

Effect of Market Segmentation on Customer Patronage of Unilever Products in Abuja FCT

¹Jiya Ndalo Santeli, ²Murat, Akyuz & ³Opusunju Michael Isaac

^{1,2&3}Department of Business Administration
Nile University of Nigeria, Abuja-Nigeria

Abstract

The study examined the effect of market segmentation on customer patronage of Unilever products in Abuja, FCT covering a period of 5 years from 2015-2019. The study adopted a survey research design with an infinite population of customers of Unilever Nigeria Plc in Abuja. The study used infinite sample size of 246 for customers of Unilever products in Abuja. The method of data collection used was questionnaire administered to the respondents. The statistical tool used is simple regression. The findings revealed that there is negative and significant effect of market segmentation on customer patronage of Unilever Plc products in Abuja. The study recommended that Unilever Nigeria Plc should design their products using demographical segmentation, geographical segmentation, psychographic segmentation but should stable the price of goods and services without differentiating the prices based on different segment that the product is designed for.

Keywords: Market Segmentation, Customer Patronage, Customer Loyalty and Customer satisfaction

Corresponding Author: Jiya Ndalo Santeli,

Background to the Study

Marketing segments must be large enough to meet the financial needs of an organization. Marketing Segments may be chosen based on demographics, psychographic, behavioral or geographic location to enhance customer patronage in terms of customer loyalty, customer preference and customer satisfaction. Customer satisfaction, customer loyalty and customer preference are important engine that market segmentation produced in the organization (Fornell & Wernerfelt, 2003) and loyalty (Reichheld & Sasser 2000). However, Speed and Smith (1992) mentioned that the use of market segmentation is to improve customer patronage in terms of customer satisfaction, customer loyalty and customer retention.

Over the years of Unilever Nigeria Plc have used marketing strategy in terms of market segmentation and segmented their product based on geographic, psychographic and demographic in order to ensure that customers patronize the products in Abuja, FCT. Yet, Pilot study proved that customers are dissatisfied and do not prefer to buy the company product only in Abuja. They are not loyal to the company products in Abuja.

From the extant of literature, studies such as Boateng (2011). Puwanenthiren (2012). Ateboh-Briggs (2014) and Kasadha (2014) studied the variables in Nigeria and Ghana using Barclays Bank Limited and Nigerian Deposit Money Banks. None of this study used Unilever Nigeria Plc, Abuja. None of the study used Customer satisfaction, customer preference and customer loyalty to measured customer patronage.

Objectives of the Study

The main objective of the study is to examine the effect of market segmentation on customer patronage of Unilever products in Abuja, FCT. The specific objectives are to: determine the effect of market segmentation on customer loyalty of Unilever products in Abuja, FCT, evaluate the effect of market segmentation on consumer satisfaction of Unilever products in Abuja, FCT and examine the effect of market segmentation on customer preference of Unilever products in Abuja, FCT.

Hypotheses

The following hypotheses are stated in null forms as follows:

- H₀₁ Market segmentation does not significant effect on customer loyalty of Unilever products in Abuja, FCT.
- H₀₂ Market segmentation does not significant effect on consumer satisfaction of Unilever products in Abuja, FCT.
- H₀₃ Market segmentation does not significant effect on customer preference of Unilever products in Abuja, FCT.

The study is restricted to the effect of market segmentation on customer patronage of Unilever products in Abuja covering a period of 5 years from 2013-2018. The reason for selecting this period is that it was in 2014, Unilever PLC was listed among the top 20 most valuable companies quoted on the Nigerian Stock Exchange. The study covered market segmentation such as demographic segmentation, geographic segmentation,

psychographic segmentation and behavioural segmentation. The study also covered customer patronage such as consumer loyalty, customer satisfaction and customer preference.

Concept of Market Segmentation

Market segmentation is the dividing a market into distinct groups of buyers who have distinct needs, characteristics, or behaviour and who might require separate products or marketing mixes (Armstrong & Kotler, 2005). Market segmentation is a marketing strategy that involves dividing a broad target market into subsets of customers who have common needs, then be designed and implemented to target the specific customer segments addressing needs or desires that are believed to be common in these segments using an appropriate media (Arens 2000). Market segmentation is to divide customers into distinct groups, such that marketing messages can be tailored to their specific needs, thus creating a close alignment between customer needs and marketplace offerings (Press & Simms, 2010; Singh, 2010). It is pertinent to note that market segmentation is the classification of different goods and buyers in separate areas and provide services to them based on their unique class.

Demographic segmentation is defined as the division of a market into groups based on demographic variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation and nationality by Kotler & Armstrong (2003). The demographic segmentation divides customers into segments based on demographic values such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, social class and nationality (Armstrong & Kotler, 2005).

The geographic segmentation divides customers into segments based on geographical areas such as nations, states, regions, counties, cities or neighbourhoods (Gunter & Furnham, 1992). The geo-demographic segmentation combines the geographic segmentation with the demographic segmentation and thereby combines the study of the target customers with where they live (Pickton and Broderick, 2005).

Psychographic segmentation divides people according to their attitudes, values, lifestyles, interests and opinions (Pickton & Broderick, 2005). Furthermore, some marketers have used personality variables to segment the markets.

Behavioral segmentation is based on the customers' attitude toward, use of, or response to a product. Many marketers believe that the behavioral variables such as occasions, benefits, user status, usage rate, buyer-readiness stage, loyalty status and attitude are the best starting points for constructing market segments and thus these variables will be described further in the following (Kotler & Keller, 2009).

Concept of Consumers Patronage

According to the Concise Oxford English Dictionary (2008), the word customer or consumer patronage mean a person or thing that eats or uses something or a person who buys goods and services for personal consumption or use. Kottler (2007), advocates that consumers have unpredictable degree of patronage to particular services, stores and other

entities. Customer purchasing behavior or customer patronage can be defined as the study of household (individual) or business entities and the processes they go through to choose, utilize and discard merchandise to fulfill needs and the effect that these procedures have on the customer and community (Hawkins & Mothersbaugh 2010). It is viewed as the ability of the customers to repeatedly consider the goods and services of a particular firm.

Customer loyalty derives great profit for a firm that recognizes it as one of the paramount strategies used as a decoy to trap customers (Li & Green, 2011). Customer loyalty is defined as a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour. According to Baker (2004), the term customer loyalty is used to describe the behavior of repeat customers, as well as those that offer good ratings, reviews, or testimonials.

Kotler (2002) defines satisfaction as a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations. Anon (2007) defines customer satisfaction as the attitude resulting from what customers think should happen (expectations) interacting with what customers think did happen (performance perceptions).

Customer satisfaction has been defined in various ways, but the conceptualization, which appears to have achieved the widest acceptance, is that satisfaction is a post-choice evaluative judgment of a specific transaction (Bastos & Gallego, 2008). Customer Satisfaction is seen as an indicator of the future financial success of the company (Kotler, 2000). Also, customer satisfaction is the process of customers meeting up their expectation about a particular issue or product such that the product obtained meets customers' value, perceives customers' end result and customers perceive quality (Opusunju & Murat & Jiya, 2019).

Preferences can be regarded as an individual's attitude towards a set of objects, typically reflected in an explicit decision-making process (Lichtenstein & Slovic, 2006). Customer preference can be defined as tending to indicate choices among neutral or more valued options with acceptance indicating a willingness to tolerate the status quo or some less desirable option (Fife et al, 2007). Customer preference is the act of deciding frequently to purchase a particular product based on the task, and satisfaction derives from the product.

Empirical Studies

Ateboh-Briggs (2014) examined the relationship between market segmentation and customer loyalty of deposit banks in Port Harcourt, Nigeria. To achieve the objectives of the paper, primary and secondary data were collected. The primary data was collected from a well-structured questionnaire after reliability and validity tests. The data collected was analyzed using relevant statistical tools. The result reveals that the application of marketing segmentation strategies is associated with the loyalty displayed by customers.

Puwanenthiren (2012) discovered that market segmentation highly positive impact on customer satisfaction. The customer satisfaction with market Segment has higher positive correlation 0.726. This means that high level of four market segment leads to highly increase in the customer satisfaction. This Co-efficient of determination 0.526 that the customer satisfaction in accounted for by market segment. In this connection hypothesis is accepted. That is market segments and marketing mix has strong impact on customer satisfaction.

Kasadha (2014) examined the bases of market segmentation at orange telecom, to examine the measurements of customer service at orange telecom and to examine the effect of market segmentation on customer service. A cross-sectional research design was employed to collect primary data using self-administered questionnaires. Data was gathered using a structured questionnaire from 42 individual customers and 27 corporate customers of orange telecom. Interviews were also used to collect qualitative data from some of the informants especially from marketing department of orange telecom and some individual customers. It was found out that Orange telecom has segmented its market according to population, age groups, gender, time, level of use, attitude though some respondents disagreed with the assertion that orange telecom segments its customers according to their level income and earnings. Study findings further indicate that Orange telecom has the ability to provide the promised service dependably and accurately, has willingness to help customers and provide prompt service and that most of its customer care service staff are fully trained in the area of providing world class customer care service. Study findings indicated that there is a strong positive relationship ($r=0.884$, $p=0.000$) between market segmentation and customer service. It is concluded that market segmentation when emphasized in the service industry will result in an improvement in service delivery enabling telecommunication companies to create customer loyalty, increase their market bases and profitability.

Expectation confirmation theory

Expectations-confirmation theory posits that expectations, coupled with perceived performance, lead to post-purchase satisfaction. This effect is mediated through positive or negative disconfirmation between expectations and performance. If a product outperforms expectations (negative disconfirmation) the consumer is likely to be dissatisfied (Oliver, 1980; Spreng et al. 1996). The four main constructs in the model are: expectations, performance, disconfirmation, and satisfaction. Expectations reflect anticipated behavior (Churchill & Suprenant, 1982). They are predictive, indicating expected product attributes at some point in the future (Spreng et al. 1996). Expectations serve as the comparison standard in ECT –what consumers use to evaluate performance and form a disconfirmation judgment (Halstead, 1999). Disconfirmation is hypothesized to affect satisfaction, with positive disconfirmation leading to satisfaction and negative disconfirmation leading to dissatisfaction. A major debate within the marketing literature concerns the nature of the effect of disconfirmation on satisfaction. The root of the problem lies in the definition of predictive expectations as the comparison standard for perceived performance. In such case, the confirmation of negative expectations is not likely to lead to satisfaction (Santos & Boote 2003). To overcome this problem, researchers have proposed other comparison standards such as desires, ideals, equity, or past product and brand experience.

Methodology

The study adopted survey research design and this is because the information or data needed in this study requires the use of structured questionnaire administered to the respondents who are customers of selected Unilever product in Abuja, FCT. The population consists of customers of Unilever products in Abuja, FCT and Unilever produced the products such as Blue Band Margarine, Lipton Yellow Label Tea, Royco bouillon cubes and Knor bouillon cubes, OMO Multi-Active Detergent, Sunlight washing powder, and Sunlight Dishwashing liquid, Close-Up toothpaste, Pepsodent toothpaste, LUX beauty soap, Lifebuoy soap, Rexona, Pears Baby Products range, Vaseline lotion, and petroleum jelly. It is very difficult to state the population of customers of Unilever products in Abuja. The study used infinite sample size and the infinite sample size for customers of Unilever products in Abuja, FCT are stated below

$$n = \frac{t_{\alpha}^2 * P * q}{e^2}$$

n = sample size

p = percentage (80%)

q = 1 - P (20%)

$t_{\alpha}^2 = 1.96$ (confidence 95%)

$$n = \frac{1.96^2 * 0.8 * 0.2}{0.05^2}$$

$$n = \frac{3.8416 * 0.8 * 0.2}{0.0025}$$

$$n = \frac{0.61656}{0.0025}$$

$$n = 246$$

However, the customers' sample size is 246 and 10% is added to ensure successful return of the 246 copies of the questionnaire. The method of data collection used in this study is questionnaire administered to the respondents which involves the use of primary source of data. The design questionnaire is used in the cause of this research work to obtain all the vital information on the variables It is designed in a five (5) point Likert type scale questionnaire to collect information from the respondents on the variables. The questionnaire is also design in two different types such that type one addresses regarding market segmentation and also customer patronage. The copies of questionnaire that were administered to the respondents used convenience sampling method. The questionnaire was administered in a pro rata basis and this is presented below in a table:

Table 1: Administration of Questionnaire

Area councils	Respondents: Customers	10% added	Total
Gawagwlada	41	4	45
Abaji	41	4	45
Kuje	41	4	45
Abuja Municipal	41	4	45
Bwari	41	4	45
Kwali	41	4	45
Total	246	24	270

Source: Researcher's Computation, 2019

10% was added to the total of 246 questionnaire given a total of 270 copies of questionnaires to ensure successful returned of the 246 copies of the questionnaires. Therefore, the total copies of administered questionnaires were 270 for customers of Unilever Plc in Abuja. The researcher employed research assistant who administered the questionnaire to the six area council in Abuja. The six research assistants were paid a sum of 5,000 each to enable theme carried out the work successful. Also, after few the days, the researcher when to some of the places the research assistants mentioned that they administered questionnaire to confirm if they actually carried out the assigned task. Then, the researcher discovered that they do what was assigned to them.

The questionnaire was tested to ascertain that the reliability of the instrument. The reliability of the questionnaire is not more than the Alpha values 0.6. The copies of the questionnaires were tested to indicate that the questions were properly answered and the table below state the reliability value of the variables.

Table 2: Reliability test

Variables	Number of items	Cronbach's Alpha
Market Segmentation	4	0.973
Consumer Loyalty	3	0.973
Customer satisfaction	3	0.989
Customer preference	3	0.984

Source: Researcher's computation (2019)

However, the Alpha values are reliable. The statistical tools used are simple regression, Spearman correlation, mean, and simple parentages. The simple regressions, was used to determine whether there is a significant effect of market segmentation proxies (demographic, geographic segmentation, psychographic segmentation and behavioural segmentation) and customer patronage (consumer loyalty, customer satisfaction and customer preference) of Unilever Nigeria Plc, Abuja. The correlation is used to establish the strength and degree of the relationship that existed between the variables.

The software statistical package of SPSS version 20.00 was used in analysing data in this study. The reason for employing SPSS statistical software package is that it has the capacity to indicate how a model fit in the work and also shows various test such as t-test, f-test and the probability of either accepting or rejecting based on the condition of 5% level of significant.

This is expressed in this study as follows:

$$Y = \alpha + \beta_1 x \dots\dots\dots 1$$

Where y = dependent variable, α = intercept, β_1 is coefficient and x is the independent variable.

However, the above model expatiated in a multiple form. Thus, is expressed as:

$$C_L = \alpha + \beta_1 MS + \mu \dots\dots \text{equation 2}$$

$$C_S = \alpha + \beta_1 MS + \mu \dots\dots \text{equation 3}$$

$$C_P = \alpha + \beta_1 MS + \mu \dots\dots \text{equation 4}$$

Where:

C_L = Consumer loyalty

C_S = Customer Satisfaction

C_P = Customer Preference

MS = Market segmentation

β = Coefficient

α = Intercept

μ = Error terms

$$r = \frac{\sum(x)(y)}{\sqrt{(\sum x^2)(\sum y^2)}} \dots\dots\dots 5$$

r = correlation coefficient

\sum = Summation

x = dependent variable

y = independent variables

Data Analysis and Discussion

Table 3: Have you been patronizing Unilever Nigeria PLC products

Responses	Frequency	Percentage (%)
Yes	240	97.56
No	6	2.44
Total	246	100

Source: Survey, 2019

The table revealed that 97.56% of the respondents who are customers of Unilever Plc in Abuja patronize the firm by purchasing the firm products while 2.44% of the respondents said that they do not patronized Unilever products in Nigeria.

Table 4: If yes, what products

Responses	Frequency	Percentage (%)
Blue Band Margarine	11	4.47
Lipton Yellow Label Tea	15	6.09
Royco bouillon cubes	17	6.91
Knorr bouillon cubes	10	4.07
OMO Multi-Active Detergent	12	4.88
Sunlight washing powder	9	3.66
Sunlight Dishwashing liquid	14	5.69
Close-Up toothpaste	81	32.93
Pepsodent toothpaste	12	4.88
LUX beauty soap	8	3.25
Lifebuoy soap	12	4.88
Rexona	19	7.72
Pears Baby Products range	18	7.32
Vaseline lotion	19	7.72
petroleum jelly	7	2.84
Total	246	100

Source: Survey, 2019

The table revealed that 4.47% of the respondents said that they patronize the firm by purchasing Blue Band Margarine, 6.09% of the respondents said that they patronize the firm by purchasing Lipton Yellow Label Tea, 4.07% of the respondents said that they patronize the firm by purchasing Knorr bouillon cubes, 4.88% of the respondents said that they patronize the firm by purchasing OMO Multi-Active Detergent, 3.66% of the respondents said that they patronize the firm by purchasing Sunlight washing powder, 5.69% of the respondents said that they patronize the firm by purchasing Sunlight Dishwashing liquid, 32.93% of the respondents said that they patronize the firm by purchasing Close-Up toothpaste, 4.88% of the respondents said that they patronize the firm by purchasing Pepsodent toothpaste, 3.25% of the respondents said that they patronize the firm by purchasing LUX beauty soap, 4.88% of the respondents said that they patronize the firm by purchasing lifebuoy soap, 7.72% of the respondents said that they patronize the firm by purchasing Rexona, 7.32% of the respondents said that they patronize the firm by purchasing Pears Baby Products range, 7.72% of the respondents said that they patronize the firm by purchasing Vaseline lotion and 2.84% of the respondents said that they patronize the firm by purchasing petroleum jelly.

Table 5: Have you been satisfied after purchasing the prefer products

Responses	Frequency	Percentage (%)
Yes	246	100
No	-	-
Total	246	100

Source: Survey, 2019

The table revealed that customers of the Unilever products in Abuja said that they are satisfied after purchasing the product of Unilever PLC in Abuja. However, none of the customer noted that they are dissatisfied after purchasing the product.

Table 6: How long have you been patronizing Unilever PLC Product in Abuja

Responses	Frequency	Percentage (%)
1-5years	67	27.23
6-10 years	77	31.30
11 years and above	102	41.46
Total	246	100

Source: Survey, 2019

The above table indicates that 27.23% of the respondents who are the customers of Unilever PLC in Abuja said that they have been patronizing Unilever products for the past 1-5 years, 31.30% of the respondents who are the customers of Unilever PLC in Abuja said that they have been patronizing Unilever products for the past 6-10years while 41.46% of the respondents who are the customers of Unilever PLC in Abuja said that they have been patronizing Unilever products for the past 11 years and above.

Table 7: Assessment of Consumer Loyalty in Unilever Nigeria Plc, Abuja

Items	5	4	3	2	1
Customers of Unilever Nigeria Plc in Abuja frequently rebuy Unilever products	78(31.71)	88(35.77)	10(4.07)	33(13.41)	37(15.04)
Customers of Unilever Nigeria Plc in Abuja are always committed to rebuy the products	73(29.67)	78(31.71)	12(4.87)	23(9.35)	60(24.39)
Customers of Unilever Nigeria Plc are delighted in frequently purchasing their product	68(27.64)	61(24.79)	20(8.13)	42(17.07)	55(22.36)

Source: Survey, 2019

From the above table, it was discovered that majority of the respondents strongly agreed (31.71%) and agreed (35.77%) to the statement that Customers of Unilever Nigeria Plc in Abuja frequently rebuy Unilever products. 13.41% strongly disagreed and 15.04% disagreed with the said statement while only 4.07% were undecided.

It was also observed that the majority of the respondents, 29.67% and 31.71% strongly agreed and agreed respectively that customers of Unilever Nigeria Plc in Abuja are always committed to rebuy the products. 9.35% and 24.39% strongly disagreed and disagreed respectively, while only 4.35% were undecided.

From the table also, the majority of the respondents 27.64% and 24.79% strongly agreed and agreed respectively that customers of Unilever Nigeria Plc are delighted in frequently

purchasing their product. 17.07% and 22.36% strongly disagreed and disagreed respectively, while 8.13% were undecided.

Table 8: Assessment of Customer Satisfaction in Unilever Nigeria PLC, Abuja

Items	5	4	3	2	1
Customer of Unilever products in Abuja are satisfied with taste of the product	80(32.52)	98(39.84)	31(12.60)	10(4.07)	27(10.98)
Customers of the Unilever products are frequently satisfy with the design and colour of the product	78(31.71)	80(32.52)	29(11.79)	23(9.35)	36(14.63)
Customers of Unilever products are always satisfy the functionality of the product	77(31.30)	88(35.77)	30(12.19)	22(8.94)	29(11.79)

Source: Survey, 2019

From the above table, it was discovered that majority of the respondents strongly agreed (32.52%) and agreed (39.84%) to the statement that customers of Unilever Nigeria Plc in Abuja frequently rebuy Unilever products. 4.07% strongly disagreed and 10.98% disagreed with the said statement while only 12.60% were undecided.

It was also observed that the majority of the respondents, 31.71% and 32.52% strongly agreed and agreed respectively that customers of the Unilever products are frequently satisfy with the design and colour of the product. 9.35% and 14.63% strongly disagreed and disagreed respectively, while only 11.79% were undecided.

From the table also, the majority of the respondents 31.30% and 35.77% strongly agreed and agreed respectively that customers of Unilever products are always satisfy the functionality of the product. 8.94% and 11.79% strongly disagreed and disagreed respectively, while 12.19% were undecided.

Table 9: Assessment of Customer Preference in Unilever Nigeria PLC, Abuja

Items	5	4	3	2	1
Customers of Unilever products prefer the shape of their product	65(17.47)	44(11.83)	39(10.48)	78(20.97)	146(39.25)
The customers prefer the style and taste of Unilever products in Abuja	66(17.74)	45(12.09)	46(12.37)	88(23.67)	127(34.14)
Customers generally prefer Unilever products in Abuja	67(18.01)	66(17.74)	34(9.14)	71(19.09)	134(36.02)

Source: Survey, 2019

From the above table, it was discovered that less majority of the respondents strongly agreed (17.47%) and agreed (11.83%) to the statement that customers of Unilever products prefer the shape of their product. 20.97% strongly disagreed and 39.25% disagreed with the said statement while only 10.48% were undecided.

It was also observed that the less majority of the respondents, 17.74% and 12.09% strongly agreed and agreed respectively that customers prefer the style and taste of Unilever products in Abuja. 23.67% and 34.14% strongly disagreed and disagreed respectively, while only 12.37% were undecided.

From the table also, the less majority of the respondents 18.01% and 17.74% strongly agreed and agreed respectively that Customers generally prefer Unilever products in Abuja. 19.09% and 36.02% strongly disagreed and disagreed respectively, while 9.14% were undecided.

Table 10: Assessment of market segmentation

Items	5	4	3	2	1
Customers of Unilever Plc in Abuja buy the product that is group in the form of age, gender, family size, family life cycle, income, occupation, education and race	41(16.67)	32(13.00)	44(17.89)	56(22.76)	73(29.67)
Unilever products are based on status, region and cities	43(17.48)	23(9.35)	22(8.94)	77(31.30)	79(32.11)
Customers prefer Unilever Nigeria based social class and life style	44(17.89)	49(19.92)	18(7.32)	67(27.24)	66(26.83)
Customers buy Unilever product because they are produced based on occasion, users status and buyer readiness	31(12.60)	42(17.07)	30(12.19)	64(26.02)	76(30.89)

Source: Survey, 2019

From the above table, it was discovered that less majority of the respondents strongly agreed (16.67%) and agreed (13.00%) to the statement that customers of Unilever Plc in Abuja buy the product that is group in the form of age, gender, family size, family life cycle, income, occupation, education and race. 22.76% strongly disagreed and 29.67% disagreed with the said statement while only 17.89% were undecided.

It was also observed that the less majority of the respondents, 17.48% and 9.35% strongly agreed and agreed respectively that Unilever products are based on status, region and cities. 31.30% and 32.11% strongly disagreed and disagreed respectively, while only 17.89% were undecided.

From the table also, the less majority of the respondents 17.89% and 19.92% strongly agreed and agreed respectively that customers prefer Unilever Nigeria based social class and life style. 27.24% and 26.83% strongly disagreed and disagreed respectively, while 7.32% were undecided.

From the table also, the majority of the respondents 12.60% and 17.07% strongly agreed and agreed respectively that customers buy Unilever product because they are produced based on occasion, users status and buyer readiness. 26.02% and 30.89% strongly disagreed and disagreed respectively, while 12.19% were undecided.

Table 11: Correlation Analysis of Market Segment and Customer Loyalty

Correlations		
	MS	CL
MS	Pearson Correlation	1
	Sig. (2-tailed)	.946**
	N	246
CL	Pearson Correlation	.946**
	Sig. (2-tailed)	1
	N	246

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

The above table indicates that there is an association between the variables. This implies that there is a relationship between market segmentation and customer loyalty of Unilever PLC products in Abuja.

Table 12: Correlation Analysis of Market Segment and Customer Satisfaction

Correlations		
	MS	CS
MS	Pearson Correlation	1
	Sig. (2-tailed)	.944**
	N	246
CS	Pearson Correlation	.944**
	Sig. (2-tailed)	1
	N	246

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

The above table indicates that there is an association between the variables. This implies that there is a relationship between market segmentation and customer satisfaction of Unilever Plc products in Abuja.

Table 13: Correlation Analysis of Market Segment and Customer Preference

Correlations		
	MS	CP
MS	Pearson Correlation	1
	Sig. (2-tailed)	.949**
	N	246
CP	Pearson Correlation	.949**
	Sig. (2-tailed)	1
	N	246

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

The above table indicates that there is an association between the variables. This implies that there is a relationship between market segmentation and customer preference of Unilever PLC products in Abuja.

Hypothesis one

Table 14: Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946 ^a	.894	.894	.54013

a. Predictors: (Constant), CL

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	602.083	1	602.083	2063.739	.000 ^b
Residual	71.185	244	.292		
Total	673.268	245			

a. Dependent Variable: MS

b. Predictors: (Constant), CL

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.559	.070		8.004	.000
CL	-.991	.022	-.946	-45.428	.000

a. Dependent Variable: MS

Source: Econometric output, 2019

Decision Rule: 5% level of significance

The regression result shows that the model is fit for the study since the f-statistics is significant at 5% level of significant. The result also shows that market segmentation has negative and significant effect on customer loyalty in Unilever PLC product, Abuja. This effect is significant since the P-value is less than 5%. Thus, we can reject the null hypotheses and concluded that market segmentation has a negative and significant effect on customer loyalty in Unilever PLC product. The $R^2 = 0.89$ indicates that only 89% of variation on market segmentation can be used to explain by consumer loyalty in Unilever PLC product, Abuja but 11% can explained by other factors not noted in the regression model which is refer to as error term.

Hypothesis Two

Table 15: Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.944 ^a	.891	.891	.54792

a. Predictors: (Constant), CS

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	600.015	1	600.015	1998.589	.000 ^b
Residual	73.253	244	.300		
Total	673.268	245			

a. Dependent Variable: MS

b. Predictors: (Constant), CS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.495	.092		-5.370	.000
CS	-1.092	.024	.944	-44.706	.000

a. Dependent Variable: MS

Source: Econometric output, 2019

Decision Rule: 5% level of significance

The regression result shows that the model is fit for the study since the f-statistics is significant at 5% level of significant. The result also shows that market segmentation has negative and significant effect on customer satisfaction in Unilever Plc product, Abuja. This effect is significant since the P-value is less than 5%. Thus, we can reject the null hypotheses and concluded that market segmentation has a negative and significant effect on customer satisfaction in Unilever Plc product. The $R^2 = 0.89$ indicates that only 89% of variation on market segmentation can be used to explain by consumer satisfaction in Unilever Plc product, Abuja but 11% can explained by other factors not noted in the regression model which is refer to as error term.

Hypothesis Three

Table 16: Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.949 ^a	.901	.900	.52365

a. Predictors: (Constant), CP

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	606.361	1	606.361	2211.287	.000 ^b
	Residual	66.908	244	.274		
	Total	673.268	245			

a. Dependent Variable: MS

b. Predictors: (Constant), CP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.292	.072		4.036	.000
	CP	-1.045	.022	.949	-47.024	.000

a. Dependent Variable: MS

Source: econometric output, 2019

Decision Rule: 5% level of significance

The regression result shows that the model is fit for the study since the *f*-statistics is significant at 5% level of significant. The result also shows that market segmentation has negative and significant effect on customer preference in Unilever Plc product, Abuja. This effect is significant since the *P*-value is less than 5%. Thus, we can reject the null hypotheses and concluded that market segmentation has a negative and significant effect on customer preference in Unilever Plc product. The $R^2 = 0.89$ indicates that only 89% of variation on market segmentation can be used to explain by consumer preference in Unilever Plc product, Abuja but 11% can explained by other factors not noted in the regression model which is refer to as error term.

Discussion of Findings

The results of the analysis indicate that there is negative and significant effect of market segmentation on customer patronage of Unilever Plc products in Abuja. This implies that market segmentation affect significantly the customer patronage of Unilever plc products in Abuja. The study is in line with the finding of Boateng (2012) who found that there is statistical significant relationship between the variables. However,, there was no study that disagreed with the finding of this study. The study is also in tandem with expectations-confirmation theory which states that if a product outperforms expectations (negative disconfirmation) the consumer is likely to be dissatisfied (Oliver, 1980; Spreng et al. 1996).

The study found that market segmentation has a negative and significant effect on customer loyalty in Unilever PLC product. However,, this negate effect of market segmentation affect the customer loyalty since the price of the product is differentiated based on income, gender, age, family status, etc. also, the study found that market segmentation has a negative and significant effect on customer satisfaction in Unilever PLC product. This implies that market segmentation in terms of geographical segmentation, psychographic segmentation, demographical segmentation affect the customers satisfaction on the product since the product has different taste and design because segmenting the product different customers based on income and age. The study realized that market segmentation has a negative and significant effect on customer preference in Unilever PLC product. This implies that market segmentation in terms of geographical segmentation, psychographic segmentation, demographical segmentation affect the customers preference since the customers have to prefer goods product and quality. These quality products will be produced to income earners in Abuja.

Conclusions

The following conclusions were drawn from the results of the findings:

1. Market segmentation has a negative and significant effect on customer loyalty in Unilever PLC product. However,, this negate effect of market segmentation affect the customer loyalty since the price of the product is differentiated based on income, gender, age, family status, etc.
2. Market segmentation has a negative and significant effect on customer satisfaction in Unilever PLC product. This implies that market segmentation in terms of geographical segmentation, psychographic segmentation, demographical segmentation affect the customers satisfaction on the product since the product has different taste and design because segmenting the product different customers based on income and age.
3. Market segmentation has a negative and significant effect on customer preference in Unilever PLC product. This implies that market segmentation in terms of geographical segmentation, psychographic segmentation, demographical segmentation affect the customers preference since the customers have to prefer goods product and quality. These quality products will be produced to income earners in Abuja.

Recommendations

The study therefore recommends that:

1. Unilever Nigeria PLC should design their products using demographical segmentation, geographical segmentation, psychographic segmentation but should stable the price of goods and services without differentiating the prices based on different segment that the product is designed for.
2. Unilever Nigeria PLC should understand that their segmentation of products lead to customer dissatisfaction since they charge different prices of goods and services made for different income customers. They should ensure that their products are segmented but charge similar prices.

3. Unilever Nigeria PLC should ensure that segmentation of their product is designed to attract customers' preference of their product. They should minimize the product differentiation by selling similar product design for old age, youth and children at the same price.

References

- Aldlaigan, A. & Buttle, F. (2005). Beyond satisfaction: customer attachment to retail banks. *International Journal of Bank Marketing*, 23 (4) 349-359.
- Amue, G. J., Abieye, H., & Igwe, S. R. (2012). Behavioral-based segmentation and marketing success: An empirical investigation of fast food industry. *European Journal of Business and Management*, 4 (15), 56-65
- Arens, B., I (2000). *Marketing management*, Prentice Hall
- Ateboh-Briggs, P. B. (2014). Market segmentation and customer loyalty in deposit banks in Port Harcourt, Nigeria, *European Journal of Business and Management*, 6 (16)
- Birjandi, M., Hamid, M. R. & Birjandi, H. (2013). Customer segmentation based on benefit sought approach: Case of Sehat Shampo in Iranian market. *Issues in Business Management and Economics*, 1(2) 22-31
- Boateng, Y. (2011). The effects of market segmentation on customer service in the banking industry in Ghana, the case study of Barclays bank Ghana limited, Kumasi Prempeh ii street branch. Kwame Nkrumah University of Science and Technology
- Boley, B. B., & Nickerson, N. P. (2012). Profiling geo travelers: An apriori segmentation identifying and defining sustainable travelers using the geo traveler Tendency Scale (GTS). *Journal of Sustainable Tourism*, 21 (2), 314-330.
- Canhoto, A. I., Clark, M. & Fennemore, P. (2013). Emerging segmentation practices in the age of the social customer. *Journal of Strategic Marketing*, 21 (5), 413-428.
- Churchill, G. A., & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction, *Journal of Marketing Research*, 19 (4), 491-504.
- Dick, A.S. & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22 (2) 99-113.
- Golmah, V. (2014). A case study of applying self-organisation Map(SOM) in market segmentation of Automobile Insurance customers. *International Journal of Database Theory and Application*, 7 (1), 25-36.

- Goyat, S. (2011). The basis of market segmentation: A critical review of literature. *European Journal of Business and Management*, 3(9), 45-54.
- Gray, B., Matear, S., Boshoff, C. & Matheson, P. (1998). Developing a better measure of market orientation, *European Journal of Marketing*, 32, 9/10, pp. 884-903.
- Hofstede, F. T., Wedel, M., & Steenkamp, J. E. (2002). Identifying Spatial Segments in International Markets, *Marketing Science*, 21(2), 160-177.
- Kabuoh, M. N., Asikhia, O. U. Alagbe, A. (2016). Effect of market segmentation on customers' satisfaction in Lagos State, Nigeria: Development and strategies on economic performance and sustainability. Conference Abstracts and Proceedings, p. 35.
- Kasadha, D. (2014). Market Segmentation and Customer Service At orange Telecom-Uganda. Makerere University
- Kotler, P., (2002). *Marketing management*, Prentice Hall.
- Kotler, P., & Armstrong, G. (2003). *Principles of marketing (10th ed.)*. Harlow, England: Pearson.
- Kotler, P & Keller, K. L. (2009). *Marketing management*, Pearson Education International, 13th Edition. London: Prentice Hall Pearson
- Li, M.L. & Green, R.D. (2011). A mediating influence on customer loyalty: The role of perceived value. *Journal of Management and Marketing Research*, 2 (1) 4-65
- McDonald, M., & Dunbar, I. (2004). *Market Segmentation: How to Do it, How to Profit from it*. Oxford: Elsevier.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction Decisions, *Journal of Marketing Research*, 17 (4), 460.
- Opusunju, M. I. & Murat, A. & Jiya, N. S. (2019). Remanufacture and customer satisfaction: A conceptual study. *International Journal of Social Sciences*, 3 (15) 217-225.
- Pickton, D. & Broderick, A. (2005). Identifying target audiences and profiling target markets. *Integrated marketing communications*, 2nd. edition, 371-398.
- Press, J. & Simms, C. (2010). Segmenting cosmetic procedures markets using benefit segmentation: A study of the market for tooth whitening services in the United Kingdom. *Journal of Medical Marketing*, 10 (3), 183-198.

- Puwanenthiren, P. (2012). Market Segmentation and its impact on customer satisfaction with especial reference to commercial bank of Ceylon PLC. *Global Journal of Management and Business Research*, 12(17)44-53
- Santos, J., & Boote, J. (2003). A theoretical exploration and model of consumer expectations, post-purchase affective states and affective behaviour. *Journal of Consumer Behaviour*, 3(2), 142-156.
- Singh, A. (2010). Market segmentation in FMCG: Time to derive new basis for market segmentation. *International Journal of Research in Commerce & Management*, 1(8), 140-145
- Ziff, R. (1971). Psychographics for market segmentation, *Journal of Advertising Research*, 11 (2),39.