree	36	11.4

	Others	16	5
	Total	317	100
Patronage with Mr. Biggs Nigeria (Length of Years)	Below 1 year	98	30.9
	1-5 years	71	22.4
	6-10 years	78	24.6
	11- Above	70	22.1
	Total	317	100

Source: Field Survey, (2024)

Table 4.2 shows that 163 (51.4%) of the people who answered were men and 154 (48.6%) were women. This indicates that male respondents were more engaged in the research than their female counterparts.

In the age grade category, it shows that 106 (33.4%) of the respondents are between 20 and 29 years old, 92 (29.02%) are between 30 and 39 years old, 98 (30.9%) are between 40 and 49 years old, 16 (5.1%) are between 50 and 59 years old, and 5 (1.6%) are 60 years old or older. This means that more people under the age of 20 to 29 took part in the study poll.

The marital status indicates that 124 (39.1%) of the respondents are single, 146 (46.1%) are married, and 47 (14.8%) are divorced. This means that clients who said they were "single" took part in the poll more often.

The academic qualification of the respondents revealed that 174 (54.9%) respondents' possessed O-level & below qualification, 48(15.1%) respondents possessed OND/NCE qualification and 43(13.6%) respondents possessed Bachelors' degree/HND qualification, 36(11.4%) respondents possessed Masters' degree qualification, while 16(5%) respondents indicated others. This implies that most of the customers are averagely educated.

In the category of Patronage with Mr. Biggs Nigeria (Length of Years), it shows that 98(30.9%) respondents patronage is below one year, 71 (22.4%) respondents indicated that they have been patronizing the eatery within the period of 1-5 years, 78 (24.6%) respondents indicated they have been patronizing the eatery within the period of 6-10 years, 70(22.1%) respondents indicated that they have been patronizing the eatery within the period of 11 years and above.

Table 4.3: Customer's Contact Management and Customer Satisfaction

S/N	ITEMS	SA	A	U	SD	D	TOTAL
1	I receive special messages and greetings from Mr. Biggs regularly and I feel happy with the experience	147 (46.4%)	127 (40.1%)	8 (2.5%)	17 (5.4%)	18 (5.7%)	317 (100%)
2	I have been formally addressed by my name through text messages from Mr. Biggs	146 (46%)	132 (41.6%)	5 (1.6%)	19 (6)	15 (4.7%)	317 (100%)
3	I feel happy to know that Mr. Biggs keep details of my purchase trends	142 (44.8%)	157 (49.5%)	4 (1.3%)	7 (2.2%)	7 (2.2%)	317 (100%)
4	Whenever there is a special offer by Mr. Biggs, I am usually notify	172 (55.3%)	114 (36%)	8 (2.5%)	11 (3.5%)	12 (3.8%)	317 (100%)
5	I feel welcomed whenever I am contacted by Mr. Biggs	126 (39.7%)	107 (33.7%)	11 (3.4.%)	43 (13.6%)	30 (9.5%)	317 (100%)

Source: Field Survey 2024

Table 4.3 indicates that 147 respondents, representing 46.4 percent, strongly agreed that they regularly received special messages and greetings from Mr Biggs and expressed satisfaction with the experience, while an additional 127 respondents (40.1 percent) supported this view. Conversely, 8 percent of the respondents remained undecided, 17

respondents (5.4 percent) strongly disagreed, and 18 respondents (5.7 percent) disagreed with the statement. This suggests that the majority of the respondents held a positive opinion regarding the regular communication received from Mr Biggs.

Furthermore, 146 respondents (46 percent) strongly agreed that they had been formally addressed by their names through text messages from Mr Biggs, while 132 respondents (41.6 percent) also supported this assertion. However, 5 respondents (1.6 percent) were undecided, 19 respondents (6 percent) disagreed, and 15 respondents (4.7 percent) strongly disagreed. This result indicates that a substantial proportion of customers acknowledged receiving personalized communication from Mr Biggs.

In addition, 142 respondents (44.8 percent) strongly agreed, and 157 respondents (49.5 percent) agreed that they were pleased to know that Mr Biggs maintained records of their purchase patterns. Meanwhile, 4 respondents (1.3 percent) were undecided, 7 respondents (2.2 percent) strongly disagreed, and another 7 respondents (2.2 percent) disagreed with the statement. This implies that the overwhelming majority of respondents appreciated the organization's effort to keep track of their purchasing trends.

Moreover, 172 respondents (55.3 percent) strongly agreed that they were usually notified whenever Mr Biggs introduced special offers, while 114 respondents (36 percent) supported this opinion. On the other hand, 8 respondents (2.5 percent) remained undecided, 11 respondents (3.5 percent) disagreed, and 12 respondents (3.8 percent) strongly disagreed. This finding demonstrates that most customers received timely notifications from the management of Mr Biggs regarding promotional offers.

Finally, out of 317 respondents, 126 respondents (39.7 percent) strongly agreed and 107 respondents (33.7 percent) agreed that they felt welcomed whenever they were contacted by Mr Biggs. In contrast, 11 respondents (3.4 percent) were undecided, 43 respondents (13.6 percent) strongly disagreed, and 30 respondents (9.5 percent) disagreed with this view. This clearly shows that the majority of the respondents felt valued and welcomed during interactions with Mr Biggs.

Table 4.4: Customers Reward Programs and Customer Satisfaction

S/N	ITEMS	SA	A	U	SD	D	TOTAL
6	I feel very happy whenever I am qualified for an offer by Mr. Biggs	152 (48%)	125 (39.4%)	18 (5.7%)	10 (3.2%)	12 (3.8%)	317 (100%)
7	I have benefited from the reward programs organized by Mr. Biggs for its customers in the past	150 (47.3%)	129 (40.7%)	16 (5%)	11 (3.5%)	11 (3.5%)	317 (100%)
8	The sales offer (reward program) offered to me met my expectation (customer satisfaction)	190 (60%)	103 (32.5%)	8 (2.5%)	9 (2.8%)	7 (2.2%)	317 (100%)
9	I am regularly rewarded for my loyalty with Mr. Biggs	102 (32.2%)	96 (30.3%)	21 (6.6%)	55 (17.4%)	43 (13.6%)	317 (100%)
10	The reward program of Mr. Biggs improves my level of satisfaction with the fast food outlet	117 (36.9%)	139 (43.8%)	14 (4.4%)	34 (10.7%)	13 (4.1%)	317 (100%)

Source: Field Survey 2024

Table 4.4 reveals that 152 respondents, representing 48 percent, strongly agreed that they felt very happy whenever they qualified for an offer from Mr Biggs, while 125 respondents (39.4 percent) also supported this view. However, 18 respondents (5.7 percent) remained undecided, 10 respondents (3.2 percent) strongly disagreed, and 12 respondents (3.8 percent) disagreed with the statement. This indicates that the majority of respondents expressed positive feelings about qualifying for promotional offers from Mr Biggs.

Similarly, 150 respondents (47.3 percent) strongly agreed that they had benefited from the reward programs organized by Mr Biggs in the past, while 129 respondents (40.7 percent) agreed with this opinion. In contrast, 16 respondents (5 percent) were undecided, 11 respondents (3.5 percent) disagreed, and another 11 respondents (3.5 percent) strongly disagreed. This suggests that a substantial proportion of the

respondents acknowledged benefiting from the organization's reward initiatives.

Furthermore, 190 respondents (60 percent) strongly agreed and 103 respondents (32.5 percent) agreed that the sales offers and reward programs provided by Mr Biggs met their expectations and enhanced customer satisfaction. Conversely, 8 respondents (2.5 percent) were undecided, 9 respondents (2.8 percent) strongly disagreed, and 7 respondents (2.2 percent) disagreed with this view. This implies that the overwhelming majority were satisfied with the reward programs offered by the organization.

In addition, 102 respondents (32.2 percent) strongly agreed and 96 respondents (30.3 percent) agreed that they were regularly rewarded for their loyalty to Mr Biggs. Nevertheless, 21 respondents (6.6 percent) remained undecided, 55 respondents (17.4 percent) strongly disagreed, and 43 respondents (13.6 percent) disagreed with this

statement. Although a majority expressed positive views, a noticeable proportion of respondents indicated dissatisfaction regarding consistent loyalty rewards.

Moreover, 117 respondents (36.9 percent) strongly agreed that the reward program of Mr Biggs improved their level of satisfaction with the outlet, while 139 respondents (43.8

percent) supported this opinion. On the other hand, 14 respondents (4.4 percent) were undecided, 34 respondents (10.7 percent) disagreed, and 13 respondents (4.1 percent) strongly disagreed. This demonstrates that most customers perceived the reward program as a factor that enhanced their overall satisfaction with Mr Biggs.

Table 4.5: Customer Call Centre and Customer Satisfaction

S/N	ITEMS	SA	A	U	SD	D	TOTAL
11	The customer care line of Mr. Biggs is regularly available and effective	150 (47.3%)	125 (39.4%)	18 (5.7%)	12 (3.7%)	12 (3.7%)	317 (100%)
12	Most of my complaints are carefully resolved through an effective customer call centres of Mr. Biggs	165 (52%)	86 (27%)	17 (5.4%)	19 (6%)	23 (7.3%)	317 (100%)
13	The customer call agents are polite, courteous and experience in handling my complaints	161 (50.8%)	113 (35.6%)	18 (5.7%)	18 (5.7%)	7 (2.2%)	317 (100%)
14	The availability and effectiveness of these call centres increases my level of satisfaction with the brand	128 (40.4%)	97 (30.6%)	23 (7.3%)	54 (17.03%)	15 (4.7%)	317 (100%)
15	Availability of effective call centres is crucial for my continuous satisfaction and patronage	135 (42.6%)	123 (38.8%)	21 (6.6%)	16 (45%)	22 (6.9%)	317 (100%)

Source: Field Survey 2024

Table 4.5 indicates that 150 respondents, representing 47.3 percent, strongly agreed that the customer care line of Mr Biggs is regularly available and effective, while 125 respondents (39.4 percent) also supported this view. Conversely, 18 respondents (5.7 percent) remained undecided, 12 respondents (3.7 percent) strongly disagreed, and another 12 respondents (3.7 percent) disagreed with the statement. This suggests that the majority of respondents affirmed the effectiveness and regular availability of the customer care services provided by Mr Biggs.

Similarly, 165 respondents (52 percent) strongly agreed that most customer complaints are carefully resolved through the effective call centre system of Mr Biggs, while 86 respondents (27 percent) agreed with this opinion. However, 17 respondents (5.4 percent) were undecided, 19 respondents (6 percent) disagreed, and 23 respondents (7.3 percent) strongly disagreed. This indicates that a substantial proportion of customers perceived the call centre as efficient in addressing and resolving their complaints.

In addition, 161 respondents (50.8 percent) strongly agreed and 113 respondents (35.6 percent) agreed that the call centre agents were polite, courteous, and experienced in handling their complaints. On the other hand, 18 respondents (5.7 percent) were undecided, 18 respondents

(5.7 percent) strongly disagreed, and 7 respondents (2.2 percent) disagreed with this assertion. This implies that the majority of respondents were satisfied with the professionalism and competence of the call centre personnel.

Furthermore, 128 respondents (40.4 percent) strongly agreed that the availability and effectiveness of the call centres increased their level of satisfaction with the brand, while 97 respondents (30.6 percent) supported this opinion. In contrast, 23 respondents (7.3 percent) remained undecided, 54 respondents (17.03 percent) disagreed, and 15 respondents (4.7 percent) strongly disagreed. This demonstrates that most respondents believed that efficient call centre services positively influenced their satisfaction with Mr Biggs.

Moreover, 135 respondents (42.6 percent) strongly agreed that the availability of effective call centres is crucial for customers' continuous satisfaction and patronage, while 123 respondents (38.8 percent) agreed with this view. However, 21 respondents (6.6 percent) were undecided, 16 respondents (5 percent) disagreed, and 22 respondents (6.9 percent) strongly disagreed. This result confirms that the majority of respondents regarded effective call centre services as essential for sustaining customer satisfaction and loyalty.

Table 4.6: Customer Feedback Management

S/N	ITEMS	SA	A	U	SD	D	TOTAL
16	Customers are encouraged to provide useful feedback in Mr. Biggs	142 (44.8%)	157 (49.5%)	4 (1.3%)	7 (2.2%)	7 (2.2%)	317 (100%)
17	I have noticed improved service delivery after providing feedback to the management of Mr. Biggs	190 (60%)	103 (32.5%)	8 (2.5%)	9 (2.8%)	7 (2.2%)	317 (100%)
18	There are available and effective channels for providing feedback in Mr. Biggs	102 (32.2%)	96 (30.3%)	21 (6.6%)	55 (17.4%)	43 (13.6%)	317 (100%)
19	In every pack of Mr. Biggs products, there are provision for feedback	128 (40.4%)	97 (30.6%)	23 (7.3%)	54 (17.03%)	15 (4.7%)	317 (100%)
20	The feedback management of Mr. Biggs give me feelings of assurance of quality customer satisfaction.	118 (37.2%)	157 (49.5%)	16 (5%)	13 (4.1%)	13 (4.1%)	317 (100%)

Source: Field Survey 2024

Table 4.6 reveals that 142 respondents, representing 44.8 percent, strongly agreed that customers are encouraged to provide useful feedback at Mr Biggs, while 157 respondents (49.5 percent) supported this view. In contrast, 4 respondents (1.3 percent) were undecided, 7 respondents (2.2 percent) strongly disagreed, and another 7 respondents (2.2 percent) disagreed with the statement. This indicates that the overwhelming majority of respondents affirmed that the organization promotes customer feedback.

Similarly, 190 respondents (60 percent) strongly agreed and 103 respondents (32.5 percent) agreed that they had observed improved service delivery after providing feedback to the management of Mr Biggs. However, 8 respondents (2.5 percent) remained undecided, 9 respondents (2.8 percent) strongly disagreed, and 7 respondents (2.2 percent) disagreed. This suggests that most customers perceived a positive change in service quality following their feedback.

In addition, 102 respondents (32.2 percent) strongly agreed and 96 respondents (30.3 percent) agreed that effective and accessible channels for providing feedback were available at Mr Biggs. Nevertheless, 21 respondents (6.6 percent) were undecided, 55 respondents (17.4 percent) strongly disagreed,

and 43 respondents (13.6 percent) disagreed with this opinion. This reflects a mixed perception, although a greater proportion acknowledged the availability of feedback mechanisms.

Furthermore, 128 respondents (40.4 percent) strongly agreed that provisions for feedback were included in every pack of Mr Biggs products, while 97 respondents (30.6 percent) supported this view. On the other hand, 23 respondents (7.3 percent) remained undecided, 54 respondents (17.03 percent) disagreed, and 15 respondents (4.7 percent) strongly disagreed. This demonstrates that a majority recognized the existence of feedback provisions on product packaging.

Moreover, 118 respondents (37.2 percent) strongly agreed and 157 respondents (49.5 percent) agreed that the feedback management system of Mr Biggs gave them a sense of assurance regarding quality customer satisfaction. Conversely, 16 respondents (5 percent) were undecided, while 13 respondents (4.1 percent) strongly disagreed and another 13 respondents (4.1 percent) disagreed. This implies that most respondents felt confident in the organization's commitment to customer satisfaction through its feedback management process.

Table 4.7: Purchaser Support

S/N	ITEMS	SA	A	U	SD	D	TOTAL
21	I feel that Mr. Biggs Food consistently meets my expectations for quality.	165 (52%)	86 (27%)	17 (5.4%)	19 (6%)	23 (7.3%)	317 (100%)
22	The customer service at Mr. Biggs Food encourages me to return frequently	161 (50.8%)	113 (35.6%)	18 (5.7%)	18 (5.7%)	7 (2.2%)	317 (100%)
23	I believe that Mr. Biggs Food offers a variety of menu items that appeal to my tastes.	190 (60%)	103 (32.5%)	8 (2.5%)	9 (2.8%)	7 (2.2%)	317 (100%)

24	Promotions and discounts at Mr. Biggs Food influence my decision to return.	102 (32.2%)	96 (30.3%)	21 (6.6%)	55 (17.4%)	43 (13.6%)	317 (100%)
25	I like patronizing Mr Biggs Food because feel valued as a customer	172 (55.3%)	114 (36%)	8 (2.5%)	11 (3.5%)	12 (3.8%)	317 (100%)

Source: Field Survey 2024

Table 4.7 indicates that 165 respondents, representing 52 percent, strongly agreed that Mr Biggs Food consistently meets their expectations regarding quality, while 86 respondents (27 percent) supported this view. However, 17 respondents (5.4 percent) remained undecided, 19 respondents (6 percent) disagreed, and 23 respondents (7.3 percent) strongly disagreed. This demonstrates that the majority of respondents perceived the quality of Mr Biggs Food as consistently satisfactory.

Similarly, 161 respondents (50.8 percent) strongly agreed and 113 respondents (35.6 percent) agreed that the customer service at Mr Biggs Food encouraged them to return frequently. In contrast, 18 respondents (5.7 percent) were undecided, 18 respondents (5.7 percent) strongly disagreed, and 7 respondents (2.2 percent) disagreed with this statement. This implies that most respondents regarded the quality of customer service as a motivating factor for repeat patronage. Furthermore, 190 respondents (60 percent) strongly agreed and 103 respondents (32.5 percent) agreed that Mr Biggs Food offers a variety of menu items that appeal to their tastes. Conversely, 8 respondents (2.5 percent) remained undecided, 9 respondents (2.8 percent) strongly disagreed, and 7 respondents (2.2 percent) disagreed. This suggests that a

substantial majority were satisfied with the diversity and suitability of the menu offerings.

In addition, 102 respondents (32.2 percent) strongly agreed and 96 respondents (30.3 percent) agreed that promotions and discounts at Mr Biggs Food influenced their decision to return. Nevertheless, 21 respondents (6.6 percent) were undecided, 55 respondents (17.4 percent) strongly disagreed, and 43 respondents (13.6 percent) disagreed with this view. Although a majority supported the statement, a notable proportion expressed reservations regarding the impact of promotions on their patronage decisions.

Moreover, 172 respondents (55.3 percent) strongly agreed that they enjoyed patronizing Mr Biggs Food because they felt valued as customers, while 114 respondents (36 percent) supported this opinion. On the other hand, 8 respondents (2.5 percent) remained undecided, 11 respondents (3.5 percent) disagreed, and 12 respondents (3.8 percent) strongly disagreed. This indicates that most customers experienced a sense of value and appreciation, which positively influenced their loyalty to the brand.

Hypothesis 1

H₀: Customers Contact Management does not significantly influence customer's satisfaction in Mr. Biggs.

Customers contact management and customer's satisfaction in Mr. Biggs

	N	r	p	Remark	Decision
Customers Contact Management					Reject H₀
	317	.703	0.000	Significant	
Influence Customer's Satisfaction					Accept H₁

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

The Pearson correlation coefficient above shows that how well Mr. Biggs manages customer interaction has a big effect on how satisfied customers are. The Pearson correlation of 0.703** assessed at 0.01 level of significance shows this. A modification in one variable is highly associated with a modification in the second variable. So, we can say that management's engagement with customers has a big effect on how happy customers are at Mr. Biggs.

Hypothesis 2

H₀: Customers reward programs do not significantly influence the satisfaction of customers of Mr. Biggs.

Customers Reward Programs and Satisfaction of Customers of Mr. Biggs

	N	r	p	Remark	Decision
Customers Reward Programs					Reject H₀
	317	.799	0.000	Significant	
Satisfaction of Customers					Accept H₁

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

The Pearson correlation analysis indicates a strong relationship between Mr Biggs' reward programs and customer contentment. The correlation coefficient of 0.799, which is statistically significant at the 0.01 level, demonstrates a high degree of association between the two variables. This suggests that changes in the reward programs are closely related to corresponding changes in customer contentment. Consequently, it can be concluded that the reward programs implemented by Mr Biggs have a substantial influence on customer contentment.

Hypothesis 3

H₀: Customers call centre does not significantly influence consumer's satisfaction in Mr. Biggs.

Customers call centre significantly influence consumer's satisfaction in Mr. Biggs.

	N	r	p	Remark	Decision
Customers Call Centre					Reject H ₀
	317	.973	0.000	Significant	
Consumer's Satisfaction in Mr. Biggs					Accept H ₁

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

The Pearson correlation coefficient demonstrates that the customer call centre has a significant influence on consumer satisfaction at Mr Biggs. This is evidenced by the correlation value of 0.973, which is statistically significant at the 0.01 level. The result indicates a very strong positive relationship between the two variables, implying that variations in the effectiveness of the call centre are closely associated with corresponding changes in consumer satisfaction. Therefore, it can be concluded that the customer call centre exerts a significant impact on consumer satisfaction at Mr Biggs.

Hypothesis 4

H₀: Customer's feedback management does not significantly influence customer's Support in Mr. Biggs.

Customer's Feedback Management and Customer's Support in Mr. Biggs

	N	r	p	Remark	Decision
Customer's Feedback Management					Reject H ₀
	317	.802	0.000	Significant	
Consumer's Satisfaction in Mr. Biggs					Accept H ₁

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

The Pearson correlation coefficient indicates that customer feedback management has a significant influence on customer support at Mr Biggs. This is evidenced by the correlation value of 0.802, which is statistically significant at the 0.01 level. The result reflects a strong positive relationship between the two variables, suggesting that improvements in feedback management are closely associated with corresponding enhancements in customer support. Consequently, it can be concluded that customer feedback management exerts a significant impact on customer support at Mr Biggs.

DISCUSSION

The result of research hypothesis one revealed that customer contact management has a significant influence on customer satisfaction at Mr Biggs. This finding is consistent with the position of Akintunde and Akaighe (2016), who maintained that customer contact management represents one of the most effective strategies for developing and sustaining close

relationships with customers in the service sector, thereby enhancing their satisfaction. Similarly, Anifowose and Olaleye (2016) supported this view, noting that effective CRM implementation contributes to increased business revenue through the acquisition of new customers and retention of existing ones, reduction in operational costs, improvement in customer satisfaction, and the achievement of long-term profitability and sustainability.

The result of research hypothesis two demonstrated that customer reward programs significantly influence the satisfaction of customers at Mr Biggs. This outcome aligns with the submission of Bhagat (2016), who stated that reward programs are specifically designed to enhance customer satisfaction and commitment. Dipeolu, Adewuyi, Ayinla, and Bakare (2014) further emphasized that the effectiveness and relevance of reward programs are assessed through their ability to achieve acceptable levels of customer satisfaction. Reward programs provide customers with tangible benefits

and perceived value as a form of appreciation for their loyalty to the organization.

The analysis of research hypothesis three indicated that the customer call centre significantly influences consumer satisfaction at Mr Biggs. This finding corresponds with the view of Ehigie (2006), who asserted that customer call centres are essential tools for business organizations seeking to retain existing customers. According to the author, call centres offer multiple benefits to organizations by providing timely responses to customer inquiries and facilitating effective problem resolution, which ultimately enhances customer satisfaction.

The result of research hypothesis four showed that customer feedback management significantly influences customer support at Mr Biggs. This finding is in agreement with the perspective of Eichien (2006), who argued that effective feedback management enables organizations to understand customers' perceptions and experiences. The author further noted that well-managed customer feedback leads to improved service quality and greater customer satisfaction. This therefore confirms that customer feedback management plays a significant role in enhancing customer support at Mr Biggs.

CONCLUSION

The study concludes that effective customer contact management plays a crucial role in enhancing Purchaser Support at Mr. Biggs. By maintaining regular, personalized, and efficient communication with customers, the company fosters stronger relationships, which in turn contribute to increased customer satisfaction and loyalty. This includes reaching out to Purchasers through various channels, addressing their concerns promptly, and offering tailored experiences. As a result, customers are more likely to feel valued and continue their business with Mr. Biggs, reducing the likelihood of churn and improving long-term Support rates. Effective contact management not only resolves immediate issues but also strengthens the emotional connection between the brand and its customers, ultimately driving repeat business.

Furthermore, the study found that customer reward programs have a significant positive impact on the satisfaction of Mr. Biggs' Purchasers. These programs, by offering tangible benefits such as discounts, special promotions, or loyalty points, make customers feel appreciated and incentivize them to return. Reward programs contribute to a sense of belonging and reciprocity, as customers perceive that their loyalty is being recognized and rewarded. This sense of value plays a critical role in shaping customer attitudes and behaviors, motivating them to continue engaging with the brand and enhancing their overall satisfaction with the services provided. By reinforcing positive behaviors and rewarding repeat purchases, Mr. Biggs effectively nurtures a loyal customer base.

The study also highlights the importance of Mr. Biggs' customer call centre in influencing Purchaser satisfaction. A

well-functioning call centre that offers quick, knowledgeable, and courteous service is a key driver of positive customer experiences. When customers can easily reach out and receive prompt assistance, it not only resolves their immediate concerns but also enhances their perception of the company as reliable and customer-focused. Conversely, delays, unhelpful interactions, or unresolved issues can lead to frustration and dissatisfaction, ultimately affecting Purchaser Support. The research emphasizes that investing in well-trained call centre agents, streamlining service processes, and reducing response times can significantly improve customer satisfaction and loyalty, making it an essential component of a successful Support strategy.

Finally, the study concludes that robust customer feedback management is critical for ensuring Purchaser Support at Mr. Biggs. By actively collecting, analyzing, and acting upon customer feedback, the company can better understand customer needs and expectations. This feedback loop allows Mr. Biggs to make improvements to its products, services, and customer experiences based on real insights from its Purchasers. Addressing customer concerns and making visible changes based on their input not only resolves specific issues but also demonstrates that the company values its customers' opinions. When customers feel heard and see their feedback reflected in company actions, their trust and loyalty deepen, making feedback management a vital aspect of the customer Support process.

RECOMMENDATIONS

The following recommendations are made:

- I. Based on the findings, it is recommended that Mr. Biggs invests in improving personalized customer contact management. This can be achieved by utilizing customer data to tailor communication strategies, ensuring that Purchasers feel valued and understood.
- II. Mr. Biggs should consider diversifying and strengthening its customer rewards programs to drive Support. Tailoring rewards to customers' preferences and purchase behavior can make the program more attractive.
- III. The management of Mr. Biggs should consider enhancing the quality of the customer call centre experience is crucial for Support. This includes reducing wait times, improving the knowledge and professionalism of call centre agents, and ensuring that customers' issues are resolved efficiently.
- IV. Mr. Biggs should establish a more robust feedback management system to continuously capture and analyze customer opinions. This system should make it easy for customers to provide feedback, both positive and negative, across various touchpoints (e.g., in-store, online, via mobile app, etc.).

- V. A comprehensive recommendation based on the overall objectives is for Mr. Biggs to leverage data analytics to continuously evaluate the effectiveness of its customer Support strategies. By analyzing data from customer interactions, reward program participation, call centre performance, and feedback management, Mr. Biggs can identify trends and areas of improvement.

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