

**CONSUMER SATISFACTION AND MARKETING PERFORMANCE OF SHOPPING MALLS IN YENAGOA, BAYELSA STATE**

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**Abstract**

*The paper investigates the relationship brand perception and consumer buying behavior of Shopping Malls in Yenagoa, Bayelsa State. The dimensions product quality and service quality while marketing performance was adapted as the measure. The study is cross-sectional in nature. The population for the study is 200 customer with a sample size of 133 while 110 was valid and useful. Questionnaire was adopted as the main instrument for data collection and the data collected was coded and analyzed utilizing the statistical package for social sciences (SPSS) using descriptive statistics and inferential analysis was adopted is the Pearson Moment Correlational Coefficient (PMCC) to test the relationship between the studied variables. The findings revealed that there is a significant correlational between the dimensions and the measures, which concludes that there is a relationship between consumer satisfaction on marketing performance of shopping malls in Yenagoa, Bayelsa State. It is recommended that Managers of shopping malls should leverage strong link by integrating service quality highlights into their marketing strategies by using customer testimonials and quality assurance certifications to build trust and attract more customers.*

**INTRODUCTION**

A variety of indicators and techniques are included in marketing performance, which is meant to assess and enhance the efficacy of marketing initiatives. It's critical for businesses to make sure that their marketing initiatives meet their goals and provide a positive return on investment (ROI). Understanding customer behavior, applying data analytics, and continuously improving marketing strategies are essential components of this idea. In order to evaluate the effectiveness and influence of marketing initiatives, key performance indicators (KPIs) including conversion rates, customer lifetime value (CLV), and cost of acquisition (CAC) are crucial. For instance, a lower CAC denotes more cost-effectiveness in the purchase of new clients, whereas a higher CLV denotes higher lifetime

client income (Kotler & Keller, 2016). These measures provide information in addition to assessing prior performance of future strategies and decisions.

A crucial component of contemporary marketing performance is data analytics. Marketers may anticipate customer wants and adjust their strategies accordingly thanks to developments in big data and analytics tools (Davenport & Harris, 2017). By taking a proactive stance, companies may effectively meet client expectations and maintain their competitive edge. In order to ensure optimal performance, real-time analytics also allow marketers to actively monitor campaigns and make required adjustments while on the go.

Customer satisfaction, which measures how well goods and services live up to expectations, is essential for corporate success. Sustaining high levels of customer satisfaction in the current competitive environment encourages word-of-mouth recommendations, loyalty, and repeat business (Grewal et al., 2020). Delivering superior products, first-rate customer service, and a satisfying shopping experience are all necessary to achieve. Customer happiness is greatly influenced by the quality of the product. Product satisfaction is increased by dependable items that deliver on promises, whereas subpar products might harm a brand's reputation (Oliver, 2021). Thus, in order to continuously satisfy customer expectations, businesses need to give priority to quality control and innovation. Customer satisfaction is also highly impacted by customer service. Positive interactions and an improved overall customer experience are produced by efficient and sympathetic service (Johnston & Kong, 2019). Customers in the digital age expect prompt remedies to their problems, and businesses that succeed in customer service frequently see higher levels of satisfaction from their personnel since they are trained to manage inquiries effectively. Marketing effectiveness is directly impacted by consumer satisfaction, especially in retail settings like malls. Studies highlight how well it correlates with financial results, word-of-mouth advertising, and client loyalty (Lee & Kim, 2020). For firms to increase overall marketing effectiveness and company success, customer pleasure must be given top priority. Nonetheless, there is still a lack of knowledge regarding how these dynamics precisely function in the context of Yenagoa, Bayelsa State, shopping centres.

### Statement of the Problems

A crucial area of research that evaluates the efficacy of marketing tactics and how they affect corporate results is marketing performance. Many aspects of marketing performance have been thoroughly studied by academics, with particular attention paid to indicators such as brand equity, return on investment, and cost of acquisition of new customers. In order to improve overall performance, Kotler and Keller (2016) emphasized the significance of matching marketing strategies with company objectives and the function of key performance indicators (KPIs) in gauging the effect of marketing initiatives.

The revolutionary power of data analytics and digital marketing in increasing marketing performance has been the subject of recent studies. The integration of digital channels, including social media, email marketing, and SEO, can improve marketing performance in a synergistic way, as Chaffey and Ellis-Chadwick (2019) explored. To get the intended results, they provide on-going digital campaign optimization and monitoring. In a similar vein, Davenport and Harris (2017) investigated how analytics and big data forecast consumer behaviour, allowing for more effective personalized marketing campaigns.

Another critical component of marketing performance is customer satisfaction, which promotes repeat business, customer loyalty, and favorable referrals (Grewal et al., 2020). Research indicates that companies that put customer happiness first typically have higher long-term performance. Oliver (2021) posited that customer happiness is a critical factor in marketing success since it is intimately linked to the quality of products and services as well as the whole customer experience.

There is still a knowledge vacuum on the relationship between marketing success and consumer pleasure in particular settings, including shopping centers in developing nations, despite a wealth of study on the subject. Additional investigation may provide light on the ways in which these variables interact in particular settings, offering useful information to companies looking to improve overall performance and maximize marketing tactics. By analyzing the relationship between marketing success and customer happiness in the setting of a shopping mall in Yenagoa, Bayelsa State, the current study seeks to close this gap.

### Research question

To achieve the above objectives the following question were posed

1. To what extent does product quality affect marketing performance of shopping mall in Yenagoa, Bayelsa State
2. To what extent does service quality affect marketing performance of shopping mall in Yenagoa, Bayelsa State

### Research Hypotheses

**H0<sub>1</sub>:** There is no significant relationship between product quality and marketing performance of shopping mall in Yenagoa, Bayelsa State.

**H0<sub>2</sub>:** There is no significant relationship between service quality and marketing performance shopping mall in Yenagoa, Bayelsa State.

### Aims and Objective of the Study

The main objective of the study is to examine the relationship between consumer satisfaction and marketing performance of shopping mall in Yenagoa, Bayelsa State.

Specifically, the objectives aimed are

1. To determine the extent to which product quality relates with marketing performance of shopping mall in Yenagoa, Bayelsa State
2. To determine the extent to which service quality relates with marketing performance of shopping mall in Yenagoa, Bayelsa State

### REVIEW OF RELATED LITERATURE

When a customer compares a product's perceived performance to their expectations, they are said to be satisfied. A product that falls short of the customer's expectations will not be well received. The customer is satisfied if it lives up to their expectations. Exceeding expectations results in a great sense of joy or fulfillment. In essence, customer happiness depends on how well a good or service meets the buyer's expectations. Kotler and Keller (2016) assert that since highly satisfied consumers are likely to display a number of positive behaviors, customer satisfaction is critical for organizations.

They frequently make larger purchases over time, stick with the business for protracted periods of time, and spread good word of mouth recommendations. Additionally, they become less sensitive to price changes and less likely to examine other products. Because of the established relationship, satisfied customers are often less expensive to serve and retain than new ones. They also frequently offer insightful ideas for new products. In summary, contented clients are a company's greatest asset. They promote products to prospective buyers, tell others about their pleasant experiences, and so help the business expand and build its reputation.

### **Product Quality**

A key factor in evaluating customer satisfaction is product quality. Superior items usually fulfill or above the expectations of the clientele, resulting in increased contentment and allegiance. Durability, dependability, performance, and beauty are all examples of qualities that go hand in hand with a satisfying client experience (Zeithaml, 1988). Customers are more inclined to repurchase and refer others to a high-quality product, which boosts the brand's reputation and guarantees customer retention.

Customer happiness and product quality are strongly correlated, according to research that is constantly conducted. Research suggests that consumers who believe their purchases are of a high caliber are typically happier and more devoted to a brand (Fornell et al., 1996). This relationship is essential because happy customers spread the word about the brand to potential new customers, encouraging them to make repeat purchases (Parasuraman et al., 1985).

The emphasis on product quality has increased in the current competitive market environment because of increased competition and rising customer expectations. Companies can raise the quality of their products by using improved design, materials, and manufacturing techniques thanks to technological improvements (Garvin, 1987). Furthermore, because social media and online reviews are so widespread, any problems with a product's quality can immediately come to the public's knowledge. This emphasizes how crucial it is for businesses to uphold high standards in order to protect their clientele and reputation.

### **Service Quality**

For service delivery companies, quality is essential since it boosts client loyalty, gives them a competitive edge, and maintains profitability over time (Kenneth & Douglas, 1993). According to Grönroos (1982), services are continuous exchanges between clients and service providers. Although these services are intangible, they nonetheless need concrete resources and useful instruments to effectively address client concerns. According to Zeithaml (1988), service quality is the process by which clients assess all of the services they receive. As to the findings of Sureshchandar, Rajendran, and Anantharaman (2002), companies can gain a competitive advantage by providing exceptional service quality. Naidoo (2011) also highlights the importance of valuable service offerings, competent personnel, and efficient management as essential components of quality. Top management must make investments in employee training and customer-focused strategies. (Khan & Fash, 2014; Naidoo, 2011; Schneider et al., 2005) to maintain service excellence.

## Consumer Satisfaction and Business Performance

Achieving high levels of profitability across capital, financial, and other resources is the definition of business success (Neely, 2018). According to Richard et al. (2019), this definition is broadened to encompass three primary areas: financial performance (profitability, return on assets, and return on investments), product market performance (sales and market share), and shareholder return (economic value added, total shareholder returns). A number of measures of a company's performance, including total sales, market share, gross margin, stakeholder value, and total revenues, depend heavily on customer happiness (Wiele et al., 2018). Increased customer satisfaction has a favorable impact on good word of mouth, purchase intention, and client retention. Furthermore, according to Kristensen et al. (2017), customer happiness is a powerful predictor of future business performance metrics including net operating profit and annual sales growth, operating cash flows, and market share.

## Theoretical Framework

This study is based on the assimilation-contrast theory. Knowledge of assimilation and contrast effects is important in a highly competitive marketing environment such as Nigeria's telecom sector. Sherif and Hovland's (1961) groundbreaking study, which suggests that contextual influences might influence object assessments, served as the foundation for Anderson's (1973) introduction of the idea in the context of post-exposure product performance (Joan and Brian, 1993). For the sake of this study, the primary product, pricing structure, distribution plan, marketing techniques, and customer service are examples of contextual elements that may have an impact on consumers' opinions of shopping malls. According to the notion, even though performance may fall short of expectations if it is within a customer's latitude (range) of acceptance, the discrepancy will be ignored, which means that assimilation will take place and the performance will be considered satisfactory, but there won't be much of a change if they fall inside the customer's neutrality range. Conversely, if performance is within the rejection latitude, contrast will be strong, the difference will be emphasized, and the good or service would be considered subpar (Oxford, 2014). According to the hypothesis, satisfaction depends on how much the actual performance differs from expectations. Tension arises when the consumer's expectations and the actual performance of the product do not align. The customer will modify expectations or how they perceive the actual performance of the product in order to release this tension.

If there is a minor change in consumers' perceptions of a product's performance, they will typically integrate it or modify it to align with their pre-existing expectations. On the other hand, if the difference is really large, contrast will happen, customers will amplify or exaggerate the difference, and the product will be returned as completely inadequate.

## Empirical Review

Ananaba et al. (2021) examined the connection between customer happiness and company reputation. They used a validated structured questionnaire as their study instrument in a survey research design. Through the use of Cronbach's alpha to determine internal consistency, the questionnaire's reliability was confirmed. The data gathered from a sample size of 135 respondents who completed the questionnaire was analyzed using multiple regression and correlation analyses in this study. The study's conclusions showed that aspects of a company's reputation, such as reliability ( $B = 0.219$ ,  $P < .001$ ),

trustworthiness ( $B = 0.251$ ,  $P < .001$ ), credibility ( $B = 0.198$ ,  $P < .001$ ), and social responsibility ( $B = 0.283$ ,  $P < .001$ ), enhanced customer satisfaction noticeably.

The study came to the conclusion that, especially in the mobile telecommunications services sector, corporate reputation is a multifaceted, intricate notion that has a significant impact on customer satisfaction. Managers are urged to customize their approaches in competitive contexts by concentrating on the aspects of corporate reputation that correspond with their target market segments in order to improve customer satisfaction results.

[Bakare and Fetuga \(2020\)](#) looked into the impact of customer satisfaction on business profitability in Nigeria. They found that there is a positive correlation between customer retention and profitability, which suggests that mobile operators should prioritize maximizing customer satisfaction in order to increase loyalty and product retention. On the other hand, the study suggests that mobile operators should develop strategies that better reflect customers' perceptions of their service offerings rather than relying solely on profit margins as a measure of business performance.

[Babar et al. \(2019\)](#), research on the connections between customer happiness, loyalty, and service quality in the banking industry. They underlined that the effectiveness of a bank's offerings in reaching clients depended on the caliber of services rendered, which can differ throughout various businesses and goods. According to management and marketing literature, service quality is the degree to which customers' views of the quality of the service meet or surpass their expectations. The study made clear that the caliber of service encounters has an impact on customer happiness and loyalty in the banking industry. Their research revealed that the majority of participants expressed great satisfaction with the financial services provided by different commercial and Islamic banks, including National Bank of Pakistan (NBP), United Bank Limited (UBL), and Habib Bank Limited (HBL).in Peshawar. Services like ATM accessibility received great acclaim from customers. The survey also found that while customers generally approved of bank loyalty programs, there were serious problems in the banking industry that needed to be resolved quickly in order to improve service quality even more. The study concluded by recommending that, in order to effectively address these challenges, banking policies that prioritize customer service and loyalty should be refined.

[Banahene, Mensah, and Asamoah \(2018\)](#) carried out a study with an emphasis on the mediating function of customer pleasure affects customer loyalty in the banking industry. Using an explanatory study methodology, they collected and examined 825 valid replies, or 82.5% of the questionnaires that were delivered. Confirmatory Factor Analysis (CFA) was used to validate the data, and Structural Equation Modeling (SEM) was used for data analysis to investigate direct, indirect, and total effect correlations. The study's conclusions show that, in the banking industry, client loyalty and satisfaction have a positive and substantial link. More specifically, it was discovered that customer trust is favorably and considerably influenced by customer pleasure. Furthermore, it was found that customer loyalty was positively and significantly impacted by consumer trust. The study also showed that the relationship between customer loyalty and satisfaction is somewhat mediated by customer trust. The study did not, however, provide any proof that customer trust acts as a mediator between particular aspects of client loyalty and satisfaction. This implies that while customer trust and overall pleasure are important for encouraging loyalty among

banking clients, more research may be necessary to fully understand the individual characteristics of satisfaction and how they affect loyalty. The study concludes by advising researchers and bank managers to concentrate on improving service performance and matching services to customer expectations in order to raise customer satisfaction and, in turn, foster customer loyalty. Furthermore, the non-mediation of particular satisfaction aspects and the partial mediation function of customer trust in relation to loyalty indicate areas that warrant further investigation and managerial attention.

## METHODOLOGY

In order to evaluate and investigate interactions among factors based on employees' views and reactions within the shopping mall, a cross-sectional survey design was used in this study to collect the opinions of workers in Yenagoa, Bayelsa State, shopping malls. 133 employees were included in the sample size, which was determined from a population of 200 using the Taro Yamene formula. 110 of these surveys were found to be valid for analysis after being returned. A four-point Likert scale was used in the questionnaire's format to measure several aspects of the study. The Spearman Rank Order Correlation coefficient was used to carefully code and analyze the collected data, with the use of the Statistical Package for the Social Sciences (SPSS) version 23.0.

**Table 1: Descriptive statistic for product quality, service quality and marketing performance**

A	Question Items	SA 4	A 3	SD 2	D 1	Mean X
<b><u>Product Quality</u></b>						
1	The products I purchase consistently meet my expectations for quality.	60	40	2	8	3.38
2	I believe the durability of the products I buy is satisfactory	40	67	1	2	3.31
3	The reliability of the products I use is high.	47	60	0	3	3.37
4	I am satisfied with the performance of the products I buy.	30	77	1	2	3.22
5	The products I purchase consistently meet industry standards for quality.	35	70	0	5	3.22
<b>Grand mean response</b>						<b>3.3</b>
<b><u>Service Quality</u></b>						
6	I am satisfied with the level of service I receive	90	15	1	4	3.73
7	I feel valued as a customer by the service provider	82	25	0	3	3.69
8	The information provided to me by service representatives is accurate and clear	60	45	4	1	3.49
9	Staff members are courteous and helpful during my interactions	17	90	2	1	3.11
10	The service I receive is delivered promptly and efficiently	90	15	3	2	3.37
<b>Grand mean response</b>						<b>3.5</b>

*Table 1 Continues in the next page...*



... Continuation of Table 1

<b><u>Marketing Performance</u></b>						
11	Our marketing strategies successfully engage customers and encourage interaction with our product	30	70	3	7	3.11
12	Our marketing campaigns effectively increase brand awareness among our target customer	80	20	5	5	3.59
13	Our marketing efforts significantly contribute to converting leads into paying customers	67	33	6	4	3.48
14	The return on investment for our marketing activities meets or exceeds our expectations	65	37	3	5	3.47
15	Our marketing initiatives successfully differentiate our brand from competitors in the market	60	45	3	2	3.48
<b>Grand mean response</b>						<b>3.4</b>

*Source: Survey Data, 2024*

Descriptive statistics of the survey results show respondents' differing opinions about the quality of the products, services, and marketing effectiveness of Yenagoa, Bayelsa State, shopping centers. The grand mean response for product quality was 3.3, suggesting that respondents were generally satisfied. This implies that the given products either satisfy or beyond the expectations of the customers. The grand mean for service quality was 3.5, indicating that respondents were more satisfied with their encounters with service providers. This suggests that workers are thought to be successful in attending to clients' requirements and giving them a sense of value.

The grand mean response for marketing performance was 3.4, meaning that respondents acknowledge the value of marketing activities in raising brand awareness and perhaps positively affecting consumer views. The overall positive ratings in product quality, service quality, and marketing performance suggest that Yenagoa, Bayelsa State residents are typically satisfied with a variety of components of their shopping mall experience. These results imply that, generally speaking, shopping centers are either matching or exceeding patron expectations in these crucial areas.

**Table 2: Correlations between product quality and marketing performance**

		<b>PRODUCT QUALITY</b>	<b>MARKETING PERFORMANCE</b>
<b>PRODUCT QUALITY</b>	Pearson Correlation	1	.725**
	Sig. (2-tailed)		.000
	N	110	110
<b>MARKETING PERFORMANCE</b>	Pearson Correlation	.725**	1
	Sig. (2-tailed)	.000	
	N	110	110

**\*\* Correlation is significant at the 0.01 level (2-tailed).  
SPSS 2024**

Based on a sample size of 110 observations, the table shows the correlation between marketing performance and product quality. A strong positive link, as indicated by the Pearson correlation coefficient of 0.725 between these variables, suggests that improved marketing success is correlated with higher product quality. Since the correlation is less than the 0.01 criterion at the significance level (Sig. 2-tailed) of 0.000, it is confirmed to be highly



significant at the 1% level. Therefore, it may be concluded that there is a statistically significant, strong positive relationship between product quality and marketing performance.

**Table 3: Correlations between service quality and marketing performance**

		SERVICE QUALITY	MARKETING PERFORMANCE
SERVICE QUALITY	Pearson Correlation	1	.615**
	Sig. (2-tailed)		.000
	N	110	110
MARKETING PERFORMANCE	Pearson Correlation	.615**	1
	Sig. (2-tailed)	.000	
	N	110	110

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

Based on information from 110 observations, the table shows the relationship between marketing performance and service quality. There is a strong positive association (pearl correlation coefficient of 0.615) between marketing performance and service quality. This implies that improved marketing results are linked to higher service quality. Because the correlation is less than the 0.01 criterion, the significance level (Sig. 2-tailed) is 0.000, suggesting that it is statistically significant at the 1% level. Thus, it can be said that there is a statistically substantial and positive correlation between marketing performance and service quality.

## DISCUSSION OF FINDINGS

The study's conclusions show a strong correlation in Yenagoa, Bayelsa State shopping malls between service quality and marketing performance as well as between product quality and both.

### H0<sub>1</sub>: Product Quality and Marketing Performance

The table indicates a high positive Pearson correlation coefficient of 0.725 between marketing performance and product quality, based on a sample size of 110 observations. This implies that there is a correlation between improved marketing performance and higher product quality. These results corroborate the claims made by Bakare and Fetuga (2020), who stress the significance of optimizing customer happiness to increase brand loyalty and product usage.

### H0<sub>2</sub>: Service Quality and Marketing Performance

Service quality and marketing performance have a substantial positive Pearson correlation coefficient of 0.615, according to the table based on the same sample size. This suggests that improved marketing outcomes are linked to increased service quality. These results are in line with the theories of Banahene, Mensah, and Asamoah (2018), who contend that improving customer satisfaction and retention through service quality leads to a rise in the number of repeat customers. In conclusion, the data supports both hypotheses, showing that marketing performance in Yenagoa, Bayelsa State retail malls is positively and significantly correlated with both product and service quality.

## CONCLUSION

Upon careful examination of the gathered data, conclusive findings have been obtained that show connections between every facet of customer happiness and different marketing performance measures. The study's findings thus provide empirical evidence of a

strong and positive correlation between Yenagoa, Bayelsa State, shopping mall marketing success and customer satisfaction levels. This research emphasizes how crucial it is to meet customer preferences and needs in order to improve overall marketing efficacy and performance in the region's retail industry.

### RECOMMENDATION

1. To sustain and enhance their marketing success over time, shopping center managers should place a high priority on continuous improvements in product quality.
2. Managers of shopping centers should take advantage of the close relationship that exists between marketing effectiveness and service excellence. They can accomplish this by include client endorsements and displaying certifications for quality control in their marketing campaigns. This strategy will draw in more clients and foster a sense of trust among them.

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