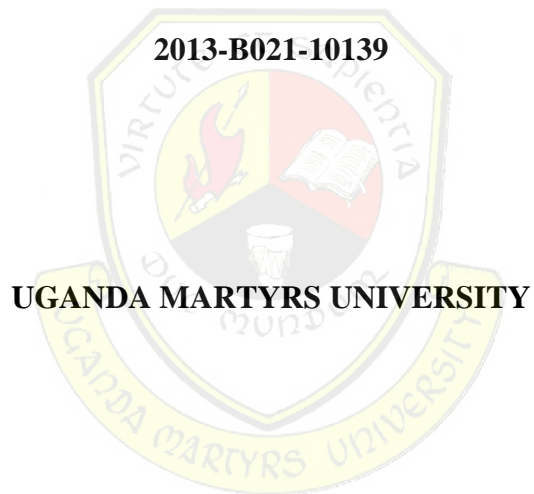


# **PRODUCT ATTRIBUTES AND CUSTOMER SATISFACTION**

**Case study: Mukwano Group of Companies**

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**April, 2016**

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**April, 2016**

## **DEDICATION**

This research is dedicated to my beloved father Mr. Kagimu Charles and my adored mother Mrs. Margaret Kagimu, my treasured siblings and trusted friends. They constantly offered me knowledge, guidance and hope when all was lost. Their sacrifice and support has been a cornerstone for which I will build a successful career and have a magnificent future. I pray that The Lord blesses them abundantly in all they do.

## **ACKNOWLEDGEMENT**

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My sincere appreciation goes to the BAM class of 2013, my trusted friends, for their continuous support. May the good Lord reward you abundantly.

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## DEFINITION OF KEY TERMS

**Product attributes.** These are characteristics of raw material or finished goods which make it distinct from other products. Attributes include size, color, functionality, components and features that affect the product's appeal or acceptance in the market.

**Customer satisfaction** is the individual consumer's perception of the performance of the product or service in relation to his or her expectations.

**Reliability and safety of the product.** This is the probability that a device will perform its required function subjected to stated conditions for a specific period of time. Product reliability is quantified as MTBF (mean time between failure) for repairable product and MTTF (mean time to failure) for non-repairable product while safety of the product are polices designed to protect people from risks associated with consumer products.

**Price of the product.** This is the value that is put to a product or service and is the result of a complex set of calculations, research, understanding and risk taking ability.

**Quality of the product.** This is the characteristic of the product or service that bear on its ability to satisfy stated or implied needs of a consumer.

**Customer loyalty.** This is the result of consistently positive emotional experience, physical attribute-based satisfaction and perceived value of an experience which includes the products or services. It is both an attitudinal and behavioral tendency to favor one brand over all others whether due to satisfaction with the product or service, its convenience or performance or just simply familiarity and comfort with the brand.

**Customer service.** This is the work of looking after customers and ensuring their satisfaction with one's business and its goods or services. Modern customers are aware of their right to high standard of customer care thus business people ought to be aware of this.

**Repeated customers.** According to the Cambridge dictionaries, repeated customers are those people who buy again from a company that they have used before.

**Government policy.** This is a statement which declares the government's political activities, plans and intentions relating to a concrete cause or at the assumptions of office. According to the free dictionary, government policy is a plan or course of action as the government, political party or business intended to influence and determine decisions, actions and other matters.

**Income of the consumer.** This is the money that a consumer earns from either work or investment such as dividends distributed by companies to its shareholders and the gain realized on the sale of an asset such as a house, when you combine these income sources, its often referred to as aggregate income. According to the business dictionary income of the consumer is the amount of income remaining after taxes and living expenses have been deducted from the wages.

**Economic climate.** According to the economic dictionary, the economic climate is a general characterization of the overall mood of the global economies or of a regional economy which captures the status of the stock market, the perception of the economy by consumers and the availability of jobs and credit.

## ABSTRACT

The main objective of the study was to find out the relationship between product attributes and customer satisfaction with Mukwano Group of companies as the case study. The variables used in this study were; reliability and safety of a product, price of a product and the quality of the product and customer satisfaction. Primary data using self-administered questionnaires was the main source of information. For sampling, a model by Krejcie and Morgan (1970) was used to discover the sample population and the sample size of 59 respondents was obtained for the 70 persons that make up the population.

SPSS software was used to analyze the data obtained from the field. Descriptive statistics were generated and interpreted and then correlation analysis was also conducted to answer the research questions of this study. The Likert scale was used while measuring the variables at hand and in this case: 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree.

The results obtained show with the vivid evidence acquired from the 59 respondents who participated in this exercise, that there is a positive relationship between product attributes and customer satisfaction whereby all the independent variables of reliability and safety, price of a product and quality of a product all when changed have a great impact on customer satisfaction and this is shown with the 99% confidence level achieved in all the three comparisons. The results identified should prove useful to business owners in Uganda in formulating product attributes, in line with customer satisfaction in order to ensure that unproductive expenditures are curtailed, while at the same time boosting public investment.

# CHAPTER ONE

## INTRODUCTION

### 1.0 Introduction

The understanding of the relationship between product attributes and customer satisfaction was the core of this study. The study sought to establish the extent to which product attributes contributed to the general customer satisfaction. In this chapter, the researcher addresses a number of issues which include; background to the study, problem statement, general objective, specific objectives, research questions, research hypotheses, justification, significance, scope of the study, conceptual framework, operational definition of key terms and concepts.

### 1.1 Background to the study

The Kano model was adopted to be used to explain the relationship between product attributes and customer satisfaction. This is a theory of product development and customer satisfaction developed in the 1980s by Professor Noriaki Kano, which classifies customer preferences into different categories of threshold, performance and excitement. A competitive product meets basic attributes, maximizes performance attributes, and includes as many “excitement” attributes as possible at a cost the market can bear. Kano’s model of customer satisfaction classifies product attributes based on how they are perceived by customers and their effect on customer satisfaction. These classifications are useful for guiding design decisions in that they indicate when good is good enough, and when more is better. Threshold (or basic) attributes are the expected attributes or “musts” of a product, and do not provide an opportunity for product differentiation. Increasing the performance of these attributes provides diminishing returns in terms of customer satisfaction; however the absence or poor performance of these

attributes results in extreme customer dissatisfaction. Performance attributes are those for which more is generally better, and will improve customer satisfaction. Conversely, an absent or weak performance attribute reduces customer satisfaction. Of the needs customers verbalize, most will fall into the category of performance attributes. These attributes will form the weighted needs against which product concepts will be evaluated. The price for which customer is willing to pay for a product is closely tied to performance attributes. Excitement attributes are unspoken and unexpected by customers but can result in high levels of customer satisfaction, however their absence does not lead to dissatisfaction. Excitement attributes often satisfy latent needs—real needs of which customers are currently unaware. In a competitive marketplace where manufacturers' products provide similar performance, providing excitement attributes that address “unknown needs” can provide a competitive advantage. Although they have followed the typical evolution to a performance then a threshold attribute, cup holders were initially excitement attributes. Since its emergence in the 1950s, many companies have adopted the marketing concept. The result has been more products, in size, models, versions and packages offered to more precisely targeted markets. Consumers have benefited from their ability to be proactive in seeking out information online, opinions, product availability and price comparisons. Companies nowadays realize that in order to outperform competitors, they must achieve the full profit potential from each and every customer. They must make the customer the core of the company's organizational structure, across all departments and functions, and ensure that each and every employee views any exchange with a customer as part of a customer relationship, not as a transaction.

Customer satisfaction is the individual consumer's perception of the performance of the product or service in relation to his or her expectations. Customers will have drastically different expectations (Leon et. al 2010). This was stated earlier by (Ander et.al 2005) who said that customer satisfaction is the key factor in formation of customer's desires for future



plans whereby customers who are satisfied probably talk to others about their good experiences. Customer satisfaction depends on product and service quality. Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (Joo & Douglas 2008). This is clearly a customer-centered definition. In other words, a company delivers quality whenever its products or services meet or exceed the customers' expectations. Product quality, customer satisfaction and company satisfaction are intimately connected. Higher levels of quality result in higher levels of customer satisfaction, which support higher prices and often lower costs. Studies have shown that there is a higher correlation between product attributes and customer satisfaction. (Prasad & Kalyan 2003).

In the business arena, more and more organizations are able to realize the importance of having good relationships with their customers. In this manner, many industries are trying to identify ways on how to promote or enhance customer satisfaction. In today's competitive environment delivering high quality service is the key for a sustainable competitive advantage. Customer satisfaction does have a positive effect on an organization's profitability. Satisfied customers form the foundation of any successful business because customer satisfaction leads to repeat purchases, brand loyalty, and positive word of mouth. According to Colby (2013) in his article about the worthiness of customer satisfaction, points out some important questions which work well with the existence of satisfying customers in a company, his questions relate to the measurement of the customer satisfaction in relation to human behavior this is because to him, customers are only satisfied if their expectations have been granted.

Some companies think that they are getting a sense of customer satisfaction by tallying complaints but studies show that while customers are dissatisfied with their purchases, about

25% of them, only 5% complain. The other 95% either feel complaining is not worth the effort or do not know how or to whom to complain. Muller (2010) also pointed out that satisfied customers can still abandon your brand if the bribe or incentive is big enough to go somewhere else that is why he says satisfaction is not enough for one to stay with customers but the emotional attachment people have with one's products is vital.

Hague & Hague (2013) note that people normally think more of the companies that failed to satisfy them other than those which fulfilled their expectations this is because when people buy products or undertake services, they expect that product or service to be up to the mark but due to the challenges businesses face, delighting customers and achieving high customer satisfaction scores in business is extremely difficult and to make it worse even those customers who are completely satisfied with one's products or service can leave the business and start doing business with the company's competitors. Nelson (2014) in his study about the innovative research, companies are sometimes misguided by the notation of thinking that customers depend on them yet in reality, it's the companies depending on the customers. Many researchers have highlighted the importance of customers in today's market because the level of satisfaction a customer has with a company had profound effects to the existence of that company.

### **1.1.1 Background to the case study**

Mukwano group of companies is one the largest conglomerates in East and Central Africa company which has enlarged widely in making household products together with other products for the wellbeing of the people. It is located on Mukwano road Kampala by pass plot 30 industrial area P.O.Box 2671 Kampala Uganda. And the different subsidiary companies which include Nice house of plastics which is in charge of making plastic materials for the market for example utensils, buckets, among others. They also have Bidico Uganda which is

the section for making cooking oil together with Mukwano industries Ltd in charge of making soap and sweets, bottled water, sanitary products cleaning products and energy drinks. More so, it has a sugar factory in Masindi district and it also made a joint venture with Rap Ltd in Uganda and these two are in charge of the Riley Packaging Ltd and they deal in packaging materials.

All together Mukwano was chosen as the case study for this particular study because it has a number of attributes of the different products they put to the market and this makes the research at hand have a wide scope to explore.

## **1.2 Problem statement**

According to the Executive Director of Uganda National Bureau of Standards (UNBS) 2014, most goods especially food stuffs and soft drinks were expired, he adds on that the unscrupulous traders always want to take advantage of the seasons' excitement to dump their dangerous goods onto the market and with this customers are dissatisfied with the products thus he advised the customers to carefully scrutinize goods before buying thus they ought to look at the UNBS mark (the Q mark represents quality and the 'S' mark represents standard) this is normally for the locally manufactured goods to ensure that they have been certified.

According to the retention science (2014), due to bad customer service, customers are dissatisfied and this is noted in the research from the US small business administration and the chamber of commerce, it was noted that 68% of the customers leave because they are upset with the treatment they receive from the business and these customers don't leave quietly since they tell 9-15% of other people about their dissatisfaction thus bad customer service can hurt one's business. According to the management study guide (2013), wrongly customized products also dissatisfy consumers and this is highly caused by the communication gap

between the supplier and the consumers for example a consumer orders a product with specific qualities but instead gets a totally different product and with this, the customer will be completely dissatisfied and unhappy with the business at large.

Therefore, despite the product attributes which come along with the products awarded to the customers, the customers are not satisfied and thus this research is intended to investigate on the relationship between the product attributes which include the price, quality, reliability and safety of the product and customer satisfaction.

### **1.3 General objective**

To establish the effect between product attributes and customer satisfaction.

#### **1.3.1 Specific objectives**

- To assess the effect of reliability and safety of a product on customer satisfaction.
- To find out the effect of price of a product on customer satisfaction.
- To investigate the effect of the quality of the product and customer satisfaction.

#### **1.4 Research questions**

- What is the effect of reliability and safety of a product on customer satisfaction?
- What effect does price of a product have on Customer Satisfaction?
- What is the effect of the quality of the product on customer satisfaction?

#### **1.5 Hypothesis to the study**

Product attributes have a positive and significant effect on customer satisfaction.

### **1.6.1 Time scope**

The study was carried to find out the effect of product attributes and customer satisfaction between the years of (2014-2015).

### **1.6.2 Geographical scope**

The study used Mukwano Group of companies as the case study and it is located on Mukwano road plot 30 Kampala by-pass P.O.Box 2671 Kampala Uganda.

### **1.6.3 Content scope**

This study was mainly focusing on the effect of product attributes and customer satisfaction whereby product attributes is the independent variable and this was being assessed through reliability of the product, price of the product and quality of the product as its dimensions and Customer satisfaction is the dependent variable were its dimensions include the customer loyalty, customer care, repeated customers.

## **1.7 Significance of the study**

This study will have a great significance to a number of people and organizations at large as seen below. To the policy makers, the study will help them make laws which relate to the products being produced in the country in relation to their attributes and also make sure those products satisfy customers. To the organizations, this study will enable them know how to handle their customers and make sure that these customers stay loyal to the organization and the products they produce more so, the study will enable Mukwano group of companies to study the attributes of their products and also find out if their products satisfy their customers and also win them new customers in the market. The government will also use the study to

determine the tax base in relation to the price, quality reliability and safety of the products produced and those imported into the country in line with the customer satisfaction.

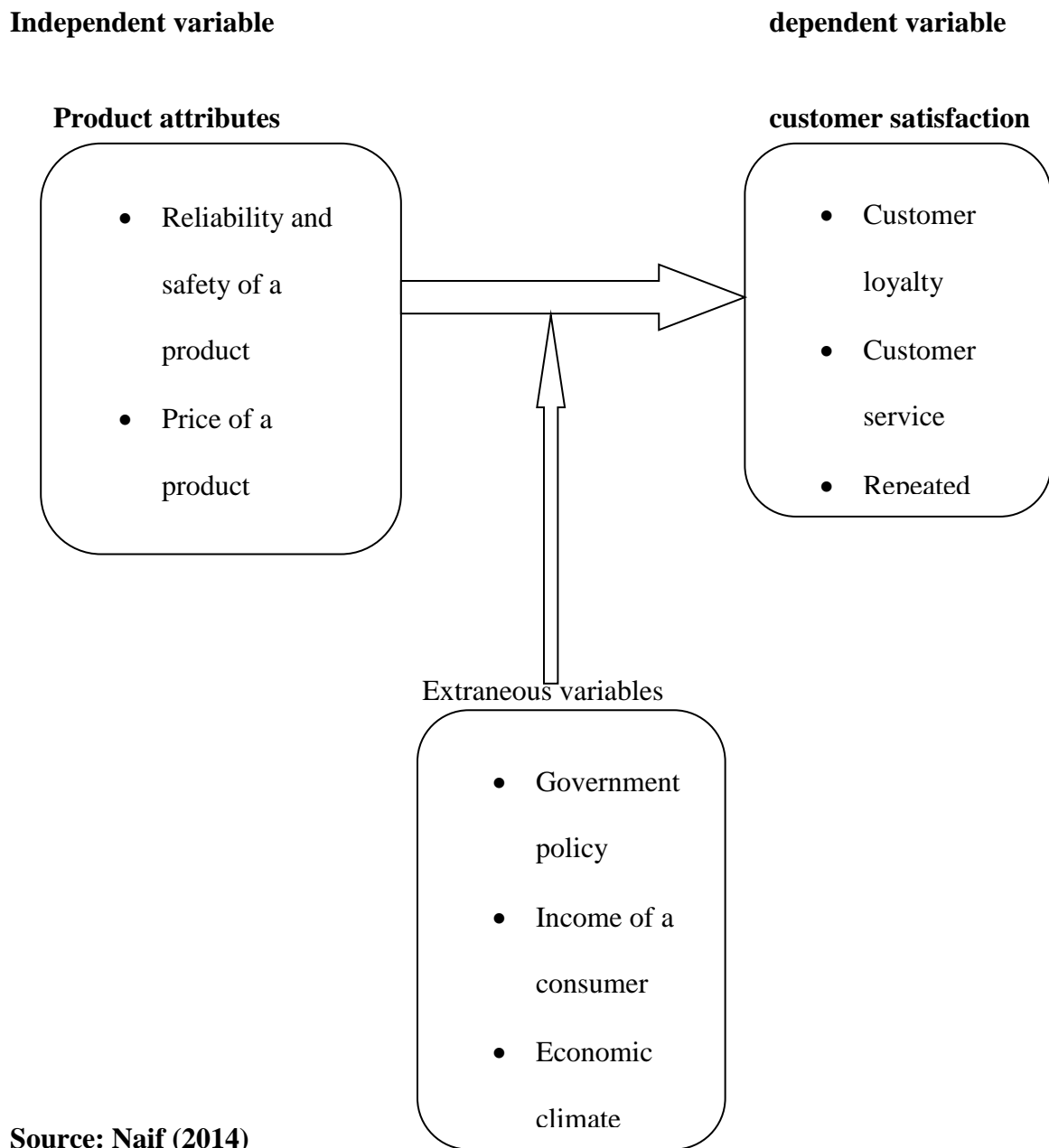
### **1.8 Justification of the study**

This study is justified because product attributes are considered to be an important vehicle to customer satisfaction, but the quality of the products in Uganda is deteriorating, with prices not reflecting the quality of the products. There seems to be little reliability and safety of the products. Therefore, if no study is carried out, customer's satisfaction will not be easily realized yet it's because the customers are satisfied with what is provided to them, that is why they keep coming back to that given spot more so tell others about their wonderful experience with that given product at hand and at the end of the day, businesses are established to satisfy customers.

### **1.9 Conceptual frame work**

According to Naif (2014) there is a clear relationship and a comparative significance of service quality and customer satisfaction and the behavioral purpose using multidimensional methods concluded that significant proportions of customer satisfaction are substantial, perceptible and responsive product quality, pricing and safety thus with this information the conceptual frame work was derived.

**Figure 1: Conceptual framework**



**Source: Naif (2014)**

The conceptual frame work above looks at three sets of variables that is to say; the independent variable which is product attributes with its dimensions which include the reliability and safety of the product, price of the product and quality of the product, the dependent variable which is the customer satisfaction with its dimensions which include customer loyalty, customer service sand repeated customers together with the extraneous variables which include government policy, income of the consumer and economic climate

and how they influence both the dependent and independent variables for example an extraneous dimension like the government policy can influence the price of a product (independent dimension ) and this can either win the customer loyalty (dependent dimension) or chase the customer because if the government sets fair prices for products, the customers will be satisfied and their loyalty will be won thus making the three variables have an influence on each other.

### **1.10 Operational definitions**

**Product attributes.** These are characteristics of raw material or finished goods which make it distinct from other products. Attributes include size, color, functionality, components and features that affect the product's appeal or acceptance in the market.

**Customer satisfaction** is the individual consumer's perception of the performance of the product or service in relation to his or her expectations.

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**Economic climate.** According to the economic dictionary, the economic climate is a general characterization of the overall mood of the global economies or of a regional economy which

captures the status of the stock market, the perception of the economy by consumers and the availability of jobs and credit.

### **1.11 Conclusion**

In this chapter, the researcher addressed a number of issues which included; background to the study, problem statement, general objective, specific objectives, research questions, research hypotheses, justification, significance, scope of the study, conceptual framework, operational definition of key terms and concepts. The researcher explained the conceptual framework and managed to get the sources.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

The rationale of the study is to find out the relationship between product attributes and customer satisfaction. The sources of literature are textbooks and internet and the procedure of literature review will include the overview of product attributes, overview of customer satisfaction and a review on the specific objectives

#### **2.1 Overview of product attributes**

The product attributes are used together with the variations of a product. Each attribute represents a characteristic of the product that can have different values. This study employed product attributes of reliability and safety of a product, price of a product and quality of a product.

Product attributes are explained as the physical properties of a product that are quantitatively and objectively measurable and include evaluative criteria including physical properties like quality, style, price among others Goode (2012). The product attributes are also inherent characteristics of a product as it is being manufactured that is why the add-ons are not attributes thus these attributes of a product are used in inventory counting, insurance claims, retail and third party pricing and reporting hence once one's products are assigned attributes, it is possible to update the costs and fees of many products at once based on their attributes.

According to Kotler and Armstrong, (2005) a product is defined as anything that can attract attention, acquisition, use or consumption to satisfy a want or a need. A product is a very

important element of the marketing mix and must be properly conceived and managed to meet the needs of the customers and achieve organizational goals.

Product attributes are those elements that influence consumer product choice and perform the functional features more so emphasize ease of use and also influence the basis of product categorization. Oyatoye, (2011). To help understand attributes of a product, let's put it in perspective for example if one is selling cars instead of eyewear, one might be inclined to describe and sort all products by means other than make and model. Thus the cars may be sorted by attributes of two-door or four- door model, convertible or hardtop, color and engine type together with all terms one may use to describe the details of the car and each of these terms is considered an attribute (Officemate Enterprise User's Guide, 2009).

According to Takashima (2010), there are two kinds of product attributes that are vertical and horizontal product attributes where by vertical product attributes represents attributes most customers agree upon when regarding a product's merits and demerits while horizontal deals with the attributes whose merits and demerits are evaluated differently by customers. According to Kokemuller (2014), product attribute leadership strategy emphasizes that offering unique product features and benefits to target customers is derived from the differentiation strategy where by effective attributes of a product work together to benefit the cause as to why customers buy a given product. Porter's differentiation strategy explains that the more unique the product attributes are compared to the competitors, the more market share the company receives in the market.

Grimsley (2014) states that the attributes a product are numerous and these enable the customer select the product that best matches his or her needs and wants. In the business world, the attributes of a product are tools that business uses to compete with his competitors in the market and this helps the business to use the strong attributes to their advantage in

building the sales and profits of the firm. The examples of product attributes include price of a product, quality of a product reliability and safety of a product among others.

### **2.1.1 Reliability and safety of a product**

Reliability is the consistency of the service performance which breeds dependability from the first time the service is correctly performed to the ability of the firm to keep its promises.

In the industrial space, reliability is a measure of how long a particular product operates without failure more to this every product has a finite service lifetime meaning that no product can continue normal service infinitely and when a product has broken down, the user may throw it away or repair it. The reliability of repairable products is recognized as reliability in a broad sense of the term and these repairable products, their serviceability or maintainability is another problem. In addition to this, reliability of the product design is becoming a serious concern for the manufacturing industry thus it's made up of three senses that is to say reliability of the product its self, serviceability of the product and reliability of the product design. Panasonic (2014) Reliability is quantified as MTBF (Mean Time Between Failures) for the repairable products and MTTF (Mean Time To Failure) for non- repairable products and due to this, a correct understanding of MTBF is important. MTBF refers to the average time between failures during useful life for repairable or redundant systems while MTTF refers to the average time to failure during useful life for components or non-repairable systems.

According to Zeithaml et al (2006) it is the ability to perform the promised service dependably and accurately. The Volvo Group Global (2014) term a reliable product as one which does not stop unexpectedly and the users feel safe when using that given product.

Reliability is the probability that a product will continue to work normally over a specified interval of time under specific conditions for example the mouse on your computer might have a reliability of 0.990 or 99% over the next 1000 hours. It has a 99% chance of working normally during this time which is obviously the same as saying it has a 1% chance of being faulty Andrew Taylor, (2011). A more reliable product spends less of the time being maintained so there is often a design tradeoff between reliability and maintainability. Reliability is extremely design sensitive. Very slight changes to the design of a component can cause profound changes in reliability which is why it is important to specify product reliability and maintainability targets before any design work is undertaken. This in turn requires early knowledge of the anticipated service life of the product and the degree to which parts of the product are to be made replaceable.

According to European Commission (2013), a safe product means any product which under normal or reasonable foreseeable conditions of use of the product concerned including the duration of use and where applicable, its putting into service, installation and maintenance requirements does not present any risk compatible with the product's use considered acceptable and consistent with a high level of protection of health and safety of persons.

Product safety can be improved when everyone involved in product regulation, manufacturing, supply, sale, and purchase and use work together and actively contribute to making sure that products are safe and used safely Ministry of consumer affairs (2005).

### **2.1.2 Price of a product**

The price is the amount a customer pays for the product. The price is very important as it determines the company's profit and hence, survival. Adjusting the price has a profound

impact on the marketing strategy and, depending on the price elasticity of the product. Often it will affect the demand and sales as well. The marketer should set a price that complements the other elements of the marketing mix. When setting a price, the marketer must be aware of the customer perceived value for the product. Three basic pricing strategies are: market skimming pricing, market penetration pricing and neutral pricing. The 'reference value' (where the consumer refers to the prices of competing products) and the 'differential value' (the consumer's view of this product's attributes versus the attributes of other products) must be taken into account Needham, (1996).

Before setting a price for a product, a company has to know the costs of running its business transactions. If the price for their product or service doesn't cover costs, their cash flow will be cumulatively negative, they will exhaust their financial resources, and the company will ultimately fail. To determine how much it costs to run a business, companies should include property and/or equipment leases, loan repayments, inventory, utilities, financing costs, and salaries/wages/commissions. The costs of markdowns, shortages, damaged merchandise, employee discounts, and cost of goods sold, and desired profits to your list of operating expenses should also be added.

Most important is to add profit in the calculation of costs. Profits should be treated as a fixed cost, like a loan payment or payroll. Since pricing decisions require time and market research, the strategy of many companies is to set prices once and "hope for the best." However, such a policy risks profits that are elusive or not as high as they could be.

Prices are generally established in one of the four ways which include;

- Cost pricing. The key to being successful with this method is making sure that the "plus" figure not only covers all overhead but generates the percentage of profit a company

requires as well. If the overhead figure is not accurate, a company risks profits that are too low.

- Demand pricing. This is determined by the optimum combination of volume and profit. Products usually sold through different sources at different prices-retailers, discount chains, wholesalers, or direct mail marketers-are examples of goods whose price is determined by demand. A wholesaler might buy greater quantities than a retailer, which results in purchasing at a lower unit price. The wholesaler profits from a greater volume of sales of a product priced lower than that of the retailer. The retailer typically pays more per unit because he or she are unable to purchase, stock, and sell as great a quantity of product as a wholesaler does. This is why retailers charge higher prices to customers.
- Competitive pricing. This is generally used when there's an established market price for a particular product or service. It is used most often within markets with commodity products, those that are difficult to differentiate from another. If there's a major market player, commonly referred to as the market leader that company will often set the price that other, smaller companies within that same market will be compelled to follow.
- Markup pricing. This is used by manufacturers, wholesalers, and retailers, a markup is calculated by adding a set amount to the cost of a product, which results in the price charged to the customer.

The price one charges for their product or service is one of the most important business decisions they make .setting a price that is too high or too low will at best limit one's business to grow and at worst, it could cause serious problems for one's sales and cash flows. In the small Biz view points (2012), pricing is taken to be both an art and science because there is no one right way to determine the price of products or services one is selling. Largely explained, the price is based on the value customers perceive to get from the product and what they are willing to pay for it.



According to Schindler, (2013) it is not the last number on the price, it is the first one that is perceived by the customer to be a fair price, by this he meant that customers cannot perceive a big difference between \$ 20 and \$ 25 yet they can perceive a big difference between the difference of the first numbers.

Xia et al. (2004) noted that customer's assessment on whether a seller's price is reasonable, acceptable or justifiable thus he noted that charging a fair price helps to develop customer satisfaction. This study is backed up by Herrmann et al. (2007) where he concluded that customer satisfaction is directly influenced by price perception, albeit indirectly through the perception of price fairness. The price fairness itself and the way it is fixed have a great impact on satisfaction.

According to Prof.P.Reed Montague, (2014) director of the Brown Foundation Human Neuro imaging laboratory noted that people enjoy a product more when they pay for it more than other products in the same industry and with this the decisions made by marketers have become more complex thus ought to step forward to neuro-marketing in which they can easily discover the opportunity for correction and improvements in marketing management decisions.

When improving sales, the most suitable price should be determined from the view point of the customers

### **2.1.3 Quality of a product**

According to the business dictionary product quality is defined as a group of features and characteristics of a saleable good which determine its desirability and which can be controlled by a manufacturer to meet certain basic requirements. Product quality is the product's ability to fulfill the expectations and needs set by end user thus the product must be able to work

reliably and perform all its functions. It is subjective because quality is always in the eyes of the beholder and objective because quality can be achieved by producing statistics and defining proper threshold values.

Quality is defined as the possibility of zero error rate that is to say the ability to produce a perfect product on the first try (Parasuraman et al 1985) thus this definition became a core definition of quality contained in the ISO 9001 standard (cf. CSN EN ISO 9001,2010). To customers, quality is when the decisions of the customers are meant with overall excellence or superiority of the product Zeithamal, (1996). Widespread approaches of Nenadal's teams understand quality as a degree to which satisfaction is met, measured by a set of inherent signs (Nenadal et al 2002).

According to Guyana National Bureau of Standards (2011), when a product fulfills the customer's expectations, the customer will be pleased and also consider the product to be of high and acceptable quality but when no satisfaction is got from a product, the product is perceived to be of a poor quality and to ensure product quality, the entire process of production must be established and streamlined until it gets in the hands of the customer.

According to Kalyan city (from 2008-2014) it's important for companies to focus on product quality before, during and after production if they are to stay in business. Furthermore, the quality of a product benefits both the customer and the business men as well. To a company, poor quality products affect customer confidence in purchasing that product and with this the sales of a product are low. On the other hand to the customers, satisfaction is not gained when the product is of a poor quality.

## **2.2 Overview of customer satisfaction**

Customer satisfaction is defined as the determinant that how much the firm's goods, maintained, services and improvements are capable of meeting the expectations of the customers. The customer satisfaction can be measured by various ways one of the way of measuring the customers satisfaction is the expectation of customers about the benefits and the cost association depends upon the experience of the past suggested by Mouri, (2005).

On the other hand it is through the life cycle of the relationship of the customer proposed by the Spath and Fahrnich,(2007).Consumer satisfaction is a key to a business's success. It indicates the positive emotion and experience of consumers toward businesses. Satisfied consumers also have a propensity to repurchase and recommend products to their families and friends. To achieve consumers' satisfaction, businesses must understand consumers' needs to be able to provide their products and services that meet or exceed consumers' expectations.

One of the major factors which influence the customer satisfaction is the quality of customer service. Customer service is not only an important factor of customer satisfaction in manufacturing industries but also in service firms. Tangibles, reliability, assurance, responsiveness and empathy are five dimensions that construct the customer service quality.

The customer satisfaction is also directly influenced by the price factor. The price fairness effect the customer satisfaction in a positive way but the perceived price fairness can be negatively affected by the customer's vulnerability (Herrmann et. al 2007). The customer perceives the price in accordance with the quality whose result end up in satisfaction or dissatisfaction (Oliver, 1999). Price reasonability also plays an important role in creating the customer satisfaction. The reason of customer switching to any other cellular industry is the price reasonability from where they get it they went there (Imran et. al 2010).The high,

unreasonable and unreliable pricing policies effect the customer satisfaction negatively. Customer wants the good quality products with reasonable prices which they can afford easily and if any firm provides this to the customer it will build long term good relation with the customer (Peng et. al 2006).

Satisfaction is a person's feeling of pleasure or disappointment that result from comparing a product's perceived performance to expectations if the performance falls short of expectations, the customer is dissatisfied but when it matches expectations, the customer will be satisfied and at that point when it exceeds the customer's expectations, the feeling of delightness is achieved. Marketing literature has focus on improvement of customer satisfaction. According to Khan, (2012) satisfaction can be obtained when what is expected is acquired that is to say if the supply of a firm is according to the expectations of customers, they will be satisfied simply because the amount of high or low satisfaction depends upon the level of supply that meets the level of expectation or fall above or below that level .Customer satisfaction is the sense of contentment that customers experience when comparing their introductory expectations with the actual quality of the required product Krivobokova(2009).

According to Xiao and Tang (2009) customer satisfaction is the necessary foundation for the company that is why for any company to retain the existing customers, they have to make sure that customers' expectations are achieved and with this an attachment to the product will be got by the customers thus in the long run they will consume only products made by that given company and this is too valuable to the company's existence.

According Kotler and Keller (2012), many companies are systematically measuring how well they treat customers, identifying the factors shaping satisfaction, changing operations and marketing products as a result but for wise firms, customer satisfaction is measured regularly because it is the key to customer retention. A highly satisfied customer becomes loyal to the

company products or brand and pays less attention to the new brands or products of other companies in that given market that is why greater customer satisfaction has also been linked to higher returns and lower risks in the stock market.

Kotler and Armstrong (2006), put in out clearly when they point out that customer satisfaction depends on the product's perceived performance relative to a buyer's expectations that is why if the product's performance falls short of expectations, dissatisfaction arises but when it matches expectations, customers are delighted and with this study, outstanding marketing companies go out of their way to keep important customers satisfied because most studies show that high customer satisfaction leads to greater customer loyalty which in return results into better company performance.

To be up to the mark and successful, smart companies have tried to achieve customer satisfaction by delighting customers with products that they can deliver and while delivering, they give out more products than expected and far from what they had promised and with this, the delighted customer not only makes continues purchase but also becomes an evangelist for the good experience he or she had with the product Kotler and Keller, (2006). In other words, customer value and customer satisfaction are the key building block for developing and managing customer relationship. Customer satisfaction is also a key factor of customer desires for future purchase Mittal & Kamakura, (2001).

### **2.2.1 Customer loyalty as a measure of customer satisfaction**

Customer loyalty is the most precious intangible assets of a company. High loyalty is not only the key of company competition to win, but also the fundamental guarantee of company's stability. In the era of service economy, improving the service quality has always been considered as one of the effective ways to improve customer loyalty. To a large extent, service

quality can affect customer loyalty to the company. The influence can be direct, and it can also be indirect.

Oliver, (1997) suggested that customer loyalty is the customer's deep commitment to the partial products and services, the customer will purchase the product consistently and stick to a same brand or a series of products or service that belong to one brand. And the customer will not transfer to other brands under the influence of the change of market situation and the competitive marketing power. It can be divided into attitude loyalty and behavior loyalty.

Gronholdt et al. (2000) pointed out that the customer loyalty is composed of four indexes; including the customer repurchase intention, price tolerance, willingness of recommending company or products to others and customer's cross-buying intention. Yan (2011) suggested that no matter the evaluation from multidimensional or overall, the connotation of customer loyalty should not only reflect the customer's behavior characteristics (such as repeat purchase), but also the emotional characteristics of customer loyalty (such as customer's love of for products or service, and the love should be positive, active and sustainable).

Customer loyalty includes two aspects: attitude loyalty and behavior loyalty. Attitude loyalty refers to a positive psychological tendency that customers have to enterprise's products or service; behavioral loyalty refers to the customer's repeat purchase behavior.

Customer loyalty is defined as the willingness of a customer to maintain their relations with a particular firm's service or product Khan, (2012). But in reality, loyalty should be explained as a commitment to do dealing with a particular firm buying their products and services as well as referring it to colleagues. Customer loyalty is a complicated concept and According to the oxford dictionary, it is the loyalty is defined as a state of true to allegiance although the mere repeated purchase of customers has been mixed with the above mentioned definition.

According to, Kotler and Armstrong (2011), by tradition, customer loyalty is divided into two components that is to say one is based on behavior and the other is based on attitudes. Rauyruen and Miller, (2007) also explained that customer loyalty as a merged concept of behavioral loyalty which is the willingness of a person to repurchase from a given company. Customer loyalty got by a company can lead to a number of great success as well as a high sale in the market.

According to Lin and Wang (2006) customer loyalty plays a vital role to achieving competitive advantage in a given market share. Rauyruen and Miller,(2007) says that companies can maximize the level of profitability by providing safe and sound products to their loyal customers because this kind of arrangement can nail someone to forget about the other existing companies in place. More to this, the cognitive approach was introduced whereby the behavioral and attitudinal approaches all relate to customer loyalty and in this approach, the first product or service which comes to the mind of a person while making the decision for purchase amongst all other products means that one is loyal to that product Ostrowski et al. (1993) and Bloemer (1999).

According to Pepper and Rogers cited in Kotler and Keller's (2012), creating loyal customers is at the heart of every business and the only value a company will ever create is the value that comes from customers that is to say the ones they have now and the ones they will have in the future that is only because customers are the only reason why people build factories, hire employees or engage in any business activity because without them, one has no business.

According to Jahanshahi et.al (2011) the ultimate objective of the customer satisfaction measurement should be customer loyalty because actual satisfaction fosters loyalty to the extent that is prerequisite for maintaining a favorable relative attitude and for recommending and repurchasing from the supplier.

Building customer loyalty is not a choice for business but it is the only way of building sustainable competitive advantage although there is no definite rule to create customer loyalty, there are studies which enable businesses to have and win customer loyalty these include; firstly focus on key customers, then generate high level of customer satisfaction with every interaction proactively, understand customer needs and demand, respond to them before the competition does, then develop closer ties with the customers and lastly create a value perception Jahanshahi et.al (2011).

According to Chalotra (2012) customer loyalty and customer satisfaction have great lengths to improving revenue acquisition for one's business thus loyal customers are those individuals who remain clients of their original supplier even if a competitor proposes more advantageous conditions . Lejene (2001) mentioned that churn management consists of techniques that enable firms to keep their profitable customers and it aims at increasing customer loyalty.

### **2.2.2 Customer service as a measure of customer satisfaction**

Customer service is the provision of service to customers before, during and after a purchase of a good. The perception of success of such interactions is dependent on employees "who can adjust themselves to the personality of the guest" Buchanan & Leigh, (2011). Customer service is also often referred to when describing the culture of the organization. It concerns the priority an organization assigns to customer service relative to components such as product innovation and pricing. In this sense, an organization that values good customer service may spend more money in training employees than the average organization, or may proactively interview customers for feedback.

From the point of view of an overall sales process engineering effort, customer service plays an important role in an organization's ability to generate income and revenue Paul, (1998).

From that perspective, customer service should be included as part of an overall approach to



systematic improvement. One good customer service experience can change the entire perception a customer holds towards the organization (Mittal et. al 2008).

The customer's satisfaction and trust are influenced by the perceived customer service. The high quality customer service will have a positive impact on the customer satisfaction. When the customers will not get the quality of service which they were expecting before the purchase, their trust will shake, which in turn makes the customer dissatisfied and this ends up in customers switching to other service providers. For building long term good trust worthy relation with the customers the firms should provide the customers what they need and want.

Dall et. al (2004), have argued that the quality and level of customer service has decreased in recent years, and that this can be attributed to a lack of support or understanding at the executive and middle management levels of a corporation and/or a customer service policy. To address this argument, many organizations have employed a variety of methods to improve their customer satisfaction levels, and other key performance indicators.

Customer care is the same as customer service and this is an organization's ability to supply their customers' needs and wants. It is also a provision of service to customers before, during and after a purchase. It also means serving the customer involving contact with the customer be face to face or even indirect contact like dealing with their complaint letters.

According to Sivadas (2002), customer service is a series of activities designed to enhance the level of customer satisfaction that is to say that a product or service has meant one's expectations. Customer service can be expressed in personal and interpersonal skills for example communication skills, listening skills, gestures, telephone etiquette among others.

According to Turban et al (2002), customer service is a series of activities designed to enhance the level of customer satisfaction thus it is the feeling that a product or service has

met the customer's expectations. Customer service may be provided by a person for example sales and service representative or by automated means called self-service.

Customer service is one of the organizational processes which companies perform considering the growing competition and for attracting entrepreneurial opportunities for increasing profitability and better access to the market and increasing the customer satisfaction Leon (2010), more to this, customer service also has a great importance of increasing product quality, gaining competitive advantage in the market, gaining profitable opportunities and as a result it increases sales and income in the organization.

To Newby and McManus (2000), excellent quality of customer service is based upon not just the knowledge and skills of individuals but also upon the way the organization as a whole from up to the bottom management pulls in the same direction and presents a clear positive message to customers which increases their customer satisfaction towards the product and the organization at large. Newby and McManus add on that excellent customer service involves top management leadership, customer focused procedures, corporate quality standards, consistent marketing messages, middle management support and individual knowledge and skills.

### **2.2.3 Repeated customers as a measure of customer satisfaction**

According to Wuorio (2014), different expressions are used mostly the hospitable ones to win repeated customers for example "Don't be a stranger now" among others this is because customers who make repeated purchases are essential to the survival of the small- businesses yet for the entrepreneurs, its believed to understand how to build a base of customers who return to one's business time and again because the repeated customers cost less than new

ones. Studies show that it's less expensive to bring back existing customers than it is to attract new ones.

According to Holiday (2014) capturing repeated customers is the magic of growth hacking that is why marketers focus almost exclusively on more than customers and are willing to spend much for them and this is through the promotions made for products among others.

A repeat purchase made is an important customer behavior because as these customers keep on buying the products repeatedly, it's the only way a company can raise enormous profits from the business and profit maximization being the aim of starting business, repeated customers are important for the growth of any business in place and should therefore be valued. Although, repeated purchase has been criticized due to lack of a conceptual basis of a dynamic process Caruana, (2002) and this is because the low frequency of a repeated purchase of a special service or product may be resulted from different situation factors such as non-availability or absence of the providers among others.

The existing customers are the easiest segment to target with marketing campaigns not only do you have their contact information; they already have positive engagement with your brand or product. According to Kotler and Keller (2012) allows you to identify customer segments based on purchase history so that you can target them with offers, promotions, email marketing and retargeting.

### **2.3 Actual review of literature**

This part in the literature review shows the relationship between the dimensions of the independent variable together with the dependent variable. According to Kotler Armstrong (2006), the key factors that affect customer satisfaction and which can be used to measure

customer satisfaction include product quality, the price of the product and the image of that given product.

### **2.3.1 Reliability and safety of a product on customer satisfaction**

According to Verma Ajit Kumar et.al (2010), reliability and safety are the core issues that ought to be addressed throughout the life cycle of engineering systems. Reliability and safety engineering presents an overview of the basic concepts together with simple and practical illustrations.

Bansalss and says that to produce safe products one ought to account for their exceptional output of successful production and positioning of new products to compliment best practices. According to McLaughlin (2010) product safety theory concept says that manufacturers and designers must anticipate any potential harmful cognizance of the safety issue thus to minimize the threat to the consumer and this satisfy consumers who use those given products.

The production of enhanced safety products not only satisfy consumers but has greater propensity for minimizing cost associated with recalls and accidental acts resulting from product defects as consequences of intentional production or measuring of inferior goods and services to the public Kranikov, Jayachandran and Kumar ( 2009).

Product reliability and safety are related and according to Andrew Taylor (2011), if a product is performing a safety- critical role, then failure of a key component can have dire consequences. Enhanced product safety boosts customer satisfaction and loyalty at great lengths and also improves revenue acquisitions for business Chalotra, (2012).

McLaughlin (2010) adds on that customer satisfaction uses product safety concept theory and posited that manufacturers and designers must anticipate any potential harmful consequences when they introduce a product as their cognizance of safety issues minimizes the threat to the

customer thus they ought to take caution on what happens to the products they send to the market.

According to Anders (2005), to avoid safety issues and costly redesigns after a product enters the market, it is important to consider the end users in their environments of use early and throughout the development and design of a drug product.

### **2.3.2 Price of a product on customer satisfaction**

According to Xia et al. (2004), price fairness refers to customer's assessment of whether a seller's price is reasonable, acceptable or justifiable. Factors affecting customer satisfaction found out by some unnamed authors included that "charging a fair price helps to develop customer satisfaction and loyalty" this study is backed by Herrmann et al (2007) which concluded that customer satisfaction is directly influenced by price perceptions that customers perceive thus when they perceive the prices to be good and favorable, they are satisfied on the other hand when they perceive them to be unfavorable, they will be dissatisfied.

Anders (2005) found out that price reasonability and consumer satisfaction are significantly associated with each other the customers can switch to any other cellular service provider who offers fair prices thus this reveals that the customers can be hold on to for a longer duration by offering them the fair prices hence the customer satisfaction is caused by the fairness of the price. Peng and Wang (2006) proposed that for buying the product and services, the customer has to pay some price which is the financial cost for the customer.

Price is the important factor which persuades the customer decision for buying the products and services thus perceive price plays a vital role in deciding from whom to get service. Every consumer has their own needs and wants which are different from the others and this factor influences the extent to which they want to pay for the goods and services thus for the same

products and services, the price perceptions of every customer differentiate from others and the customers who perceived high prices may affect their purchasing possibilities. Price is a very popular tactic for customer satisfaction. Customers will indicate higher levels of satisfaction when they get a better deal (pay less price) relative to a comparison other than they will when they pay more for relative worse deal. They thought they paid less than the published price for that item if the customer is satisfied. Matzler et. al (2006 p. 181) as cited by Hell strand (2013), in the hotel industry, people expect to receive high level of service when they pay more for the product or service and this automatically shows that customers attach price to satisfaction.

The price is mostly judged by the consumers in accordance to the service quality which in turn creates the satisfaction or dissatisfaction Oliver (1997) and this depends on the principle of equity where by the consumer wants to deal with the service provider in the case when prices being perceived by the consumer's price fairness. To Malik et al (2012), there are two ways in which the price perception can be calculated one is by price reasonableness which tells that how the consumers perceive the price while relating to the competitors while the second one is value for money that involves comparative position of the service provider according to the price. According to Zeithaml et.al (1996, 116-128) the customers' use of price as a signal to quality depends on several factors, they are accessibility of services cues to quality, brand names that offer evidence of a company's level of advertising and risk associated with the service purchase.

Usually when the price is high, customers expect higher quality and better services. On the hand, when prices are low, customers may doubt the quality of the service or product being offered thus when companies use the price promotion tactic for example volume discounts,

holiday sales among others, they should be very careful about their product image and how customers respond to their products and services.

### **2.3.3 Quality of a product on customer satisfaction**

According to Meirovich and Bahnam 2008, the quality of a product is highly responsible for the satisfaction a customer gets from a product or service simply because one's expectations with quality have been met. In response to Anders (2005), customer service quality directly affects satisfaction and satisfaction directly affects the positive behavioral intentions of customers that is why the quality of a product has a high influence to customers being satisfied.

According to Augus (2000) cited by Zvidzai, (2014), implementing total quality management could improve the company's customer satisfaction this is best done by including customer's needs in the development of the product, process and service.

Product quality has an impact on customer satisfaction over a long term whereby a satisfied customer influences profitability positively through the purchase of a quality product thus he or she has to be attracted and held to the product Anderson, Mittal (2000). Quality both perceived and technical affects customer satisfaction and companies examine that satisfaction and might react to it by innovating products to increase customer satisfaction further.

Every company ought to fight and struggle to reach the optimal level of quality of its products to meet the expectations of their customers that is why to achieve customer satisfaction, it is crucial for companies to make a product that fulfils the customer requirements. Quality also looks at the ability to satisfy requirements of customers, with customer satisfaction being determined by transaction –specific and cumulative concepts. The transaction-specific concept defines customer satisfaction as an evaluation of a particular purchase opportunity following a

prior selection of the product. The cumulative concept on the other hand determines customer satisfaction as an overall evaluation of a complete purchase and the experience of a consumer with that particular good or service over a specific time period (Anderson et al 1994).

## **2.4 Conclusion**

In conclusion, chapter two was mainly looked at the product attributes and their relationship on customer satisfaction and in this case different dimensions were identified for those variables. For the case of product attributes, the quality of a product, price of a product and reliability and safety of the product were looked at in relation to customer satisfaction while for customer satisfaction, dimensions like customer loyalty, customer service and repeated customers were looked in depth and with all this information it was identified that there is a relationship between the independent and dependent variable.



## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0 Introduction

This chapter of the methodology showed a drafted plan of how the study was to be conducted. It included the research design, study population, area of the study, the sample size, sampling techniques, methods of data population, data analysis and presentation, quality control, ethical consideration and also the study limitation.

#### 3.1 Study design

In this study, the researcher used a case study design which allowed the understanding of the context of the research to the researcher, the questionnaire also generated answers to the questions what, when and how that were raised by the researcher. Since the study was a descriptive research, the survey design was also used by the researcher.

In this study, both the qualitative and quantitative approaches were used by the researcher this is because the researcher intended to put the study in both statistical and narrative forms furthermore, the study was both deductive and inductive. The qualitative approach was used because according to Kirk and Miller (1986), it has the ability to interact with the research subjects in their own language and on their own terms. More still, according to Bogdan and Taylor (1975): Patton (1980), the qualitative approach provides a holistic view of the phenomena under investigation.

According to Kealey and Protheroe (1996), the quantitative approach was used for this research because it eliminates and minimizes subjectively judgment in the research at hand. Secondly, the quantitative method also helps in achieving high levels of reliability of gathered

data due to controlled observations, laboratory experiments, mass surveys or other form of research manipulations Balsley (1970).

### **3.2 Area of the study**

The study area was Kikuubo shopping center on Namirembe road near the new taxi park and this enabled the researcher to get information directly from the wholesalers, retailers and the final consumers of Mukwano products and this captured a wider view of information in relation to the case study.

### **3.3 Study population**

A study population is the study of a group of individuals taken from the general population who share a common characteristic for example age, sex among others. According to Rosenbaum (2001), once a study population is identified then the researcher needs to select individuals from the target population to be part of the sample that participates in the research study. In Mukwano Group of companies, the total population of their customers is approximately 70 persons who directly buy from them.

### **3.4 Sample size**

A sample comprises some members selected from the population. The sample size chosen enabled the researcher to get accurate results about the study. For sampling theory to be valid, the researcher made sure the samples chosen represent the population that is why a model by Krejice and Morgan (1970) was used to discover the sample population and the sample size of 59 respondents was obtained for the 70 persons that make up the population. The Slovin's standard error factor was used in determining the accuracy of the sample chosen and its illustrated as  $n = \frac{N}{1+N(e)^2}$  Where  $n$ = sample size,  $N$  = total population,  $e$ = confidence level or desired margin of error at 0.6 level of confidence.

### **3.5 Sampling techniques/ approaches**

The researcher used the non-probability sampling which is where elements in the population do not have any probabilities attached to their being chosen as sample subjects. Techniques like purposive sampling where information will be got from specific target groups were used together with the convince sampling where information was collected from members of the population who are conveniently available and willing to provide it.

### **3.6 Unit of analysis**

A unit of analysis is the major entity that is being analyzed in a study. It is what or who that is being studied and includes individuals, groups among others. Under the organization, the researcher targeted the customers who use the products and they enabled the researcher to get a clear understanding about the study.

### **3.7 Unit of inquiry**

A unit of inquiry is a way to represent the process of problem solving. For this study, the researcher relayed on the customers of the organization to get the relevant information for the study.

### **3.8 Data sources**

The study used primary data collected using self-administered questionnaires. One of the major advantages of using primary data is that it is original and got from the right sources of persons and in this case they were the sample population.

### **3.9 Data collection tools**

This study employed one data collection tool which was a researcher-administered questionnaire presented to the customers of Mukwano in which a sample population was chosen to ensure a high response rate. This enabled the respondents to get clarity on issues that were not well understood. The questionnaire had closed ended questions because closed ended questions give specific and personalized responses, which were necessary for the study of quantitative variables.

### **3.10 Data processing and analysis**

The data collected from the questionnaires was sorted and coded using SPSS software. This involves assigning of numbers, to classify responses into a limited number of categories that were appropriate to the research problem and research question. The data was entered into SPSS software version 16.0 which analyzed the data using frequency tables, pie charts, and bar graphs. Descriptive statistics were generated and interpreted and then correlation analysis was also conducted to answer the research questions of this study.

### **3.11 Quality control**

According to Roe (2013) the term quality control refers to the efforts and procedures that researchers put in place to ensure the quality and accuracy of the data being collected using the methodologies chosen for a particular study. In this study, the researcher used the reliability and validity test.

### 3.12 Reliability and validity of data collection instruments

#### Reliability test.

Reliability of a measure according to Neuman (2012) indicates the extent to which the instrument being used is without bias or error and also ensures consistent measurement across time. This concept enabled the researcher to assess goodness of the measure thus when one's results are 0.6 and above, they are reliable according to Cater (2006) (these are alpha values). The questionnaires used in this study ought to be reliable and to ensure their reliability, this was computed scientifically using the SPSS software as seen below

DIMENSIONS	ALPHA VALUES
Reliability and Safety	0.869
Price	0.708
Quality	0.815
Customer Satisfaction	0.730

In conclusion the research is in agreement with Cater and the alpha scale he gave since the values got and greater than 0.6 and with this, the research is reliable.

#### Validity test.

Validity indicates the level of ability of the scale to measure the intended concept more so, the extent to which a test chosen accurately measure what it purports to measure. To ensure validity in this study, the researcher used an approach called the content validity index and According to Yaghmale (2003), the content validity index helps to ensure construct validity and also give confidence to the readers more to this it is the degree that an instrument covers the content that it is supposed to measure the content validity index (CVI) was computed and

the following results were obtained. Out of the 30 questions that were formed, 24 questions were approved to be true and were used as the questions and the percentage got is as follows.

$$24/30*100= 80\%$$

And with this, the research is valid.

### 3.13 Measurement of variables

The likert scale was used while measuring the variables at hand and in this case the questions asked for each dimension based on the likert scale as shown below.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

This enabled the respondents tick accordingly to what they considered in relation to the question asked.

### 3.14 Ethical consideration

According to the oxford English dictionary online (2007) ethical behavior is defined as being “in accordance with the principles of ethics, morally right, honorable, virtuous, decent thus define ethics as the whole field of moral science. Blaxter et al (2001) covers the subject of research ethics within data collection and shows widely relevant ethical challenges that can be identified in ethics they include;

Conflict of interest, this is between the researcher and the researched thus with all information the researcher obtained, the researcher had to acknowledge all the works of the people used in this study that is to say the works used were clearly be cited and acknowledged .

Voluntary participation was considered while carrying out this research for example in the questionnaires, no respondents were forced to take part in the exercise but it was all out of one's own will.

A formal introduction was made by the researcher to the organization where the information was collected together with authority from the university the researcher was from whereby a letter of data collection was given to the researcher to collection all the information needed for the research.

The respondent's confidentiality was maintained by not asking for the respondent's names as they answered the questions and with this no one had the fear to be traced after they had answered the questions in a way that relates to their situation with the products of Mukwano group of companies.

### **3.15 Study limitations**

Study limitations are the characteristics of methodology that impacted or influenced the application of the study.

In this research, the researcher was faced with a problem of limited time to carry out the research and since it was also the first time for the researcher to carry out this research, it was quite challenging to the researcher thus to control this problem, more research would be carried out on this given topic of research.

The researcher was also faced with the problem of illiteracy levels of some respondents and due to this problem some even feared to write on the questionnaires given to them but for this obstacle, the researcher helped them write as they gave the answers to the questions asked.

In the case of low response, the researcher was tolerate and patient since data collection is not an easy exercise and did all it took to get responses from the respondents.

### **3.16 CONCLUSION**

This conclusion summarized all the relevant instruments that are to be used in chapter four and the tools will be explained in depth in the following chapter.



## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.0 Introduction

This chapter presented, analyzed and discussed the regression findings of the models specified in chapter three. As indicated earlier, the purpose was to establish the effect of product attributes on customer satisfaction on the products, case study of Mukwano group of companies.

#### 4.1 Response rate

The response rate from the respondents was 100% whereby all the questionnaires given out were collected from the people they were given and they were fully answered. In this research, 59 questionnaires were given out and 59 questionnaires were answered.

#### 4.2 Bio data

The Bio- data indicates the different findings about the respondents who managed to answer the questionnaires that is to say their gender, age bracket, years they have used the Mukwano products, findings about their regularity to purchase the products and also their purpose of purchasing these given products.

##### 4.2.1 Gender of Respondents

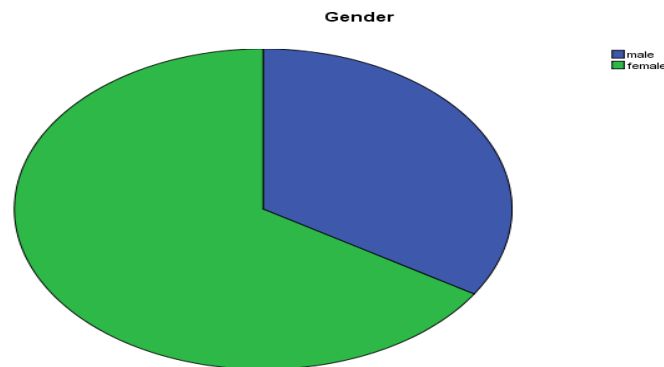
**Table 4.1: Gender of respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	20	33.9	33.9	33.9
female	39	66.1	66.1	100.0
Total	59	100.0	100.0	

**Source: Primary data (2016)**

The major participants in this exercise were both male and female whereby the male had a frequency of 20 out of the 59 questionnaires and their percentage was 33.9% the females had a frequency of 39 out of the 59 questionnaires and their percentage was 66.1% and this made the females to be the major participants in this exercise. This information is further addressed by the show of the pie chart below.

**Figure 2: Gender of respondents**



**Source: Primary data (2016)**

#### 4.2.2 Age bracket

**Table 4.2: Age bracket of respondents**

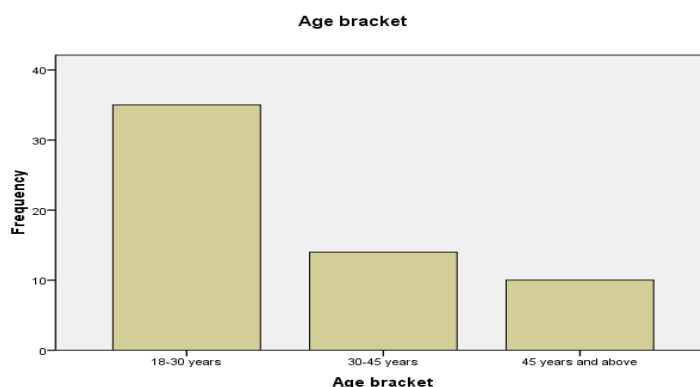
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 years	35	59.3	59.3	59.3
	30-45 years	14	23.7	23.7	83.1
	45 years and above	10	16.9	16.9	100.0
	Total	59	100.0	100.0	

**Source: Primary data (2016)**

In this exercise, the age bracket varied from the 18-30 bracket, 30-45 bracket and those who were above 45 years and with the findings, the age bracket of those between 18-30 had the

highest responses with a percentage of 59.3% and the least was the age bracket of 45 years and above with the percentage of 16.9%. This information is further explained in the bar graph below.

**Figure 3: Age brackets of respondents**



**Source: Primary data (2016)**

#### 4.2.3 Years of product usage

**Table 4.3: Years of product usage**

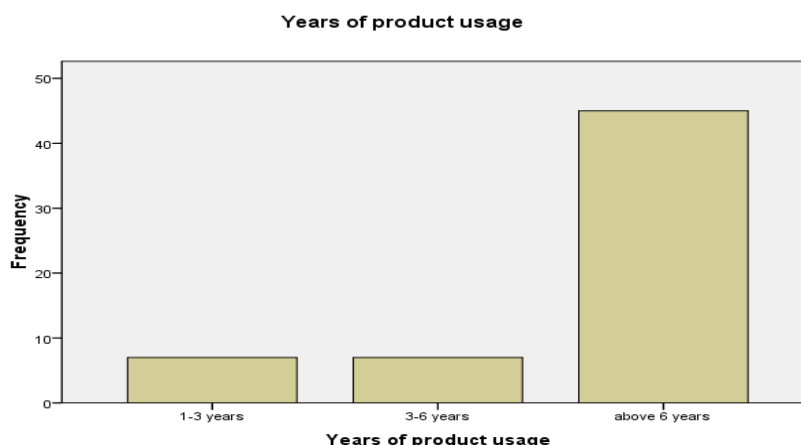
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-3 years	7	11.9	11.9	11.9
3-6 years	7	11.9	11.9	23.7
above 6 years	45	76.3	76.3	100.0
Total	59	100.0	100.0	

**Source: Primary data (2016)**

The evaluation of the period of those who use Mukwano products was divided into those who have used the products for 1-3 years, 3-6 years and those who have used these products above 6 years and this is described in the table and graph where by those respondents who are above 6 years were found out to be the majority with a percentage of 76.3%, those that are between

1-3 years and 3-6 years have the same percentage of 11.6% thus showing that Mukwano products are used by many people for a long time this further described in the graph below.

**Figure 4: Years of product usage**



#### 4.2.4 Regular purchase of a product

**Table 4.4 Regular purchase of products**

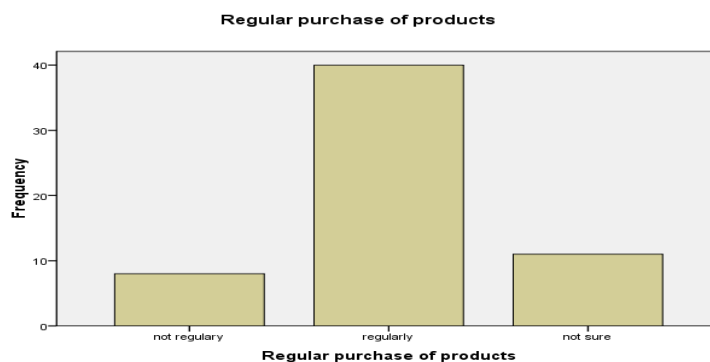
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not regularly	8	13.6	13.6	13.6
regularly	40	67.8	67.8	81.4
not sure	11	18.6	18.6	100.0
Total	59	100.0	100.0	

**Source: Primary data (2016)**

From the findings carried out, it was found out that most of the respondents purchase Mukwano products regularly and from the sample of 59 respondents 67.8% of those respondents purchase the products on a regular basis while 13.6% of them do not purchase them regularly while 18.6% of them were not sure about what they purchase Mukwano

products or other products with the same usage and this is further described in the figure below.

**Figure 5: Regular purchase of products**



**Source: Primary data (2016)**

#### 4.2.5 Purpose of purchasing the product

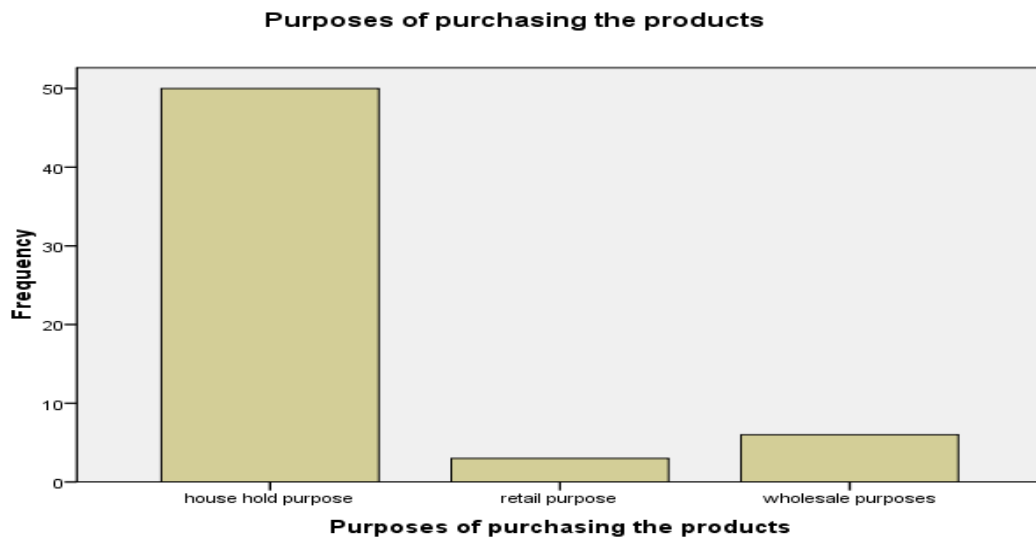
**Table 4.5: Purposes of purchasing the products**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid house hold purpose	50	84.7	84.7	84.7
retail purpose	3	5.1	5.1	89.8
wholesale purposes	6	10.2	10.2	100.0
Total	59	100.0	100.0	

**Source: Primary data (2016)**

Basing on the findings, from the sample of 59, 84.7% of the respondents purchase Mukwano products with the purpose of using them at home while 5.1% of the respondents purchase them for retail purposes and 10.2% of the respondents purchase the products for wholesale purposes and this is evidenced in the table and graph below.

**Figure 6: Purpose of purchasing the products**



### 4.3 Descriptive statistics on Reliability and safety

**Table 4.6: Descriptive Statistics on Reliability and Safety of products**

	N	Minimum	Maximum	Mean	Std. Deviation
The products are safe for consumption	59	1.00	5.00	3.9831	1.18163
The product are long lasting	59	1.00	5.00	3.9492	1.00728
The products are licensed by UNBS	59	1.00	5.00	4.3898	1.03419
The products are of good quality	59	1.00	5.00	3.9492	1.13599
The products are easy to maintain	59	1.00	5.00	4.0678	.96248
Valid N (listwise)	59				

**Source: Primary data, (2016)**

From the findings, a likert scale was used to analyze the findings of whether the Mukwano products are reliable and safe for consumption and this is show below.

#### **4.3.1 The products are safe for consumption**

From the 59 respondents, a standard deviation of 1.18163 was obtained which showed that respondents gave varying answers for this given question. The mean obtained from the respondents was 3.9831 which showed that most respondents were neutral about the products being safe for consumption some agreed while others disagreed. According to McLaughlin (2010) product safety theory concept says that manufacturers and designers must anticipate any potential harmful cognizance of the safety issue thus to minimize the threat to the consumer and this satisfy consumers who use those given products and with this connection and with the obtained results, there is an agreement between what McLaughlin said and what was obtained from the respondents.

#### **4.3.2 The products are long-lasting**

Basing on the findings, a standard deviation of 1.00728 was obtained and this shows that the respondents gave varying answers for this question more to this, the mean got was 3.9492 which showed that the respondents were neutral and this shows that some allowed that the products are long-lasting while others were silent about it.

#### **4.3.3 The products are licensed by UNBS**

The findings show that from the 59 respondents, the mean of 4.3898 was obtained which showed that most respondents are in agreement that the products are licensed by the UNBS more to this, a standard deviation of 1.03419 was got which showed that most of the answers given for this particular question were varying and different from each other thus according to the Executive Director of Uganda National Bureau of Standards (UNBS) 2014, most people sell products but when these products are not licensed but with our findings, Mukwano products are allowed on the market since they are licensed before they come on board.

#### 4.3.4 The products are of good quality

Basing on the response from the sample of 59 respondents, a standard deviation of 1.13599 was obtained and it showed that the responses given varied and a mean of 3.9492 was also obtained and this meant that most people were neutral about the question.

#### 4.3.5 The products are easy to maintain

With the findings above, the respondent's answers varied with a standard deviation of 0.96248 and the mean was 4.0678 which show that the respondents agreed to the Mukwano products being easy to maintain and with this it's a good response for the Mukwano group of companies.

#### 4.4 Descriptive statistics on price of a product

**Table 4.7: Descriptive Statistics on price of a product**

	N	Minimum	Maximum	Mean	Std. Deviation
The products are affordable	59	1.00	5.00	3.8814	1.08413
The products can be obtained at a discount	59	1.00	5.00	3.4068	1.19075
The competitors' prices are unfavorable	59	1.00	5.00	3.1356	1.22415
The price persuades the customers to purchase	59	1.00	5.00	3.5932	1.11601
The price of the product satisfy the customers	59	1.00	5.00	3.8644	1.12123
Valid N (listwise)	59				

**Source: Primary data, (2016)**



The table above is about the price of the product; the questions were answered and below are the additional interpretation of the questions answered by the sample population.

#### **4.4.1 The products are affordable**

From the 59 respondents who answered this question, a standard deviation of 1.08413 was obtained which shows that the responses to this question varied and the mean of 3.8814 was obtained for this question which means that the respondents were neutral about these products being affordable.

According to Xia et al. (2004), price fairness refers to customer's assessment of whether a seller's price is reasonable, acceptable or justifiable and basing on the response of the respondents, the customers of Mukwano take the products of Mukwano to being affordable products in the market.

#### **4.4.2 The products can be obtained at a discount**

The responses got were varying given the fact that they obtained a standard deviation of 1.19075 and the mean was 3.4068 which showed that the sample population was not sure about the receiving the products at a discount.

#### **4.4.3 The competitor's prices are unfavorable**

Looking at the sample of the 59 respondents who answered this question, a standard deviation of 1.22415 was obtained and this shows that there was a variation with the way the questions were answered more so, a mean of the sample population was 3.1356 which shows that customers are not very sure about the competitors price of Mukwano being favorable or unfavorable in relation to those of Mukwano.

#### **4.4.4 The price persuades customers to purchase the product.**

From the above findings, the respondents who answered the questions obtained a standard deviation of 1.11601 which shows that there was a variation in the way the question was answered and there mean was 3.5932 this showed that the respondents were neutral about this fact of the prices persuading them to buy the products of Mukwano. According Herrmann et al. (2007) where he concluded that customer satisfaction is directly influenced by price perception, albeit indirectly through the perception of price fairness well in relation to Mukwano products, customers believe that the price of the products precedes them to purchase Mukwano products.

#### **4.4.5 The prices of the products satisfy the customers**

This question was answered by all the sample population of 59 respondents whereby a standard deviation of 1.12123 was obtained and it showed that the answers varied and the mean got was 3.8644 which shows that most respondents are not sure about the price of Mukwano products satisfying them.

#### 4.5 Descriptive statistics on Quality of the product

**Table 4.8: Descriptive Statistics on Quality of the product**

	N	Minimum	Maximum	Mean	Std. Deviation
The product fulfils your expectations	59	1.00	5.00	3.7627	1.02283
The products have a good brand	59	1.00	5.00	3.9661	1.01652
The products are well packaged	59	1.00	5.00	4.0508	1.00728
The products satisfy the needs of customers	59	1.00	5.00	3.8814	1.01853
The products have a warranty and a guaranty	59	1.00	5.00	3.3051	1.34234
Valid N (listwise)	59				

**Source: Primary data, (2016)**

##### 4.5.1 The product fulfils your expectations

This question was answered by all the 59 the people whose standard deviation was 1.02283 which shows that the answers gave by the respondents highly varied. According to Guyana National Bureau of Standards (2011), when a product fulfills the customer's expectations, the customer will be pleased and also consider the product to be of high and acceptable quality but when no satisfaction is got from a product, the product is perceived to be of a poor quality and to ensure product quality, the entire process of production must be established and streamlined until it gets in the hands of the customer thus relating to the mean obtained, 3.7627 most people were undecided about the product fulfilling their expectation since they were neutral but the majority agreed with Guyana National Bureau of Standards.

#### **4.5.2 The products have a good brand**

Basing on the respondents who answered this question about the brand of the products of Mukwano, the mean 3.9661 which showed that most people are not sure about Mukwano branding and the standard deviation of 1.01652 was obtained which showed that the respondent's answers varied from each other.

#### **4.5.3 The products are well packaged**

Considering the information collected from the field, out of the 59 respondents who took part in this exercise, their answers were varying with a standard deviation of 1.00728 and the mean was 4.0508 which shows that customers of Mukwano agree that the products are well packaged.

#### **4.5.4 The products satisfy the need of the customers**

According to Meirovich and Bahnam (2008), the quality of a product is highly responsible for the satisfaction a customer gets from a product or service simply because one's expectations with quality have been met that is say when quality is met the customers are satisfied and basing on the findings, 3.8814 was the mean of this question from the respondents who answered and also their standard deviation was 1.01853 which shows that the answers given varied from one another and thus basing on the responses obtained, customers are in agreement that the products satisfy them.

#### **4.5.5 The products have a warranty and a guaranty**

The researcher wanted to find out if Mukwano products have warranty and guaranty and with this out of all the 59 respondents who took part in this exercise it was found out that their responses had a great variation of 1.34234 and the mean that was got was 3.3051 which showed that people are not too sure about that warranty and guaranty of Mukwano group of companies since its neutral.

#### 4.6 Descriptive statistics on Customer Satisfaction

**Table 4.9: Descriptive Statistics on Customer Satisfaction**

	N	Minimum	Maximum	Mean	Std. Deviation
Customers can tolerate the price of the products	59	1.00	5.00	3.7458	.92089
Customers have a positive attitude towards products	59	1.00	5.00	3.8475	.96156
Customers are willing to maintain their relationship with Mukwano	59	1.00	5.00	3.9153	1.11862
The products have a provision of after sales services	59	1.00	5.00	3.1695	1.21984
Customers are provided with the products they want in all sizes, colors and shapes	59	1.00	5.00	3.8305	1.26153
Customers are given care before, during and after purchase of Mukwano products	59	1.00	5.00	3.1186	1.37821
Customers are pulled to purchase Mukwano products	59	1.00	5.00	2.8136	1.43208
Customers chose to buy Mukwano products even in the presence of other supplementary products	59	1.00	5.00	3.5763	1.17742
Customers purchase only Mukwano products	59	1.00	5.00	2.2034	1.29694
Valid N (listwise)	59				

**Source: Primary data, (2016)**

##### 4.6.1 Customers can tolerate the price of the products

Price reasonability also plays an important role in creating the customer satisfaction. The reason of customer switching to any other cellular industry is the price reasonability from where they get it they went there (Imran et. al 2010). Borrowing a leaf, the customers of Mukwano tolerate the prices of the company and keep on consuming their products and out of

the sample population of 59 respondents, a mean of 3.7458 was attained from this exercise and a standard deviation of 0.92089 was obtained which shows that the respondents gave varying answers from one another more so, Mukwano customers tolerate the prices of Mukwano.

#### **4.6.2 Customers have a positive attitude towards products**

From the information gathered, a mean of 3.8475 was obtained and a standard deviation of 0.96156 was obtained and this shows that the respondent's answers were different from each other thus showing that the customers of Mukwano are not sure about the attitude they have towards the products of Mukwano.

#### **4.6.3 Customers are willing to maintain their relationship with Mukwano**

Given the findings obtained above, a mean of 3.9153 was obtained from the 59 respondents who participated in this research and this showed that no side was picked they did not agree nor did they disagree about their willingness to maintain their relationship with Mukwano more so, a standard deviation of 1.111862 was obtained and this showed that the respondent's answering varied from one another.

#### **4.6.4 The products have a provision of after sales services**

Customer service is the provision of service to customers before, during and after a purchase of a good. The perception of success of such interactions is dependent on employees "who can adjust themselves to the personality of the guest" Buchanan & Leigh, (2011). From the sample chosen to represent Mukwano group of companies' customers, a mean of 3.1186 was derived from the answers given which shows that they had a neutral opinion but the majority were in agreement with the provision of after sales services and the standard deviation obtained was 1.21984 which showed a variance in the answers obtained from the respondents.

#### **4.6.5 Customers are provided with the products they want in all sizes, colors and shapes**

Product attributes are those elements that influence consumer product choice and perform the functional features more so emphasize ease of use and also influence the basis of product categorization. Oyatoye, (2011). Mukwano group of companies is known for the multiplicity of products in their company but even with this factor, a mean of 3.8305 was obtained from the 59 respondents who took part in the answering of the questionnaires and a standard deviation of 1.26153 was obtained this means that the customers had varying answers although most of them were in agreement about being provided with products of different shapes, colors and sizes.

#### **4.6.6 Customers are given care before, during and after purchase of Mukwano products**

From the research which was carried out, out of all the customers of Mukwano products, a sample of 59 was chosen and from these respondents, a mean of 3.1186 was obtained and this shows that the customers are not sure of the care they get from the company more so a standard deviation of 1.37821 was obtained which showed a variance in the answers obtained per this question.

#### **4.6.7 Customers are pulled to purchase Mukwano products**

With the ability to pull customers to purchase Mukwano products, the sample populations of 59 respondents disagree as they have a mean of 2.8136 and this shows that most customers are not pulled to purchase Mukwano products more so a standard deviation of 1.43208 showed that the answers given varied from one another.



#### **4.6.8 Customers chose to buy Mukwano products even in the presence of other supplementary products**

According to Spath and Fahrnich, (2007), consumer satisfaction is a key to a business's success. It indicates the positive emotion and experience of consumers toward businesses. Satisfied consumers also have a propensity to repurchase and recommend products to their families and friends. Basing on our findings, from the 59 respondents who answered this question, a mean of 3.5763 was got for this question and the standard deviation obtained was 1.17742 which showed a variance in the answers given by the respondents more so most of the respondents are in agreement with Spath and Fahrnich about the buying Mukwano products even in the presence of supplementary products.

#### **4.6.9 Customers purchase only Mukwano products**

A mean of 2.2034 was obtained from the question above and this shows that customers disagree about purchasing only Mukwano products thus meaning that they also purchase other products on the market even in the presence of the Mukwano products and a standard deviation of 1.29694 was obtained which showed that the answers given varied from one another greatly.

### **4.7 Correlation Analysis**

The correlation analysis is an important aspect in this chapter whereby it enables the researcher to find out the significance of the specific objectives stated for this given research and the confidence level between the independent and dependent variable and in this case between the dimensions of product attributes and customer satisfaction. Correlation is represented by (r) as seen in the figures below.

#### 4.7.1 Correlation between Reliability and Safety and Customer Satisfaction

**Table 4.10: Correlation between Reliability and Safety and Customer Satisfaction**

		Reliability and safety	Customer satisfaction
Reliability and safety	Pearson Correlation	1	.487**
	Sig. (2-tailed)		.000
	N	59	59
Customer satisfaction	Pearson Correlation	.487**	1
	Sig. (2-tailed)	.000	
	N	59	59

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

**Source: Primary data, 2016**

Basing on the information above, there is a positive insignificant correlation which is 0.487 between the effect of reliability and safety of a product on customer satisfaction and the confidence level between the two is a 0.01 which shows a 99% confidence level this is shown by  $r = 0.487$ ,  $p < 0.01$ . According to Chalotra, (2012), enhanced product safety boosts customer satisfaction at great lengths and also improves revenue acquisitions for business and due to this fact, reliability and safety of a product have a great impact on customer satisfaction.

#### 4.7.2 Correlation between Price and Customer Satisfaction

**Table 4.11 Correlation between Price and Customer Satisfaction**

		price	Customer satisfaction
price	Pearson Correlation	1	.524**
	Sig. (2-tailed)		.000
	N	59	59
Customer satisfaction	Pearson Correlation	.524**	1
	Sig. (2-tailed)	.000	
	N	59	59

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

**Source: Primary data, 2016**

The information above shows a positive significant 0.524 correlation between the effect of price on customer satisfaction and the confidence level between the two is 0.01 which shows a 99% confidence level this is shown by  $r = 0.524$ ,  $p < 0.01$  and with this a positive change in price leads to a positive change to customer satisfaction. Herrmann et al (2007) concluded that customer satisfaction is directly influenced by price perceptions that customers perceive thus when they perceive the prices to be good and favorable, they are satisfied on the other hand when they perceive them to be unfavorable, they will be dissatisfied and seeing that the correlation has a 99% confidence level, therefore, the research is in total agreement with Herrmann.

### 4.7.3 Correlation between Quality and Customer Satisfaction

**Table 4.12: Correlation between Quality and Customer Satisfaction**

		Correlations	
		quality	Customer satisfaction
quality	Pearson Correlation	1	.594**
	Sig. (2-tailed)		.000
	N	59	59
Customer satisfaction	Pearson Correlation	.594**	1
	Sig. (2-tailed)	.000	
	N	59	59

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

**Source: Primary data, 2016**

The information above shows a positive significant 0.594 correlation between the effect of the quality of a product on customer satisfaction and the confidence level between the two is 0.01 which shows a 99% confidence level this is shown by  $r = 0.524$ ,  $p < 0.01$  this shows that when there is a change in the quality of a product, automatically there is a change in customer satisfaction in other wards when quality of a product increases, customer satisfaction also increases. These results agree with Augus (2000), who said that implementing total quality management could improve the company's customer satisfaction this is best done by including customer's needs in the development of the product, process and service.

### 4.8 Conclusion.

In conclusion, with the vivid evidence acquired from the 59 respondents who participated in this exercise, it was proven that there is a positive relationship between product attributes and

customer satisfaction whereby all the independent dimensions that is to say reliability and safety, price of a product and quality of a product all when changed have a great impact on customer satisfaction and this is shown with the 99% confidence level achieved in all the three comparisons.

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSIONS, RECOMMENDATIONS**

#### **5.0 Introduction**

This chapter presents the summary of findings, conclusions on the findings and recommendations for better policy formulation in the marketing section of product attributes and customer satisfaction and in this basing on the Mukwano products in relation to the correlations obtained in chapter four above.

#### **5.1 Summary of findings**

In the beginning of the study, major emphasis was placed on three objectives which were to enable the researcher find out if the variables chosen for the study influence each other or have a relationship on each other and basing on the findings, the following were discovered.

It was found out that the effect of reliability and safety of a product on customer satisfaction has a 99% confidence level whereby 0.487 positive insignificant correlation was obtained and this shows that an increase in the reliability and safety of products brought to the market leads to an increase in customer satisfaction because the customers will be willing to consume products they know are safe and reliable.

Secondly the effect of price of a product on customer satisfaction was also another objective for this study and it was also observed with a 99% confidence level obtained and a positive significant correlation of 0.524 and with this level of confidence whenever producers or the sellers of products increase the price of products, it is found out that customers are dissatisfied and they may result to other supplementary products on the market.

The effect of the quality of a product and customer satisfaction also have a positive significant correlation of 0.594 and this showed that the comparison was vital to the study and the confidence level was 99%. Due to this level of confidence, an increase in the quality of a product leads to an increase in customer satisfaction that is why manufactures of products ought to take caution with the quality of the products brought to the market.

## **5.2 Conclusion**

In conclusion, there is a positive insignificant correlation between reliability and safety of a product and a 99% confidence level that a change in reliability and safety of products leads to a change in customer satisfaction. In conclusion, the relationship between reliability and safety and customer satisfaction is positive and vivid.

When the correlation was carried out on the effect of price of a product on customer satisfaction it was a positive significant correlation which was obtained and it was found out that there is a 99% chance of the price changing and it also changes the level of customer satisfaction on the products at hand. In conclusion, the relationship between price and customer satisfaction is valid.

The effect of quality of products on customer satisfaction was found out to be positive and significant and due to these finding there is a confidence of 99% which shows that an increase in the quality of a product automatically leads to an increase in customer satisfaction of that given product. In conclusion the relationship between quality and customer satisfaction has been observed.

All in all, due to all the research and the calculations made and seen above it is very clear that product attributes and customer satisfaction has a positive and significant level with a 99%

confidence level and with this a change either positive or negative in the product attributes leads to a similar change in customer satisfaction.

### **5.3 Recommendations of the study**

This recommendation is dedicated to Mukwano group of companies in relation to what their customers suggest and feel about the products on the market.

The respondents while expanding their ideas about the safety of Mukwano products suggested that Mukwano should improve on the packaging of the products, talking about their cooking oil in particular some respondents suggested that it should be improved since it causes heart burn and other related diseases. Other customers suggested that the plastics of Mukwano ought to be improved on such that they are more reliable than they are.

The price of Mukwano according to the respondents it is relatively low and fair to others in relation to those of their competitors and the right term to use for this explanation is affordable and with this, customers are satisfied with the prices at the market thus recommend Mukwano group of companies to keep it up.

The quality of products Mukwano puts to the market ought to be checked very well before they are brought for consumption and with this the respondents recommended that Mukwano group of companies assures them with the warranty and guaranty for the products they supply in the markets and the respondents suggest for this since it proves that Mukwano is confident with their products of being with excellent quality.

The respondents do not call themselves loyal customers to Mukwano since most of them actually purchase the products repeatedly simply because they are the ones on the market in large quantities and with this they recommend that Mukwano should make more sizes, colors



and shapes of the products they bring to the market so that the variety becomes bigger and better.

#### **5.4 Areas for further studies**

Basing on the research of product attributes and customer satisfaction, further studies ought to be carried out on the safety and reliability of products in the market since it is an important area and it has a great influence to the products brought to the market and also the way customers consume the products ought to be guided by the manufactures and also the sellers of those products so that customers are sure about what they are purchasing.

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## APPENDICES

### APPENDIX 1: QUESTIONNAIRE

#### UGANDA MARTYRS UNIVERSITY NKOZI

#### FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

**A research questionnaire to be filled in by the customers of Mukwano Group of Companies**

**TOPIC: PRODUCT ATTRIBUTES AND CUSTOMER SATISFATION**

#### QUESTIONNAIRE

Dear respondent,

I am a bachelor's student of Uganda Martyrs University carrying out research on **“Product Attributes and Customer Satisfaction, case study of Mukwano Group of Companies.** “This research will enable me to be awarded a degree of Business Administration and Management.

I am grateful that you agreed to participate towards the completion of this questionnaire. Your responses are of great importance to my research work. All responses received will be kept confidential and only used for academic purposes.

Thank you so much for your generous participation.

#### SECTION A: BIODATA

1) Gender of the respondent

Male  Female

2) Age Bracket

18-30  30-45  Above 45

3) How long have you used Mukwano products?

1-3 years                       3-6 years                       Above 6 years

4) How regularly do you purchase Mukwano products?

Not regularly                       Regularly                       Not sure

5) For what purposes do you purchase Mukwano products?

House hold purposes                       Retail purposes                       Wholesale purposes

**SECTION B**

**Guidelines: In this section, a likert scale will be used where 1 will represent strongly disagree, 2 will represent disagree, 3 will represent neutral, 4 will represent agree and 5 will represent strongly agree.**

**Reliability and safety of a product**

		1	2	3	4	5
1	The products are safe for consumption					
2	The products are long-lasting					
3	The products are licensed by UNBS					
4	The products are of good quality					
5	The products are easy to maintain					

1) What do you suggest that Mukwano Group of Companies can improve about the safety of their products?

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2) How reliable are the products of Mukwano Group of Companies in comparison to the products of their competitors?

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**Price of a product**

		1	2	3	4	5
1	The products are affordable					
2	The products can be obtained at a discount					
3	The competitors prices are unfavorable					
4	The price persuades the customers to purchase					
5	The price of the product satisfy the customers					

1) How do you rate the prices of Mukwano Group of Companies in relation to the prices of their competitors?

-----  
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**Quality of the product**

		1	2	3	4	5
1	The product fulfill your expectations					
2	The products have a good brand					
3	The products are well packaged					
4	The products satisfy the need of customers					
5	The products have a warranty and a guaranty					

1) What challenges do you find with the quality of Mukwano products if any?

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2) If any challenges are found with Mukwano products, what solution can you suggest for them to improve on their quality?

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**SECTION C**

**Guidelines: In this section, a Likert scale will be used where 1 will represent strongly disagree, 2 will represent disagree, 3 will represent neutral, 4 will represent agree and 5 will represent strongly agree.**

**Customer Satisfaction**

		1	2	3	4	5
<b>Customer Loyalty</b>						
1	Customers can tolerate the price of the products					
2	Customers have a positive attitude towards the products					
3	Customers are willing to maintain their relations with Mukwano Group of companies					



<b>Customer services</b>						
1	The products have a provision of after sales services					
2	Customers are provided with the products they want in all sizes, colors and shapes					
3	Customers are given care before, during and after purchase of the Mukwano products					
<b>Repeated customers</b>						
1	Customers are pulled to purchase Mukwano products					
2	Customers chose to buy Mukwano products even in the presence of other supplementary products.					
3	Customers purchase only Mukwano products					

1) Do you consider yourself as a loyal customer to Mukwano products; if yes give reasons why and if no, also give reasons why.

-----  
-----  
-----

2) According to your experience, provide some instances where you made a purchase of Mukwano products and you got excellent customer service if any and also where you got dissatisfied with their service if any.

-----  
-----  
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3) How regularly do you find yourself purchasing a product from Mukwano Group of Companies?

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**Thank you for your generous cooperation.**

**APPENDIX2: LETTER FROM THE UNIVERSITY**

Uganda  
Martyrs  
University



making a difference

**Office of the Dean  
Faculty of Business Administration and Management**

Your ref.:  
Our ref.:

Nkozi, 16<sup>th</sup> March, 2016

**To Whom it may Concern**

Dear Sir/Madam,

**Re: Assistance for Research:**

Greetings and best wishes from Uganda Martyrs University.

This is to introduce to you NAKAWOCHA RITA KAGIMU who is a student of Uganda Martyrs University. As part of the requirements for the award of the Degree of Bachelor of Business Administration and Management of the University, the student is required to submit a dissertation which involves a field research on a selected case study such as a firm, governmental or non governmental organization, financial or other institutions.

The purpose of this letter is to request you permit and facilitate the student in this survey. Your support will be greatly appreciated.

Thank you in advance.

Yours Sincerely,

**Mr. Edward Segawa  
Associate Dean**



**APPENDIX 3: THE RELIABILITY RESULTS BASING ON THE ALPHA VALUES**

**Case Processing Summary**

		N	%
Cases	Valid	59	100.0
	Excluded	0	.0
	Total	59	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

**Of customer satisfaction**

Cronbach's Alpha	N of Items
.708	5

**Case Processing Summary**

		N	%
Cases	Valid	59	100.0
	Excluded <sup>a</sup>	0	.0
	Total	59	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

**Quality of a product**

Cronbach's Alpha	N of Items
.815	5

**Case Processing Summary**

	N	%
Cases Valid	59	100.0
Excluded <sup>a</sup>	0	.0
Total	59	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

**Of price of a product**

Cronbach's Alpha	N of Items
.730	9

**Case Processing Summary**

	N	%
Cases Valid	59	100.0
Excluded <sup>a</sup>	0	.0
Total	59	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

#### Of Reliability and safety of a product

Cronbach's Alpha	N of Items
.869	5

#### APPENDIX 4: KREJCIE AND MORGAN TABLE

<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

*Note: N is Population Size; S is Sample Size* *Source: Krejcie & Morgan, 1970*