

**Customer Engagement and Performance of Baby-Care Products in Ibadan Oyo State,  
Nigeria**

**Damilola Grace, RASHEED  
LCU/ PG/002421**

**Being a Thesis Presentation to the Department of Management and Accounting, Faculty  
of Management and Social Sciences, Lead City University, Ibadan, Oyo State, Nigeria**

**In Partial Fulfillment of the Requirements for the Award of Master of Science Degree  
(MSc) in Marketing**

**2023**

## Certification

This is to certify that this thesis was carried out by **Damilola Grace, RASHEED** with Matriculation number **LCU/ PG/00242**, in the Department of Management & Accounting under my thorough supervision in the Faculty of Management and Social Sciences, Lead City University, Ibadan, Nigeria and that this work had not been previously submitted.

---

**Dr A.B. Onamusi**  
Supervisor

---

**Date**

---

**Dr. T.M Akinbo**  
Head of Department

---

**Date**

*Do Not Copy, Lead City University, Nigeria*

## **Dedication**

This thesis is dedicated to God Almighty for His Grace and guidance throughout this programme.

*Do Not Copy, Lead City University, Nigeria*

## Acknowledgement

I give all praise and adoration to God Almighty for guiding me through my course of study in this noble university, Lead City University, Ibadan. I wish to express my profound gratitude to Lead City University, Ibadan Nigeria for the given opportunity to undergo this degree. I appreciate the Vice-Chancellor of Lead City University, Ibadan, Professor K.A. Adeyemo, Heads of Departments and Lecturers in the University. The unquantifiable contribution of my supervisor, Dr A.B. Onamusi, who created an enabling supervision towards the completion of this thesis, can never be ignored. You motivated me and helped by mentoring and coaching me throughout this entire process. Sincere gratitude is extended to Dr. Tina Akinbo, (HOD, Department of Management & Accounting), Prof. Oyedokun, and Dr Adejuwon for your assistance and direction. Dr B.S Adeleke also contributed enormously to this study by giving me support and advice. I acknowledge all my colleagues and fellow students at the University, thank you. Furthermore, I say a big thank you to my Husband Mr Rasheed Ibrahim, for his support. I am also grateful to my siblings for their understanding and encouragement.

## Abstract

The global performance of Manufacturers of Baby-Care Products (MBCPs) showed the industry experienced growth. However, the performance of MBCPs in Nigeria experienced decline in customer trust, satisfaction and commitment which is suggestive of challenges associated customer engagement. Hence, this study examined the effect of customer engagement on Customer Performance (CP) of selected MBCPs in Oyo State, Nigeria. Cross-sectional survey research design was adopted. The infinite population has a sample size of 537 nursing mothers computed using Cochran formula. The study adopted a purposive sampling technique to select the nursing mothers. A validated questionnaires were used to collect data. The Cronbach's alpha reliability coefficients for the constructs ranged from 0.72 to 0.91. The response rates of 89.7% was obtained. Data were analysed using descriptive and inferential statistics. Findings revealed that customer engagement has significant effect on CP ( $R^2 = 0.140$ ,  $F(1,446) = 72.645$ ,  $p = 0.000$ ). Customer engagement has significant effect on customer satisfaction (Adj.  $R^2 = 0.151$ ,  $F(2,445) = 40.813$ ,  $p = 0.000$ ). Customer engagement has significant effect on customer trust (Adj.  $R^2 = 0.107$ ,  $F(2,445) = 40.813$ ,  $p = 0.000$ ). Customer engagement has significant effect on customer commitment (Adj.  $R^2 = 0.402$ ,  $F(2,445) = 10.726$ ,  $p = 0.000$ ). Customer equity had significant moderating effect on the relationship between customer engagement and customer performance of selected BCPs in Oyo State, Nigeria ( $\Delta R^2 = 0.100$ ,  $\Delta F = 7.504$ ,  $p < 0.006$ ). The study concluded that customer engagement affects customer performance of selected BCPs in Oyo State, Nigeria. The study recommended that management of the baby-care product investigated should focus more on engaging nursing mothers so that customer satisfaction can be improve performance. Management must reinvent customer equity mechanism such as value, brand and relationship equity as it has the potential to improve the interaction between customer engagement and customer performance in Ibadan Oyo State.

**Keywords:** Baby-care industry, Customer engagement, Customer equity, performance

**Word Count:** 296

## Table of Contents

<b>Title</b>	<b>Page</b>
Certification	ii
Dedication	iii
Acknowledgement	iv
Abstract	v
Table of Contents	vi
List of Tables	ix
List of Figures	x
<b>Chapter One: Introduction</b>	
1.1 Background to the Study	1
1.2 Statement of the Problem	5
1.3 Aim and Objectives of the Study	7
1.4 Research Questions	8
1.5 Hypotheses	8
1.6 Significance of the Study	9
1.7 Scope of the Study	10
1.8 Limitation of the Study	11
1.9 Operationalization of Variables	12
1.10 Operational Definition of Terms	15
<b>Endnotes</b>	17

## **Chapter Two: Literature Review**

2.1	Conceptual Review	20
2.1.1	Customer Engagement	20
2.1.2	Customer Equity	28
2.1.3	Performance	45
2.2	Theoretical Review	58
2.2.1	Social Exchange Theory	58
2.2.2	Resource-Based View	60
2.3	Review of Empirical Studies	63
2.3.1	Customer Engagement on Customer Satisfaction, Trust and Commitment	63
2.3.2	Customer Engagement, Customer Equity, and Organisational Performance	66
2.4	Conceptual Model	72
2.5	Summary of Gaps in Literature Reviewed	73
	<b>Endnotes</b>	76

## **Chapter Three: Methodology**

3.1	Research Design	87
3.2	Population of the Study	87
3.3	Sample and Sampling Techniques	88
3.4	Description of the Research Instrument	90
3.5	Validity of Research Instrument	90
3.6	Reliability of Research Instrument	94
3.7	Administration of Research Instrument and Method of Data Collection	95
3.8	Method of Data Analysis	97

<b>Endnotes</b>	98
<b>Chapter Four: Results and Discussion of Findings</b>	
4.1 Demographic Data Analysis	100
4.2 Test of Hypothesis	114
4.3 Discussion of Findings	125
<b>Endnotes</b>	131
<b>Chapter Five: Conclusion</b>	
5.1 Summary of Findings	132
5.2 Conclusion	132
5.3 Recommendations	133
5.4 Contribution to Knowledge	134
5.5 Suggestion for Further Research	135
<b>Bibliographies</b>	137
<b>Appendix 1: Questionnaire</b>	149
<b>Biodata</b>	152
<b>The University Compliance Certificate</b>	154

## List of Tables

<b>Table</b>	<b>Title</b>	<b>Page</b>
3.1	Summary of Pilot Test Incorporating Construct Validity Test	92
3.2	Discriminant Validity using Heterotrait-Monotrait Ratio (HTMT)	93
3.3	Validity Statistics Process	94
3.4	Reliability Statistic	95
4.1	Response Rate	101
4.2	Demographic Characteristics of Respondents	101
4.3	Descriptive Analysis of the response Customer Engagement	103
4.4	Descriptive Analysis of the response Customer Satisfaction	107
4.5	Descriptive Analysis of the response Customer Trust	108
4.6	Descriptive Analysis of the response Customer Commitment	110
4.7	Descriptive Analysis of the response Customer Equity	112
4.8a-c	Summary of Regression Analysis for the customer engagement on customer satisfaction of baby-care products in Ibadan Oyo State, Nigeria	115
4.9a-c	Summary of Regression Analysis for the customer engagement on Customer Trust of baby-care products in Ibadan Oyo State, Nigeria	117
4.10a-c	Summary of Regression Analysis for the customer commitment on Customer Trust of baby-care products in Ibadan Oyo State, Nigeria	120
4.11a-c	Summary of hierarchical Regression Analysis for the Moderating Effect of Customer equity on the Interaction between Customer engagement and Organisational performance of baby-care products in Ibadan Oyo State	122

## List of Figures

Figure	Title	Page
2.1	Conceptual Model	72

*Do Not Copy, Lead City University, Nigeria*