MARKET SEGMENTATION AND PRODUCTIVITY OF DUFIL PRODUCTS IN NIGERIA

Femi Seun BENJAMIN, Amamhe Christerbel ADARE, Olabowale Adewumi ADEOLA, ChiomaVeronical EBOHA

ADEKUNLE AJASIN UNIVERSITY AKUNGBA AKOKO, ONDO STATE, NIGERIA.

IJMSSSR 2021
VOLUME 3
ISSUE 1 JANUARY – FEBRUARY **ISSN: 2582 - 0265**

Abstract: Organisation today define their products not as what the companies make or produce but as what they do to satisfy customers, This study now appraised the role of market segmentation in influencing the productivity of Dufil Prima product in Nigeria. While the specific objectives are to : examine the effect of Demographic Segmentation on productivity of Dufil Prima product, access the effect of Geographic Segmentation on productivity of Dufil prima product, investigate the effect of Psychographic Segmentation on productivity of Dufil Prima product.

The research design adopted for this research work was the survey design, the population of the study consist of 172 management staff who have the best information for this study, the sample size for the study was 120 and it was determined using Taro Yamane formula, structured questionnaire, information gathered on all relevant variables were analysed using descriptive and inferential (Regression) statistics with the used of SPSS statistical package version 20.

The results reveal that the predictor variables (demographic, Geographic and psychographic) were individually statistically significant to Sales volume, the overall effect of segmentation on productivity was significant ($F=28.772, p<0.00$).

It is therefore concluded that demographic, Geographic and Psychographic could complement to achieve huge sales. The study recommended that: product segmentation tools should be attended to by various authorities. Members of companies should take note of the income, style, gender and age in segmenting their product in the market, so that they can satisfy different customers in the market.

Keywords*:* Marketing Segmentation, Profitability, customer, Organisation

1.0 Background to the Study

Customers are the concentration of all promoting activities of each organization (Iyanda, 2014). Organizations so haven't any alternative choice than to outline their product not as what the businesses create or manufacture however as what they are doing to satisfy customers. Excellence in customer service is often achieved once organizations crate efforts to grasp and answer customer expectations Akpan (2006). The customer has largely been seen as the lifeblood of each enterprise. The marketing concept as a business philosophy holds the position that the long-profit of a business is best achieved by focusing the coordinated activities of the organization towards satisfying the requirement of explicit market segment(s) (Gray , Matear , Bosh off& Matheson , 2018).

The satisfaction of those customers currently becomes the firm's final goa. so as to realize this, Organisation got to place up marketing segmentation practice . that is customer orientated philosophy, since no firm will turn out and satisfy the entire market, Therefore, for any firm to provide and market its produce and market its product effectively, it's to spot a sub-market among the mixture market, choose and reach with distint selling combine (Akpan, 2006)

The increasing world population has resulted in customers turning into various and various within the shopping for necessities wants and characteristics since companies cannot effectively serve all of them during a broad market. it's inevitable to spot those elements of the market that square measure profitable and might be serve effectively offer the accessible structure resources and capabilities, so this incorporate the adoption of effective

 Copyright © 2021 IJMSSSR All rights reserved (cc) BY

segmentation of the markets (Adewale & Sajuyigbe, 2012). Marketing segmentation is often a customer's orientated philosophy that is per marketing concept. Market segmentation is outline as the method of dividing a market into undiversified segment that put together represent the market.(Leader (1995)
Several companies within the past adopted mass marketing concept as a way for sales turnover by embarking on production, mass distribution and mass promotion of single whole of product to all buyers (Kotler& Keller, 2014).

The productivity levels of companies in rising economies are much lower compared to that of developed economies and this can be primarily thanks to the distinction within the level and extent of technological adoption (Afzal&Manni, 2013). Adewale and Olateru (2017)) argues that the productivities of any firm rely upon the amount of selling ways being employed by the Organisation. Therefore, for sales volume, quality of product to get on the high aspect, it's expedient to figure on the ways of the firm. Productivity is seen as the economic use of resources, labour, capital, land, materials, energydata, within the production of varied product and services(Solomon ,2012). Higher productivity suggests that accomplishing a lot of with a similar quantity of resources or achieving higher output in terms of volume and quality from **a similar** input. The argument for this strategy was that it crates the bigest potentials markets that heads to cheap price, both production cost and overhead cost and therefore marketing costs which in turn results to lower pricks or higher margin (Afzal & Manni, 2013). Thus in bid for higher profitable sales, and greater customer satisfaction, mass marketing is relegated to the background with the adoption of the market segmentation which now recognizes the differences in segment needs, wants and response to marketing programmes. There is need therefore to analze the link between market segmentation and productivity of Dufilmerchandise in Nigeria.

1.2 Statement of the problem

The need to increasing profit and sales volume has been one of the focal point of every firm (Adewale&Sajuyigbe, 2012) Both markets of services and tangible goods desire to improve profit and sales turnover and the objectives of profitability can only be achieved when firms properly grasp and apply effective and markets segmentation style. companies are always faced with difficulty of identifying and selecting particular market target and satisfying them by blending the marketing mix elements thus market segmentation recognizes that every market is made up of distinguishable segments consisting of buyers with different needs (Adewale and Olateru , 2017) Sule (2017); Adewale and Sajuyigbe(2012); Boateng (2016) both concluded that marketing segmentation tailored towards the needs of consumer will lead to increase in performance of organization. But study by Hailemariam, Yitbarek ,PrasadaRao (2016) had a contrary view that it is difficult to access if performance of an organization is attributed to market segmentation, hence this study will examine if there is any relationship between marketing segmentation and profitability.

Gray , Matear , Bosh off & Matheson (2018); Sule (2017) were among the studies that agreed that market segmentation influences performance, but studies on the factors that affect the adoption of marketing segmentation are yet to be address, hence this study .

The following are the research questions for this study

i What are the effects of Demographic Segmentation on the productivity of Dufil products
ii what are the effect of Geographic Segmentation on the productivity of Dufil product

The main objective of this study is to appraise the role of market segmentation in influencing the productivity of Dufils products in Nigeria. While the specific objectives are to :

i examine the effect of Demographic Segmentation on productivity of Dufil product
ii access the effect of Geographic Segmentation on productivity of Dufil product
The following hypotheses were formulated for the purpose of this study;
i There is no significant relationship between Demographic Segmentation and productivity of Dufil products
ii. There is no significant relationship between Geographic Segmentation and productivity of dufil products

Copyright © 2021 IJMSSSR All rights reserved (cc) BY

LITERATURE REVIEW

2.1 Conceptual Definitions

Marketing segmentation has been defined by many authors in the literature and the various definitions are given in this study. Kotler and Keller, (2005) a market segment is a subgroup of people or organizations sharing one or more characteristics that cause them to have similar product and/or service needs. Also, Leader (1995) define market segmentation as the process of dividing a market into the homogeneous segment that collectively constitute the market segmented. This is due to the fact that consumers may buy different goods according to their sex, ages, group, income, occupation or even geographic location. In addition, Modern (2006) defines market segmentation as vital issue in the study of marketing which has to be within the analysis of a particular total market demand to its consentient parts, so that of buyer can be differentiated both as a marketing tool and as a basic input to market and business planning

Marketing segmentation is the dividing of a large market into smaller subsets of consumers or organization that are similar in characteristic behavior, wants or needs. Beverage Industry (Afzal&Manni, 2013).

In line with the definition given by Leader (1995)who gave a comprehensive definition of sales promotion and after given consideration to the commonality of definitions given by the various authors, this definition was adopted for the purpose of this study. The various types of marketing segmentation variables were given in the next section.

2.1.2 BASIS OF MARKET SEGMENTATION OR SEGMENTATION VARIABLES

The largest problem is how to subdivide the market." (Moriarty & Reibstein 1986) Companies have many variables to use, alone or in combinations, when trying to find the best way to view their markets. Often researchers group the different segmentation variables into four broad categories; geographic variables, demographic variables, psychographic variables, and behavioural variables. Players in the banking industry segment their market into more or less homogeneous groups, in terms of their needs and expectations from the banking industry. Marketing strategy of a bank should involve dividing or categorizing the market into major segments; targeting the segments to be catered by the bank; and finally, developing the products and marketing programs to take care of the selected segments. Each segment of the market may demand different products and require different marketing mix to address the demand. Banks should, therefore, develop the profile of different market segments and then the targeted market segments should be selected based on their attractiveness. After banks have identified the market segments that they might address, the next steps will be positioning of the product into the targeted market segment. Retail market can be segmented on the basis of demography, geography, social class and cultural value.

2.1.2.1 Demographic Segmentation

This variable divides customers into segments based on demographic values. Among the demographic bases are age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, social class and nationality (Armstrong and Kotler, 2005). The demographic segmentation is often used in market segmentation for the reason that the variables are easy to identify and measure; finally they provide a description of the target customers so marketers can target a desired target market.

2.1.2.2 Geographic Segmentation

The geographic segmentation divides customers into segments based on geographical areas such as nations, states, regions, counties, cities or neighborhoods. It is important to segment according to geographic, due to the fact that the purchasing behaviour of the customers are influenced by where they live, work etc. (Gunter and Furnham, 1992). Furthermore as a result of an increase in the globalisation today the geographic segmentation has been linked to other differences in socio-economic and demographic characteristics. The result of this type of segmentation is referred to as geodemographics (Gunter and Furnham, 1992).

Copyright © 2021 IJMSSSR All rights reserved

2.1.2.3 Psychographic Segmentation

This variable is derived from two principal profile of customers; personality profiles and lifestyle profiles (psychographics). Psychological profiles are often used as a supplement to geographic and demographics when these does not provide a sufficient view of the customer behaviour. Psychographic segmentation therefore divides people according to their attitudes, values, lifestyles, interests and opinions (Pickton and Broderick, 2005). Furthermore some marketers have used personality variables to segment the markets.

2.1.2.4 Behavioural Segmentation

This is based on the customers‟ attitude toward, use of, or response to a product. Many marketers believe that the behavioural 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 By combining the different behavioural variables, it is possible for marketers to get a view of a market and its segments and thereby the marketer can enhance its targeting strategies (Kotler and Keller, 2009).

2.1.3 THE SEGMENTATION PROCESS

The three stages of the segmentation process are; segmentation, targeting, and positioning (Saeed.&Nisar ,2013) Segmentation variables:

The first stage of the segmentation process involves the selection of suitable variables for grouping customers. These are also referred to as base variables or the segmentation basis. There is rarely one best way of segmenting a market and more than one variable can be used.

2.1.3.1 Segmentation analysis: Research also plays a very vital role in segmentation as segmentation analysis requires a range of data form a wide variety of sources on markets, customers‟ attitudes, motives and behaviour as well as competitor information

2.1.3.2 Targeting: Targeting is the next step in the sequential process and involves a business making choices about segment(s) on which resources are to be focused. There are three major targeting strategies: undifferentiated, concentrated, and differentiated (Pi.,& Huang, 2011) . During this process the business must balance its resources and capabilities against the attractiveness of different segments.

2.1.3.4 Positioning: This follows on logically from the segmentation and targeting stages. Customer perceptions are central to the product position especially in relation to the competition's offering. The product or service has to satisfy key customer requirements and this has to be clearly communicated to customers (Peattie ,&Peattie. 2009). From the above, one can draw the conclusion that, the sequential logic used in most marketing management text books are the following: identify your target segment; describe the characteristics of the segment members; determine their needs as to the product that you are selling, adapt the marketing mix components according to the segment's needs, sell the products, get increased product profitability and thus increased profitability of the firm. Criticism from one school of thought is that it is increasingly difficult to build marketing activities on the notion of a market. The "markets" are fragmenting rapidly and we are moving towards a time when the only relevant segment is the individual customer.

2.1.4. BENEFITS OR IMPORTANCE OF MARKET SEGMENTATION

Globally, the need for market segmentation arises as markets are becoming increasingly diverse and it is rare for mass marketing to be a profitable strategy. Market segmentation therefore enables more accurate and effective communication of benefits in relation to needs (Peattie ,&Peattie. 2009). Market segmentation also helps to identify growth opportunities for the bank. Market segmentation leads to better understanding of the customers and competitors, more effective allocation of resources, and capitalization on the opportunities (i.e. niche markets) (Pawels, , Srinivasan, , Silva-Risso, & Hanssen, 2003).. Research has shown that companies that implement formal, research-based segmentation strategies receive higher revenues and market share than competitors. Pi., and Huang (2011) Market segmentation can bring about many benefits for companies such as the following; Better

Copyright © 2021 IJMSSSR All rights reserved (cc) BY

communications with and understanding of customers‟ needs and wants. Improved design of products and services which better fit the needs of the segment. Gaining a reputation for expertise and quality in serving specific segments of the market.Enabling the most profitable customer groups to be given special attention thus improving loyalty and retention, also more efficient use of company resources.

2.1.5. Organisational Productivity

Productivity in general has been defined in the Cambridge International and Oxford Advance Learner's dictionaries as the rate at which goods are produced with reference to number of people and amount of materials necessary to produced it. On the other hand, productivity has been defined as the utilization of resources in producing a product or services (Gaissey, 1993). Productivity describes various measures of the efficiency of production. Often, a productivity measure is expressed as the ratio of an aggregate output to a single input or an aggregate input used in a production process, i.e. output per unit of input, typically over a specific period of time. Productivity in An Organization One of the most important issues facing the applied behavioral sciences is that of human productivity, the quality and quantity of work. Productivity concerns both effectiveness and efficiency. According to modern (2006) a founding father of management theory wrote, effectiveness is a minimum condition for survival after success has been achieved. Efficiency is concerned with doing things right and effectiveness is doing the right things. In discussing effectiveness, we must once again distinguish between management and leadership. As we discussed earlier, leadership is a broad concept than management. Management is thought of as a special kind of leadership in which the accomplishment of organizational goals is paramount. Leadership is an attempt to influence people, individual and in groups, for whatever reason. Influence and leadership may be used interchangeably. According to Pi., and Huan (2011) Law which suggests a clear example of a person placing personal goals before organizational goals. His law states that in bureaucracies, managers often try to build up their own departments by adding unnecessary personnel and more equipment. Although this tendency may increase the prestige and importance of the managers. This, in discussing effectiveness, we must recognize the differences between individual goals, organizational goals, leadership and management. So their successes measured by the output or productivity of the group they lead, with that thought in mind, Bernard Bass suggested a clear distinction between successful and effective leadership and management. Success has to do with how the individual or the group behaves; on the other hand effectiveness describes the internal sate of an individual and thus, it is attitudinal in nature individuals who are interested only in success tend to emphasize their position power and use close supervision. Effective individuals however, will also depend on personal power and use more general supervision position power tends to be delegated down through the organization, while personal power is generated upward from below through follower acceptance. According to leader (1995), a professor of management at the university of Nebraska, who conducted a four-year observational study to determine similarities and differences between successful managers spent more of their time and effort networking with others inside and outside the organization than did effective managers. In the management of organizations, the difference between successful and effective often explain why may supervisors can get a satisfactory level of output only when they are right there looking over a worker‟s shoulder. In summary, managers could be successful but ineffective having only a short-lived influence over the behavior of others. It should be pointed out that this successful; versus effective framework is a way of evaluating the response to a specific behavioral event and not of evaluating performance over time. And so what comes in mind is what determines organizational effectiveness. In discussing effectiveness we have concentrated on evaluating the results of individual leaders or managers. We are concerned not only with the outcome of a given leadership attempt but also with the effectiveness of the organizational unit over a period of time. Causal variables are those factors that influence the course of development within organizations and its results. These independents variables can be altered by the organization and its management, leadership strategies, skill and behavior. Management decisions and the policies and structure of the organization are examples of causal variables. Output or end result variables are the variables that reflect the achievements of the organization. The effectiveness of managers is often determined by net profits.

2.2 THEORETICAL REVIEW

2.2.1 Product Differentiation Theory

Product differentiation refers to such variations within a product class that (some) consumers view as imperfect substitutes. Consumer goods are available in a variety of styles and brands and as a result require some

Copyright © 2021 IJMSSSR All rights reserved (cc) BY

differentiation. Product differentiation is aimed at influencing people's perception of a brand in such a way that they are persuaded to act in a certain manner, such as buy and use the products and services offered by the firm (Armstrong &Kotler, 2005). In an attempt to differentiate products, firms need to provide relevant meaning and experience to people across multiple societies. To do so, strategies need to be devised that takes account of the brands own capabilities and competencies, the strategies of competing brands, and the outlook of consumers which has been largely formed by experiences in their respective societies (Armstrong &Kotler, 2005). According to Kanagal (2013), product differentiation is the main domain of decision making for marketing initiatives. Marketing initiatives involves deciding customer segments an organization will serve and functions to be supported from those segments plus technologies used to support the functions. Smith (1995) contends that product differentiation and marketing initiatives are closely related though have some important differences. The study asserts that, while product differentiation is concerned with bending of demand to the will of supply, marketing initiatives is concerned with development on demand side of the market.

2.2.2 Porter's Five Forces Theory

The five forces theory by Michael Porter provides a useful starting point for strategic analysis even where profit criteria may not apply (Johnson, et al. 2008); this is because it gives the firm a framework with which to ensure competitiveness in a market where there is stiff competition. According to the theory, in order to create a strategy it is very important to have enough knowledge about the industry in which the company operates. In addition to the rivalry among the existing competitors, Porter's Five Forces model identifies another four forces that characterize the intensity of competition within an industry: Bargaining power of suppliers, bargaining power of buyers, threat of substitutes and threat of new entrants (Porter, 1979). The interaction of these Five Forces is a constant threat to the success of a company (Dalken, 2014). Barriers to entry are one of the principal forces of competition that shape the performance of firms and industries in any economy (Porter, 1980). This theory is considered to be important in informing the cost reduction programs that firms adopt. In doing so, firms are placing themselves strategically as to be competitive in a market that is often dominated by pricing strategies as a tool to ousting the competitor. This theory therefore also informs the study's objectives on the effect of cost reduction programs on the distributor productivity and effect of marketing initiatives on distributor productivity. According to Renko, et al (2013), Porter's model is used to analyze industrial structure which gives solutions on how to develop marketing initiatives given changes and unpredictability of the changing conditions of markets.

2.3 Empirical Review

Sule (2017) investigated the impact of market segmentation on the sales volume of a company products or services. Market Segmentation is essential and necessary for any organization trying to survive in the global market. Consumer demands are diverse and all demands have to be met as effectively as possible. Therefore organizations that sell a product or service has to know who their various target markets and segment their product in a way that suits each segment identified. This study looks at the segmentation process and how segmentation can be effectively utilized to improve the sales volume of an organizations goods or services. Both primary and secondary sources of data collection were used and analyzed by trend analysis. The research revealed that once products or services were tailored to suit various types of consumer segments, then requirements will be me; thus satisfaction, therefore increasing the level of demand of that product or service. The research concludes that effective consumer segmentation can increase the level of demand of a product or service, of an organization. It has also been recommended that profit making organization should always work around segmenting customers of their product or service if they want to increase sales in their organization. Keywords: Market Segmentation, Sales Volume, Product, and Services

Adewale and Olateru (2017) in a study examined the impact of three marketing segmentation on the performance of selected Small and Medium Scale Enterprises in AkwaIbom State, Nigeria. The study adopted the survey method. 240 questionnaires were issued to SMEs in the three senatorial districts of the State. This formed the sample of the study. The data obtained was analysed using Pearson Product Moment correlation analysis which was computed electronically by the use of Statistical Package for Social Science (SPSS) version 21. The study revealed that there is a significant impact of marketing strategy on the profitability and increased market share of SMEs in AkwaIbom State.

Copyright © 2021 IJMSSSR All rights reserved (cc) BY

Boateng (2016) In today's competitive banking industry, market segmentation as a critical strategic option is very important if players in the banking industry are to achieve customer satisfaction which could influence customer loyalty and profitability. In the case study of Barclays Bank Ghana Limited, the investigation focuses on how market segmentation has affected customer service in the Ghanaian banking industry. The aims and objectives of the study were to identify the various market segments of Barclays Bank Ghana Limited and the basis of segmentation, measuring the level of satisfaction in the various market segments and to establish the effects of market segmentation on customer service in the banking industry. The researcher used both quantitative and qualitative research methods in this study and has drawn from both primary and secondary sources of data. Questionnaire was used for the collection of data from fifty sampled customers and interview guide was administered to ten management staff members of Barclays Bank Ghana Limited. Quota sampling and purposive sampling methods were used, and the main statistical method used for this study was correlation. Moreover, the measurement of service quality was based on customer behaviour and attitude premised on the SERVQUAL models. The study revealed that Barclays Bank Ghana Limited groups various customers into four market segments as follows: standard or mass segment, premiere life or prestige segment, premiere segment and corporate banking segment. The main basis of market segmentation or variables of segmentation is the net worth of the customer and market segmentation has helped to enhance the customer service quality and customer delivery experience at Barclays as well as customer loyalty

Hailemariam, Yitbarek, and prasada (2016) assess the impact of marketing segmentation practices on the profitability of small and medium scale furniture manufacturing enterprises in Hawassa city. The population of the study is 120, while the sample size is 48 ,and the analysis were done with statistical package for social science (spss) version 20 statistical program, multiple regression was used to analyse the data. the findings of the study revealed that market segmentation does not have positive relationship with profitability of small and medium scale furniture manufacturing enterprises .

puwanenthiren (2012) In this competitive commercial world, an organization has to satisfy the needs and wants of the customers, and has to attract new customers, and hence enhance their business. Customer value is considered as a control element for all business strategies. Therefore, every organization has to emphasize on customer satisfaction. As far as the banks are concerned this phenomenon is very prominent .To carry out this research, defined the Hypotheses as "The 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

A study by Adewale and Sajuyigba, (2012) investigates the impact of marketing strategy on business performance with special reference to the selected SMEs in Oluyole local government area Ibadan, Nigeria. The survey research design method was used in this study which involves using a self-design questionnaire in collecting data from one hundred and three (103) respondents. The instrument used in this study is a close-ended questionnaire that was designed by the researchers. Correlation coefficient and multiple regression analysis were used to analyze the data with the aid of statistical package for social sciences (SPSS) version 20. The results show that the independent variables (marketing segmentation, product price and After sales service) were significant joint predictors of business performance in term of profitability, market share, return on investment, and expansion.($F(6, 97) = 14.040$; $R2 = 0.465$; $P< .05$). The independent variables jointly explained 46.5% of variance in business performance.

Gray Boshoff and Matheson (2018) in a study is to determine the marketing segmentation activities that affect marketing performance and the degree of these effects. On this account various statistical analysis were applied to data collected from companies in Denizli Organized Industrial Zone. The empirical results indicate that marketing segmentatiion and marketing research information types have different effects on marketing performance. Furthermore, the research also clearly indicates that marketing poisoning has a positive effect on marketing performance but it is not the strongest effect

Copyright © 2021 IJMSSSR All rights reserved (cc) BY

2.3 Gap in Literature

Studies have indicated that marketing segmentation have become topical issues attracting the attentions of researcher both in the developed and developing countries. Despite the plethora of researches on this area of study, there are still gaps yet to be covered. Studies revealed that attention has been given to firm performance in Nigeria but studies have shown that there is need to continuously investigate the factors that influence marketing segmentation activities in Nigeria. Studies also indicated in the literature that there is a controversy among scholars between marketing segmentation and productivity which will be necessary to look into.

2.4 Conceptual Frame work

The relationship between independent and dependent variables was showed in this framework. Marketing segmentation acts as the independent variable and it was measured using: demography, geography and psychograph. The productivity of will be act as the dependent variable and it was measured using: sales Volume. This is diagrammatically show in fig 2.1

Marketing Segmentation

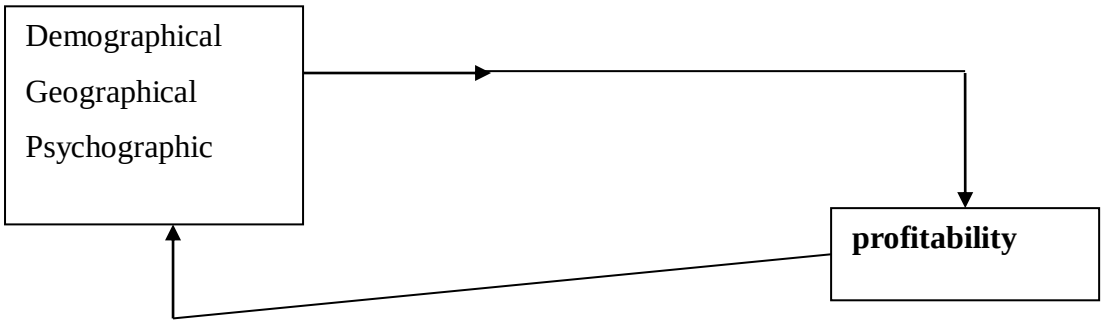


Fig 2.1: Source: Researchers computation 2019

2.5 HISTORY OF THE COMPANY

Dufil Prima Foods Plc was incorporated in 2001 as a private limited liability company at Choba, Port Harcourt, Rivers State. Upon completion of a restructuring exercise the company was converted to Public limited company and became the holding company of the group in year 2008.The existence of the facility arises due to the growing demand for the product from the consumers of the region and the nation. The objective is to provide fresh and quality product to the consumers. De United Foods is a Corporate Member of the nigerian institute of food science and technology (nifst).

Dufil is home to Nigeria's most loved noodle brand, Indomie Instant Noodles. Through consistent backward integration efforts over the past decade, Dufil has established itself as the leader in the instant noodles category. Dufil Group comprises of Dufil Prima Foods Plc. and its six subsidiaries – namely: De united Foods Industries Limited (Nigeria & Ghana), Northern Noodles Limited, Pure Flour Mills Limited, Insignia Print Technology LFTZ Enterprise and Raffles Oil LFTZ Enterprise.

De United Foods Industries Limited, Noodle Division, started its operation in year 1996 at Ota, Ogun State, is the first instant noodles manufacturing plant in Nigeria and the largest in Africa at that time. The company started with staff strength of about 500 but today it has over 1500 staff members working effectively and efficiently towards one common goal; to satisfy its customers by continuously offering a variety of nutritious, healthy and quality products.

De United Foods Industries Limited, Noodle Division, started its operation in year 1996 at Ota, Ogun State, is the first instant noodles manufacturing plant in Nigeria and the largest in Africa at that time. DUFIL PRIMA

Copyright © 2021 IJMSSSR All rights reserved

FOODS PLC was incorporated in 2001 as a private limited liability company at Choba, Port Harcourt, Rivers State. Upon completion of a restructuring exercise the company was converted to Public limited company and became the holding company of the group in year 2008. The existence of the facility arises due to the growing demand for the product from the consumers of the region and the nation. The objective is to provide fresh and quality product to the consumers.

RESEARCH METHODOLOGY

3.0 Introduction

The research design adopted for this research work was the survey design. The survey design was selected because of its effectiveness when it comes to getting opinions, and recording survey responses for the purpose of statistical analysis. The population of the study consists of Staff of Dufil organization in Lagos State ,Nigeria as quoted in the Stock Exchange fact book.2019). The population oconsist of 172 management staff who have the best information for this study

The sample size for the study was determined using the Taro Yamane formula from a finite population. The formula is given as; $n = \frac{N}{(1+Ne^2)}$

Where n= Sample size
N= Total population
e= Margin of error i.e 0.05 or 5%
1= A constant.

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

$S = \frac{172}{172(0.05)^2+1}$

$\frac{172}{0.43+1} = \frac{172}{1.43}$

=120

The sampling technique used is the random sampling technique which allows each member of the population have an equal chance of being included in the sample. The study used both primary and secondary data. The primary data were obtained using questionnaires that were distributed during the survey. The secondary data were obtained from journals, textbooks and the internet. The research instrument for the study is questionnaire. The questionnaire contains questions formulated from the research questions. The questionnaire is structured into two sections. The first section contains questions relating to respondents' bio-data. The second section contains questions relating to the research questions. The questions were rated on a 5-point Likert Scale method of S it strongly Agree (SA) = 5, Agree (A) = 4, Undecided(U) = 3, Disagree(D) = 2 and Strongly Disagree (SD) = 1.

To provide answers to research questions and the stated objectives, information gathered on all relevant variables were analyzed using descriptive(frequencies, percentage, mean, and standard deviation) and inferential (regression) statistics with the use of SPSS statistical packages version 20

4.0 DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter presents the results obtained from the study in the form of tables to which references were made. The study considered the analysis of data generated from the research study in relation to the responses obtained through the administration of questionnaire. A total of 120 questionnaires was distributed but 100 questionnaire were retrieved from the respondents and this was considered to be representative enough. The data presented, analyzed and interpreted were based on the retrieved useable questionnaire.

4.1 DESCRIPTIVE ANALYSIS

The descriptive analysis table captured the demographic, factors that influence marketing segmentation on the productivity of Dufil

Copyright © 2021 IJMSSSR All rights reserved (cc) BY

Table 4.1.1 GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	70	70.0	70.0	70.0
	FEMALE	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

Source: field survey, 2020

The analysis in Table 4.1.1 indicated the socio demographic characteristics of the respondents of this study. This analysis showed that gender participation was representative as both sexes had good representation. Because, about 70.0% (70) of the respondents were male while 30% (30) were female indicating that majority of the respondents were male. This implies that we have more male staff than women in dufilPlc

Table 4.1.2 AGE GROUP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	22-30	10	10.0	10.0	10.0
	31-40	25	25.0	25.0	35.0
	41-50	50	50.0	50.0	85.0
	51 AND ABOVE	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Source: field survey, 2020

In terms of age, majority of the respondents representing 50.0% (50) were within the age bracket 41-50years. For the age bracket 31-40 years, 25.0% (25) respondents took part. Also,15.5% (15) of the respondents were within the age bracket 51 and Above, while 10.0% (10) of the sampled respondents were within the age bracket 22-30 which shows that the respondents of the study are matured enough to give correct information pertaining to the question being asked. This indicates that staff within the range of 41-50 is the majority in the organization.

Table 4.1.3 MARITAL STATUS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SINGLE	10	10.0	10.0	10.0
	MARRIED	60	60.0	60.0	70.0
	DIVOURCE	15	15.0	15.0	85.0
	WIDOWED	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Source: field Survey, 2020

In terms of marital status, (60.0%) 60 respondents were married, 15% (15) of the respondents were Widowed and Divorce. 10 (10%) respondents were single indicating that the respondents were responsible with low marital problem thereby having full attention to supply the necessary information needed for this study without distraction from the home front. We have more married staff in the organization than those that are not married and the widowed

Table 4.1.4 RELIGION

Copyright © 2021 IJMSSSR All rights reserved (cc) BY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CHRISTIANITY	55	55.0	55.0	55.0
	ISLAM	30	30.0	30.0	85.0
	OTHERS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Source: field Survey, 2020

In terms of religion, 55(55%) of the respondent were of Christian belief, 30(30%) of the respondent were Muslims, while 15(15) belongs to the other religion that responded to the study indicating that majority of the respondents belongs to one or another religious group. This shows that most of the staff are Christian.

Table 4.1.5 EDUCATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OND	10	10.0	10.0	10.0
	BSC/HND	60	60.0	60.0	70.0
	MBA/MSC	20	20.0	20.0	90.0
	PHD	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Source: field survey, 2020

On the qualifications of the respondents, Table 4.1.1 shows that majority 60 (60%) of the respondents possessed BSC/HND certificate and was closely followed by the holders of MBA/MSC 20(20%). OND holders were 10.0% (10) of the respondents, while 10.0% (10) respondents are holders of PhD indicating that our respondents were educated enough to know and understand the questionnaire given to them. The indications shows that most of the staff only have BSC/HND which stated that they are literate in the organization

Table 4.2.Descriptive analyses of Questionnaire

Table 4.2.1 The age of our customers affect our sales

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	30	30.0	30.0	30.0
	4	20	20.0	20.0	50.0
	5	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Source: field survey, 2020

The analysis in Table 4.2.1 showed that age of customer affect sales. The results of the analysis indicated that Age of customer had positive effect on sales. This was confirmed by the respondents where by 70% agreed and 30% disagreed. This shows that age of customers affect the sales of our products

Table 4.2.2 The rate of gender in the society has influence on our product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15.0	15.0	15.0
	2	5	5.0	5.0	20.0
	3	10	10.0	10.0	30.0
	4	65	65.0	65.0	95.0

Copyright © 2021 IJMSSSR All rights reserved

	5	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Source: field survey. 2020

Also, the results revealed that the rate off gender in the society has influence on product sales. This was confirmed by the 70% respondents agreeing, 10% of the respondents Undecided while 20% disagreeing. This shows that The rate of gender in the society affect product

Table 4.2.3 The amount of money in circulation has its impact on our companies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15.0	15.0	15.0
	2	10	10.0	10.0	25.0
	3	15	15.0	15.0	40.0
	4	35	35.0	35.0	75.0
	5	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Source: field survey, 2020

In addition, the amount of money in circulation has its impact on our companies. This was confirmed by which 60% agree, 15% are undecided while 25% disagreed. The implication is that, money in circulation influence how we buy

Table 4.2.4 Some states buys more of our product than others, that is why we focus on them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	100	100.0	100.0	100.0

Source: field survey, 2020

Furthermore, the study showed that some that state buys more of our product than others .This was confirmed by all the respondents agreeing to the statement. This shows that all the respondents agreed that some state buys more of our product than others.

Table 4.2.5 The behaviour of our customer mostly are influence by where they live and work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	20.0	20.0	20.0
	2	25	25.0	25.0	45.0
	4	30	30.0	30.0	75.0
	5	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Source: field survey. 2020

the study showed that The behaviour of our customer mostly are influence by where they live and work. This was confirmed by the respondent as 55% agreed, 25% are undecided, while 20% of the respondents disagreed. This shows that the behaviour of customers are influence by their environment

Copyright © 2021 IJMSSSR All rights reserved

Table 4.2.6 Most of our customers buy because of the availability of product in their region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	40	40.0	40.0	40.0
	4	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

Source: filed survey. 2020

The study showed that Most of our customers buy because of the availability of product in their region. This was confirmed by the respondent as 60% agreed, while 40% of the respondents disagreed. This indicated that customer buy when the product is available in their region

Table 4.2.7 The kind of personality of our customers is one of the factors that affect our product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	25	25.0	25.0	25.0
	4	75	75.0	75.0	100.0
	Total	100	100.0	100.0	

Source: field survey, 2020

Table 4.2.7 in the study showed thatThe kind of personality of our customers is one of the factors that affect our product. This was confirmed by the respondent as 75% agreed, while 25% of the respondents disagreed. This shown that personality of customers is a factors that affect our products.

Table 4.2.8 we segment some of our product base on lifestyle of our customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	15	15.0	15.0	15.0
	4	85	85.0	85.0	100.0
	Total	100	100.0	100.0	

Source: fileld survey, 2020

In addition, We segment some of our product base on lifestyle of our customers. This was confirmed by which 85% agree, 15% disagreede . Our respondents shows that lifesylye of customers is one of the bases for segmentation.

Table 4.2.9 some of our product are being segmented base on value

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10.0	10.0	10.0
	2	20	20.0	20.0	30.0
	3	20	20.0	20.0	50.0
	4	45	45.0	45.0	95.0
	5	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Source: fileld survey, 2020

Table 4.2.9 in the study showed thatSome of our product are being segmented base on value. This was confirmed by the respondent as 50% agreed, while 20% of the respondents were undecided, and 30% of the respondents disagreed. Segmentation based on value is of the factors for segmentation.

Copyright © 2021 IJMSSSR All rights reserved

4.3 HYPOTHESES OF THE STUDY

This section showed the inferential analysis of the hypothesis one; Demographic segmentation has no significant relationship with sale volume, and Hypothesis two Geographic segmentation has no significant relationship with sale volume. Hypothesis three Psychograph segmentation has no significant relationship with sale volume

Table 4.3.1 Hypothesis One; Demographic Segmentation has no Significant Relationship With Sale Volume

We have below the regression analysis of Segmentation using Demography (Dem), Geographic (Geo) and Psychographic (Psy) on Sales Volume

Model	Unstandardized coefficients		Standardized coefficients Beta	T	Sign	Co linearity statistics	
	B	Std Error				Tolerance	VIF
Constant	2.166	.260		8.318	.000		
DEM	.440	.060	.019	2.286	.047	.562	1.533
GEO	.103	.069	.404	5.955	.000	.652	1.533
PSY	.364	.130	.199	2.809	.005	.288	1.533
Model Statistics							
R	.0.78						
R^2	.459						
Adjusted R^2	.434						
S. E of estimate	.46089						
F- stat	28.772						
Sig (F stat)	0.000						
DW stat	2.194						

Source: Field Survey, 2020.

a. Dependent variable SV
Predictors: (Constant), DEM, GEO, PSY.
DEM= DEMOGREAPHY
GEO= GEOGRAPHIC
PSY=PSYCHOGRAPHY
SV= sales volume

In addition to the descriptive analysis, an inferential analysis (regression analysis) was also used to test hypothesis one: hypothesis one state that ; Demographic segmentation has no significant relationship with sale volume. The results revealed that the predictor variables (Demographic, Geography and Psychographic) were individually statistically significant to Sales volume. the overall effect of Segmentation on productivity was significant ($F= 28.772$, $p<0.00$).

Table 4.3.2 Hypothesis two Geographic segmentation has no significant relationship with sale volume

We have below the regression analysis of Segmentation using Demography (Dem), Geographic (Geo) and Phychographic (Psy) on Sales Volume

Model	Unstandardized coefficients		Standardized coefficients Beta	T	Sign	Co linearity statistics	
	B	Std Error				Tolerance	VIF

Copyright © 2021 IJMSSSR All rights reserved (cc) BY

Constant	2.526	.263		9.602	.000		
DEM	.440	.086	.286	5.119	.000	.092	1.533
GEO	.103	.116	.059	2.291	.023	.066	1.533
PSY	364	.130	199	2.809	.057	.058	1.643
Model Statistics							
R	.954						
R^2	.910						
Adjusted R^2	.908						
S. E of estimate	.1.73852						
F- stat	26.865						
Sig (F stat)	0.000						
DW stat	2.194						

Source: Field Survey, 2020.

a. Dependent variable SV

Predictors: (Constant), DEM,GEO,PSY.

PRDC= demography

PRM= geography

PSY= psychograph

SV= Sales volume

In addition to the descriptive analysis, an inferential analysis (regression analysis) was also used to test hypothesis two: We have below the regression analysis of Segmentation using Demography(Dem), Geographic (Geo) and Phychographic (Psy) on Sales Volume.. The results revealed that the predictor variables (Demographic, Geography and Psychographic) were individually statistically significant to Volume. the overall effect of Segmentation on sales volume was significant (F= 26.865, p<0.00).

Table 4.3.3 Hypothesis three Psychograph segmentation has no significant relationship with sale volume

We have below the regression analysis of Segmentation using Demography(Dem), Geographic (Geo) and Phychographic (Psy) on Sales Volume

Model	Unstandardized coefficients		Standardized coefficients Beta	T	Sign	Co linearity statistics	
	B	Std Error				Tolerance	VIF
Constant	3.211	.421		7.634	.000		
DEM	.283	.057	.163	2.729	.005	.092	1.533
GEO	.449	.114	.141	2.113	.004	.085	1.533
PSY	.324	.128	.142	3.343	.000	.057	1.643
Model Statistics							
R	.454						
R^2	.206						
Adjusted R^2	.200						
S. E of estimate	5.19221						
F- stat	24.529						
Sig (F stat)	0.000						
DW stat	2.433						

Source: Field Survey, 2020.

Copyright © 2021 IJMSSSR All rights reserved

a.Dependent variable SV
Predictors: (Constant), DEM,GEO,PSY.
PRDC= demography
PRM= geography
PSY= psychograph
SV= Sales volume

In addition to the descriptive analysis, an inferential analysis (regression analysis) was also used to test hypothesis two: We have below the regression analysis of Segmentation using Demography(Dem), Geographic (Geo) and Psychographic (Psy) on Sales Volume.. The results revealed that the predictor variables (Demographic, Geography and Psychographic) were individually statistically significant to Volume. the overall effect of Segmentation on sales volume was significant (F= 24.529, p<0.00).

4.4 DISCUSSION OF FINDINGS

The results revealed that the predictor variables (Demographic, Geography and Psychographic) were individually statistically significant to Sales volume. the overall effect of Segmentation on productivity was significant (F= 28.772, p<0.00).

The results revealed that the predictor variables (Demographic, Geography and Psychographic) were individually statistically significant to Volume. the overall effect of Segmentation on sales volume was significant (F= 24.529, p<0.00). The results revealed that the predictor variables (Demographic, Geography and Psychographic) were individually statistically significant to Volume. the overall effect of Segmentation on sales volume was significant (F= 26.865, p<0.00).

5.1 Summary

This study examined the impact of Product segmentation on the productivity of Dufil Plc. To achieve this, copies of a set of structural questionnaire were administered to one hundred and twenty respondents selected, but one hundred responded to the questionnaire and were returned. Thus, after a systematic analysis of the data in accordance with the research objectives and hypotheses, this study revealed that product segmentation has contributed positively and significantly to the productivity of DufilPlc, Nigeria.

The study used cronbach's alpha for the reliability test and the results revealed that the constructs of Product segmentation and productivity measures or indicators showed a good reliability of the measurement scales of the instrument. After reliability analysis of the measurement scales, product segmentation practices were evaluated

The result of the analysis indicated product segmentation influence the sale volume of Dufillcompanies. The results of the analysis indicated that customer of Dufil product buys because of the various product that were produce to meet individual interest such as demographic, geographic and psychographic segmentation. It was revealed that demography segmentation has a significant relationship with sale volume with (F= 28.772, p<0.00), Also Geographic segmentation has a positive significance relationship with sales volume with (F= 24.529, p<0.00 and Finally, Psychographic segmentation influence sale volume of Dufill with (F= 26.865, p<0.00). The study revealed that Product Segmentation which are measured with Demographic, geographic and psychographic will improved the performance of Dufil company which is in agreement with the work of Adewale & Olateru 2017;Boateng 2016;Sule 2017 who opined from the findings of their studies that there was positive influence of product segmentation on performance of an organization.

The unique finding of this study is that product segmentation practices as modeled in a cross-sectional study is a reliable and valid instrument for predicting sales volume as a predictor of performance. Therefore, product segmentation plays a significant role in providing a strategic direction of an organization

The following recommendations were suggested on the basis of the findings of the study and the conclusion agreed upon, which invariably could help in the development of sales promotion among Nigerian manufacturing firms.

Copyright © 2021 IJMSSSR All rights reserved (cc) BY

1. Managers of companies in Nigeria should give a reasonable attention to product segmentation because it's has the ability to provide every opportunity to every customers to buy according to their income, lifestyle, nature.

2. Organisation should try to know the region where their product has not gotten to and segment their product to that region, so that they can increase their sales in the region and in the organsiation.

3. Companies should make provision to train managers of manufacturing firms in Nigeria in product segmentation management practices so that it can increase the sales volume of the companies

REFERENCES

1. Adewale A.S., &Sajuyigbe A.C,. (2012) The impact of market segmentation on the performance of Cadbury manaufacturing product in Nigeria. *Journal of Personal Selling and Sales Management, 20 (Spring): 81-88.*
2. Afzal, M. N. I., &Manni, U. H. (2013).An empirical productivity analysis of ASEAN economies in transition towards knowledge-based economy.*Asian Research Policy, 4(1),*
3. Akpan A. B. (2006), Marketing Thoughts and Consumer Behaviour. Zaria, S. Asekome& Co Publishers
4. Boateng, Yaw (2016) The effects of market segmentation on customer service in the banking industry in ghana, the case study of barclays bank ghana limited, kumasiprempeh ii street branch.
5. Gray B., Matear S., Boshoff C. and Matheson P. (2018).Developing a Better Measure of Market Orientation.*European Journal of Marketing, 32, 9/10, pp. 884-903*
6. HailemariamGebremichael., YitbarekSeyoum., PrasadaRao. (2016) Impact of Market Segmentation Practices on the Profitability of Small and Medium Scale Enterprises in Hawassa City: *International Journal of Academic Research ISSN: 2348-7666 Vol.1 Issue.1, June, 2014 www.ijar.org.in 88*
7. Iyanda O. (2014), Marketing Theory for Practitioners. Lagos, Nigeria Institute of Management Press
8. Kotler and Keller (2014) Marketing Management. London, Pearson Prentice Hall Publications
9. Solomon Ayeni., (2012). Role of marketing segmentation on sales volume in the context of fast moving consuming goods industry.*International Journal of Accounting Research* vol.1.No 4, 2013. P.21-28
10. SuleMaina (2017) The Impact of Market Segmentation on the Sales Volume of a Company's Product or Service. *European Journal of Business and Management www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.7, No.11, 2015 132*
11. Armstrong, G. and Kotler, P. (2005). Marketing: An Introduction, Upper Saddle River, N.J. 7th Ed. Prentice Hall.
12. Gunter, B. and Adrian F. (1992). Consumer profiles: An introduction to psychographics. Routledge, London
13. Kotler, P and Keller, K. L. (2009).Marketing Management. Pearson Education International, 13th Edition. Prentice Hall. Pearson.
14. Moriarty, R.T. and Reibstein, D. J., Benefit Segmentation in Industrial Markets. *Journal of Business Research, Vol. 14, 1986, pp. 463-486.*
15. Pickton, D. and Broderick, A. (2005). Identifying target audiences and profiling target markets. Integrated marketing communications, 2nd.edition, pp. 371-398.
16. Smith, W.R. (1956). Product Differentiation and Market Segmentation as Alternative Marketing Strategies.*Journal of Marketing, 21(1), 3-8*
17. Kotler P. And Keller K. L. (2005), Marketing Management. London, Pearson Prentice Hall Publications
18. Leader, A (1995) effect of market segmentation and the performance of sale volume .*European Journal of business and management.p.176-194*
19. Modern ,C. (2006) marking strategy and its effect on the success of *organization* goals in manufacturing companies. *Journal of Marketing Research, Vol. 39, May, pp. 202-13*
20. Saeed.R.,&Nisar.f. (2013) impact of demographical segmentation on the consumer loyalty in the telecommunication industry. *Journal of basic and Applied scientific Research* p.901- 907
21. Pi.W ., & Huang. H (2011) Effect of promotion or Relationship quality and customer loyalty in the Airline industry.*African Journal of Business management p. 4403-4414a*
22. PeattieK.,&Peattie. S. (2009). Social Marketing: A Pathway to Consumption Reduction, *Journal of Business Research ,vol .62 ,Ishttp :/www .sciencedirect .com/science/article/B6V75...cb01bc5aa097590713c*
23. Pawels, K., Srinivasan, S., Silva-Risso, J., &Hanssen, D. M. (2003). New Products, product modification

 Copyright © 2021 IJMSSSR All rights reserved (cc) BY

and Firm Value, with Application to the Automobile Industry.*Journal of Marketing , 22-38*.
24. Dalken, F. (2014). Are Porter's Five Competitive Forces still Applicable? A Critical Examination concerning the Relevance for Today's Business.
25. Helfat, C. E. &Peteraf, M. A. (2003,). The dynamic resource based view: capability life cycles, www.onlinelibrary.wiley.com,
26. Hooley, G.J. and Greenly, G.E. (2005).The Resource Underpinnings of Competitive Positions. Journal of Strategic Marketing 13,
27. Kanagal, N. (2013). Role of relationship marketing in competitive marketing strategy, *Journal of management and marketing research, 25 (4),*
28. Makadok, R. (2001). "Towards a synthesis of resource-based and dynamic capability views of rent creation," Strategic Management Journal 22(5),
29. Porter, M. E. (1979). How competitive forces shape strategy, Harvard business review
30. Renko, N., Sustic, I. and Butigan, R. (2013). Designing marketing strategy using the five competitive forces model by Michael E. Porter – Case of small bakery in Croatia, *International journal of management cases*
31. Porter, M. E. (1980). Generic strategies as determinants of strategic group membership and organizational performance*, the academy of management journal, 27(3),*
32. Smith, W. R. (1995). Product differentiation and market segmentation as alternative marketing strategies, Marketing management, 4 (3), Smith, A.D. & Rupp W.T. (2002). "Communication and Loyalty among knowledge workers: a resource of the firm theory view.*" Journal of Knowledge Management. 6 (3),*
33. Waiganjo, E. W., Mukulu, E. and Kahiri, J. (2012). Relationship between strategic human resource management and firm performance of Kenya's corporate organizations, *international journal of humanities and social science, 2 (10),*
34. Gaissory (1993) Manufacturing firms in developing countries: How well do they do, and why, unpublished manuscript, Pennsylvania state university, U.S.A
35. PuwanenthirenPremkanth (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 International Research Journal Publisher: Global Journals Inc. (USA) Online ISSN: 2249-4588 & Print ISSN: 0975-5853*

Copyright © 2021 IJMSSSR All rights reserved (cc) BY