Customers' Loyalty and Sales Performance of Dangote Cement Product in Awka, Anambra State

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Abstract

Purpose: The broad objective of the study is to ascertain the relationship between customers' loyalty and the sales performance of Dangote Cement products in Awka, Anambra State. The study specifically examined the relationship between emotional loyalty and consumer purchase intention; and, the relationship between behavioral loyalty and consumer purchase intention of Dangote cement.

Research methodology: The study adopts the survey research design. The final sample comprised one hundred and twenty-four (124) consumers of Dangote cement products in the Awka metropolis. The study relied on primary data; obtained from a structured questionnaire. The data were analyzed using descriptive statistics and the hypotheses were tested using the Pearson correlation coefficient.

Results: The results showed a positive significant relationship between emotional loyalty and consumer purchase intention; and, a positive significant relationship between behavioral loyalty and consumer purchase intention.

Limitations: The study focused on consumers of a single product, which limits the generalizability of the study findings to other different products.

Contribution: The study contributes to the management discipline by understanding how customer loyalty impacts the continued purchase of an organization's product or service. More so, the appeal now of using emotional marketing tools seems to be gaining increased popularity. The study also buttresses the fact that the consumers may be viewed from both a relational and transactional perspective.

Keywords: *Emotional Loyalty*, *Behavioral Loyalty, Consumer Purchase Intention, Customer Loyalty*

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1. Introduction

Customers are persons (i.e., individuals) or corporate bodies that purchase goods and/or services from the market to meet their needs and wants (Khadka & Maharjan, 2017). According to Ndubisi and Nwankwo (2019), customers are the reason for the continued existence of an organization. They purchase goods and/or services that are able to satisfy needs or wants at a fair competitive price. This pre-condition determines the continuous patronage of a particular brand which drives the consequent development of loyalty by genuinely satisfied customers. This is responsible for maintaining sustainable business performance in the long run (Ndubisi & Nwankwo, 2019). According to Kleinig (2022) loyalty may be "characterized as a practical disposition to persist in an intrinsically valued (though not necessarily valuable) associational attachment". The Oxford Dictionary simply put it as

"a strong feeling of support or allegiance". Customer loyalty is "a deeply held commitment to rebuild and re-patronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviors" (Oliver, 1999).

The rapidly evolving cement industry in Nigeria coupled with the influence of globalization has unbundled the importance of customer loyalty in the cement industry (Mbango & Phiri, 2015). Globalization, intense competition, advancement in Information and Communication Technology [ICT], and changing consumer demands, among several other factors, pose a challenge to the survival of any organization in this 21st century (Obasan, Ariyo, & Hassan, 2015). Customer loyalty is not a one-off thing but is achieved over time through multiple transactions (Khadka & Maharjan, 2017). Customer loyalty is affected by a plethora of factors, such as product quality (Amegayibor & Korankye, 2021). Product quality is an attribute that ensures the continued purchase of a product or service by a customer from the development of emotional and behavioral loyalty. Customer loyalty is crucial to the survival of any business in today's highly competitive environment for two reasons. First, a positive link exists between customer loyalty, satisfaction and profitability (Chi, 2005). Secondly, the cost of acquiring new brand favorites is relatively far more expensive than maintaining existing customers (Kimura, 2021; Magatef & Tomalieh, 2015). To survive businesses need to build and maintain relationships with customers and more so transform such into a competitive advantage (Cannon & Perreault Jr, 1999). Studies have empirically shown a link between customer loyalty and customer satisfaction, they include Bontis, Booker, and Serenko (2007) in North America, Ibok and John (2013) in Nigeria, Tamaruddin, Firdaus, and Endri (2020) in Indonesia, etc. However, while customer satisfaction is a pre-condition for customer loyalty; studies have also shown that customer satisfaction only may not guarantee customer loyalty.

In the Nigerian context, studies have focused on customer satisfaction and organizational performance (Ndubisi & Nwankwo, 2019) and/or determinants of customer loyalty (Solomon, Stanley, & Ufuoma, 2017), etc. with a great emphasis on the service industry, e.g., Banks, etc. However, customer loyalty is an increasing prerequisite for the continued success of any business globally (Kimura, 2021). From an organizational perspective, performance is often linked with the capacity of an organization to meet its goals over a period of time (Stainer, 2006). It is often described using a combination of quantitative and qualitative metrics, however, Samsonowa (2011) delineated four dimensions often employed to describe such include: sustained increase in market share, rising profitability, growth and return on investment. The increase in market share and rising profitability are related to the issue of sales performance which has been linked to customer loyalty.

Because satisfied customers are more likely to repurchase a product/service, become less sensitive to price changes, and engage in positive word-of-mouth recommendations (Chen & Wang, 2009). And others, such as Bishnoi and Singh (2021), and Pandit and Vilches-Montero (2016) find that increased emotional (commitment) loyalty would increase the sales of a particular brand or product. In a recent study by Fan, Kou, and Liu (2020), path analysis showed that customer satisfaction positively (and significant) affected emotional and behavioral loyalty. In another related study by Nasir, Adil, and Dhamija (2021), the authors through a path analysis established that customer loyalty had a positive effect on customer satisfaction. A position that was further reinforced from a behavioral angle or repurchase intention.

Dangote Group is one of the largest home-grown industrial conglomerates in West Africa founded by Aliko Dangote. Dangote Group is a Multinational Corporation (MNC) with a presence in several African countries and involved in a diverse range of products such as Consumer Goods (e.g., Sugar, Flour, Spaghetti, etc.), Industrial Goods (e.g., Cement, etc.), among several others. According to information published on its corporate website, the Group experiences seasonal and phenomenal growth in any period which may be attributed to the quality of its goods and services. It also claims that it strategically focuses on cost leadership and human capital efficiency (https://www.dangote.com/our-businesses/). The TIME Magazine's report claims that the Dangote Group's "investments contribute as much as 10 per cent of Nigeria's GDP". Dangote Cement a subsidiary of the Group is the largest capitalized company quoted on the Nigerian Stock Exchange

(NSE) as of 2019 with a capitalization of over N3 trillion (ThisDay, 2019). The company was a major contributor to growth in GDP in 2018 with a record revenue of N901billion in its financial year ended December 31, 2018.

The problem tackled in this study is therefore two-fold: first, customer loyalty is disaggregated into emotional and behavioral loyalty components and individually assessed for their effect on consumer purchase intention. This approach represents a significant departure from prior studies in the literature and offers a novel contribution to the literature.

Secondly, despite the plethora of studies on the service industry, there is a lacuna in studies that focus on manufacturing firms. The study focuses on a cement manufacturing firm, as against prior studies that focus on service firms. Against this backdrop, the study intends to empirically examine the relationship between customers' loyalty and the sales performance of Dangote Cement Plc.

The main objective of the paper is to explore the relationship between customers' loyalty and the sales performance of Dangote Cement Products in Awka, Anambra State. The specific objectives of the study are: to determine the relationship between emotional loyalty and consumer purchase intention of Dangote cement, and, the relationship between behavioral loyalty and consumer purchase intention of Dangote cement.

2. Literature Review
2.1 Conceptual Review
2.1.1 Customer Loyalty
Customer loyalty is the habit of a customer preferring a particular product over another to satisfy his or her need (Ranabhat, 2018). According to Oliver (1999), it is a deeply held commitment by a customer, which makes him or her patronize over and over again a particular product (brand) or service in the future. This is regardless of the situational effect of advertisement and marketing efforts of competitive products or services with the potential to cause switching behaviors (Oliver, 1999). According to Al Jamil (2021), this is also regardless of pricing or location factors. This is consistent with the Newman and Werbel (1973) age-long definition, which explained that loyal customers constantly purchase a brand, in the short and long term, without any intention of seeking alternative brand-related information. Andreassen and Lindestad (1998), opined that customer loyalty refers to a profound commitment to the continuous shopping of a product or service in the future, regardless of the marketing efforts to change the customer's behavior. Oliver Richard (1997) describes a loyal customer as one who "fervently desires to rebuy a product or service and will have no other".

Consumer loyalty is a powerful influencer such that any loyal customer would be less likely to switch to alternative brands from factors such as price increases or other special promotional effects (Yoo & Bai, 2013). They even often end up attracting new customers to the brand via "word of mouth" marketing thus making a lesser expensive market segment to maintain. Loyal and satisfied clients will not be hesitant to spread the good word about the benefits of the products they use (Tamaruddin, Firdaus, & Endri, 2020). Customer loyalty is not a one-off thing but is achieved over time through multiple transactions (Khadka & Maharjan, 2017). Loyalty requires the company to focus on value creation via its products/services and to show a genuine interest in building relationships with customers (Griffin, 2002).

To maintain customer loyalty, companies implement customer-centric approaches in designing products that meet the wants and interests of the service receiver (Khadka & Maharjan, 2017). Customer loyalty is also influenced by the perception of customers on the durability and reliability of products offered (Indrasari, Nadjmie, & Endri, 2022). There are three different categories of customer loyalty (Gremler & Brown, 1999): (1) behavior loyalty, (2) emotional loyalty and (3) intentional loyalty.

Behavior loyalty is the process whereby the customer continuously purchases a particular product or brand (Gremler & Brown, 1999). Intentional loyalty is the effect that originates from the buying

intention of the customer (Gremler & Brown, 1999). Emotional loyalty is a powerful effect that is often achieved when a particular customer begins to feel that a brand corresponds to his or her values or ideas (Gremler & Brown, 1999).

Oliver Richard (1997) put forward a framework for describing the different loyalty phases of a consumer:
1. In the *cognitive loyalty phase*, loyalty is based on brand belief only. Cognition can be based on prior or vicarious knowledge or recent experience-based information (Oliver, 1999).
2. In the *affective loyalty phase*, loyalty is based on 'liking or attitude toward the brand which has developed based on cumulatively satisfying usage experience' (Oliver, 1999).
3. The *conative loyalty phase*. Conation, by definition, implies a brand-specific commitment to repurchase. Therefore, conative loyalty implies a state of loyalty that contains the deeply held commitment to purchase a product or service (Oliver, 1999).
4. Lastly, the *action loyalty phase* is the phase when all intentions are translated into actions with the actors willing to surmount obstacles that may hinder such intentions. Overcoming obstacles in this phase "is analogous to rebuying despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver Richard, 1997).

This four-stage loyalty model is exposed to different vulnerabilities, which are primarily dependent on the character which underlies the consumer's commitment. They are briefly discussed and summarized below.

Table 1. The phases of loyalty with corresponding vulnerabilities

Stage	Identifying Marker	Vulnerabilities
Cognitive	Loyalty to a product or service information, e.g., price, features, etc.	• Actual or probably better features or prices from competitors through various communication sources (e.g., advertising, personal experience, etc.). • Lowering of current brand features or price increase. • Desire to explore or voluntary trial.
Affective	Loyalty to a liking: "I buy it because I like it".	• Cognitively induced dissatisfaction. • Enhanced liking for competitive brands, perhaps conveyed through imagery and association. • Desire to explore or voluntary trial. • Lowering of the current product performance.
Conative	Loyalty to an intention: "I'm committed to buying it".	• Persuasive counter argumentative competitive messages. • Induced trial coupons, sampling, and point-of-purchase promotions. • Lowering of the current product performance.
Action	Loyalty to action inertia, coupled with the overcoming of obstacles.	• Induced unavailability (e.g., stock lifts, i.e., purchasing the entire inventory of a competitor's product from wholesalers or retailers). • Increased obstacles generally. • Lowering of the current product performance.

Source: Oliver (1999)

The literature documents several determinants of customer loyalty. For instance, demographics like age, income, nationality, sex and location play a vital role in influencing customer loyalty (Ranabhat, 2018). Another major determinant of customer loyalty is trust because it lessens customers' fear of opportunistic behavior (Ranabhat, 2018). Others include such as switching costs. Switching cost includes all types of problems such as emotional, technical, financial, operational or psychological faced by the consumers while trying to use an alternative product/service (Ranabhat, 2018).
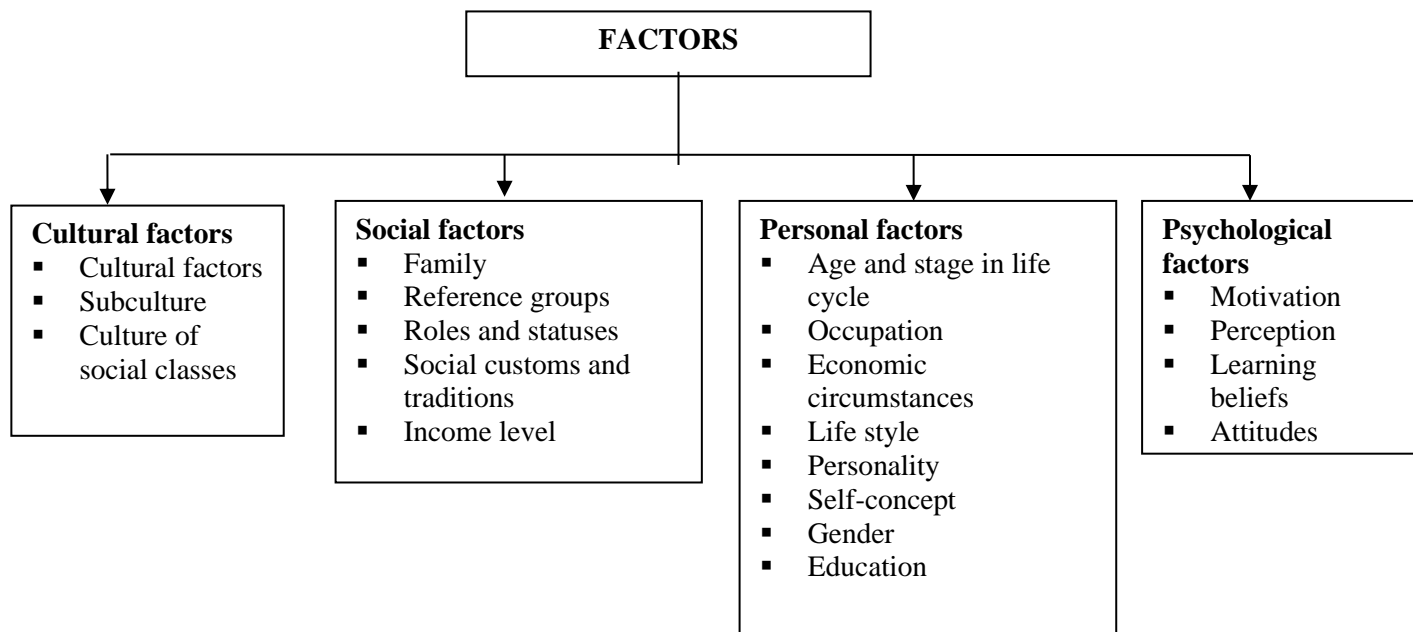
Figure 1. Factors affecting consumer behavior

2.1.2 Emotional Loyalty

Emotional loyalty is achieved when a customer feels that a brand corresponds to their value, ideas, and passion (Khadka & Maharjan, 2017). According to Kumari and Patyal (2017), emotional loyalty consists of a commitment or trust in a company's product or service which result in a purchase. The study by Kumari and Patyal (2017) on a sample of participants in India using primary data argued that consumers' emotional loyalty is exemplified by a refusal to transfer to a rival. This emotional loyalty attribute was also demonstrated by Ndubisi & Nwankwo (2019) in Nigeria on a sample of customers in banks, and found that feelings related to banking experience increased the rate of acceptability by the customers of such banking institutions.

2.1.3 Behavioral Loyalty

According to state Ehrenberg and Loyalty (1999), behavioral loyalty can be defined as "an ongoing propensity to buy the brand, usually as one of several alternatives". Behavioral loyalty is a form of repeat purchase behavior (Khadka & Maharjan, 2017). According to Encyclopedia (2016) behavioral loyalty is when a customer continues to buy/use a particular product, service or brand (at least as much as before). Behavioral loyalty is defined as the customer's intention to repurchase and patronize the product or service (Chaudhuri & Holbrook, 2001).

Behavioral Loyalty is vital for a company in order to generate profitability (Kumari & Patyal, 2017). The ability of a corporation to create profits depends heavily on its consumers' behavioral loyalty (Inegbedion & Obadiaru, 2019). For instance, Obasan et al. (2015) in Nigeria, found that brand loyalty positively correlated with organizational profitability. And, Kumari and Patyal (2017) on a sample of Indian patients argue that behavior loyalty would yield attitudinal effects in public health care.

2.1.4 Consumer Purchase Intention

Purchase intention is decision-making that explains the reason for a consumer to purchase a particular brand (Shah et al., 2012). Consumer purchase intention is a situation where a consumer decides to purchase a certain product/service in a given context. Consumer purchase intention is a complex act and is usually related to the behavior, perceptions and attitudes of consumers (Mirabi, Akbariyeh, & Tahmasebifard, 2015). Consumers' purchase intentions or behavior is generally an attribute of human behavior (Wekeza & Sibanda, 2019). Gogoi (2013) observed that consumers are affected by internal

or external factors in purchase decisions. Scholars propose six stages in deciding to buy a product: awareness, knowledge, interest, preference, persuasion, and purchase (Kotler & Armstrong, 2010).

2.1.5   Sales Performance

The Business Dictionary states that sales volume is the quantity or number of goods sold or services rendered in the normal operations of a firm in a specified period. Broadly the factors affecting sales performance may be grouped into two: internal factors and external factors. The internal factors encompass decisions regarding the product, price, place and promotion, also called the 4Ps of the marketing mix in the marketing language (Berhe, 2010). The latter entails factors such as the natural environment, political-legal environment, economic environment, technological environment, and other socio-cultural forces. According to Mappadang, Wijaya, and Mappadang (2021), sales performance is also closely related to a firm's profitability level. It impacts the firm's cashflows and determines its future survival in the global marketplace (Mappadang et al., 2021). Sales performance is a crucial determinant of competitive advantage for manufacturing firms (Mitiku & Nega, 2021).

In addition, salespersons' performance is one of the key factors influencing sales volume, productivity, customer loyalty and unpredicted expenses (Buciuniene & Skudiene, 2009). In this regard, performance refers to the salesperson's perception of his/her sales results, the profits generated by his/her sales, the overcoming of goals, and his/her satisfaction concerning the results obtained and the work performed (Donassolo & Matos, 2014). The following, demographic characteristics, such as age, and personal life experiences, were found to impact an individual's sales performance (Verbeke, Dietz, & Verwaal, 2011).

2.2   Theoretical Framework
2.2.1   Resource-Based View

The theoretical framework for the study is the Resource-Based View (RBV) propounded by J. B. Barney in 1991. According to Ndubisi and Nwankwo (2019) a firm will be positioned to succeed if it has a superior inventory of attributes, abilities, organizational processes, knowledge, and skills. The theory emphasizes that a firm can create a competitive advantage if it succeeds in creating superior value for the customer in comparison to its competitors by making use of internal resources and capabilities (Sahaf, 2019). The theory defines resources as anything that a firm possesses (Barney, 1991). Amit and Schoemaker (1993) described resources as a firm's input into its value creation process, which includes stocks of available factors that are owned or controlled by a firm. The relevance can be understood from the viewpoint that resources convert into better goods or services that have a direct and indirect effect on customer satisfaction, which is a key factor in determining customer loyalty.

2.3   Empirical Review

Using a sample of firms from the Nigerian banking industry, Ndubisi and Nwankwo (2019) examined the nexus of customer satisfaction and organizational performance. The study adopted the survey design. The sample comprised 264 customers and 12 staff of six banks (First Bank, Fidelity Bank, United Bank for Africa, Zenith Bank, Diamond Bank and Access Bank) in the five south-eastern states. The study utilized primary data; obtained from the administration of questionnaires. The hypotheses were tested using the Kolmogorov-Smirnov test and Kendall's coefficient of concordance test. The results revealed a significant relationship between customers' feelings of banks' services meeting their expectations and banks' financial services acceptability; and, a significant relationship between banks' staff feelings of customers' satisfaction with bank services and banks retaining customers profitably.

In a prior related study, Solomon et al. (2017) evaluated the influence of direct selling strategies on customer loyalty. The sample comprised 226 staff of commercial banks selected via a cross-sectional survey. The study relied on primary data; obtained from a structured questionnaire administered to the respondents. The data which were analyzed using linear regression showed that face-to-face

communication and sales team relationship commitment exhibited a significant positive impact; while, sales technology had a non-significant positive impact on customer loyalty.

The study by Magatef and Tomalieh (2015) in Jordan, investigated the impact of loyalty programs on customer retention. They employed a survey technique to study a cross-section of Jordanian customers. The final sample was three hundred and fifty (350) randomly distributed customers. The data were analyzed using descriptive and inferential statistics. The hypotheses were tested multiple linear regression techniques. The results showed that loyalty programs via system reward, point system, and non-monetary programs had a significant positive effect on customer retention.

In Nigeria, Obasan et al. (2015) conducted a study titled Brand loyalty and organizational profitability. The study adopts the descriptive survey research design. The study utilized both primary and secondary data; while, the former was obtained via the administration of a questionnaire, the latter was retrieved from annual reports and accounts. They employed a purposive sample of two hundred and twenty-five (225) respondents in Lagos state. The correlation results showed that brand loyalty is positively and significantly related to organizational profitability.

Using Malaysian survey data, Rahman, Haque, and Jalil (2014) examined the factors which affect customer loyalty in Malaysian hypermarkets. The sample comprised 350 consumers in Kuala Lumpur selected from a convenience sampling method. The study relied on primary data; obtained via a self-administered questionnaire. The data were analyzed using descriptive statistics, and exploratory and confirmatory factor analysis. The hypotheses were validated using Structural Equation Modelling (SEM). They found that service quality, product quality, price strategy and store attributes have a significant relationship with customer satisfaction. The SEM results however showed that customer satisfaction has a direct relationship with customer loyalty.

The authors Soltanmoradi, Poor, and Nazari (2013) examined the influence of customer satisfaction and customer loyalty on firm performance. They surveyed a large sample of 196 students in Tehran, Iran. The study adopted a survey and descriptive-causal research design. The sample comprised 196 students in Tehran. The primary data obtained from the questionnaires distributed were analyzed using SEM. The results showed a significant relationship between customer satisfaction and trust, and commitment. There is also a positive relationship between customer loyalty and firm performance; and, customer satisfaction and customer loyalty.

3. Research Methodology

3.1 Research Design

The study consistent with other similar studies adopts the survey research design. Survey research entails the gathering of data from smaller samples to make inferences about the larger population, i.e., often a portion taken as a representation of the population is studied (Ezejelue, Ogwo, & Nkamnebe, 2008).

3.2 Population of the Study

The population is a collection of people or things that have common and measurable properties (Ezejelue et al., 2008). Conceptually, a study of such may arguably collect data from the supplier's perspective, the customer's perspective, or both. However, it is usually the customer that ultimately decides whether to purchase from a supplier (Soltanmoradi et al., 2013). The population, therefore, comprises consumers of Dangote Cement in Awka, Anambra State. And, for this study, the population of consumers being studied is infinite; thus, in line with Soltanmoradi et al. (2013) a portion that has similar attributes, i.e., congruent and homogenous with members of society is selected with acceptable criteria.

3.3 Sample Size of the Study

The sample size was calculated using Bill Gooden's (2004) formula. The formula is considered appropriate in situations with large populations. The formula is stated below as follows:

$n_0 = \underline{Z^2pq}$

$$e^2$$

Where:

n_0 is the desired sample size

e   is the desired level of precision (i.e., the margin of error:+4%)

p   is the (estimated) proportion of the population that has the attribute in question

q   is the $1 - p$

Z   is the Z-value e.g. 1.96 for 95% confidence level

Thus, the sample is calculated as follows:

$$n_0 = \frac{(1.96)^2 \times (0.8) \times (0.2)}{(0.04)^2}$$

$$n_0 = \frac{(0.614656)}{(0.04)^2}$$

$$n_0 = 384.16 \approx 384$$

3.4 Sources of Data

The study is based on primary data. The data was obtained via a structured questionnaire that was administered to the respondents. The questionnaire is subdivided into two sections; section A deals with background information; while, section B address questions emanating from the research questions of the study. The second section was designed in the Likert scale form, as follows: Strongly Agree (SA) – 5; Agree (A) – 4; Un-Decided – (3); Disagree – (2); and, Strongly Disagree (1).

3.5 Validity and Reliability of the Instrument

The study utilized both *face* and *content* validity to validate the instrument. Face validity refers to the degree to which a test appears to measure what it claims to measure (Leedy & Ormrod, 2004). The instrument was given to two experts in the field of management to scrutinize with the intent of ensuring that the instrument dealt with all relevant variables of the study. The most common internal consistency measure is Cronbach's alpha (α) (Mohajan, 2017). The study, therefore, employs the Cronbach Alpha statistical procedure to determine the reliability of the instrument.

3.6 Methods of Data Analysis

The data were analyzed using descriptive and inferential statistics. Firstly, the mean and the standard deviation were computed; while the inferential statistics utilised to test the hypotheses was the Pearson Correlation Coefficient. The statistical analysis was done via SPSS Ver. 24 software.

4. Results and Discussions

4.1 Data Presentation and Analysis

The sample required a total of three hundred and eighty-four (384) which formed the total number of questionnaires distributed; while the valid number of questionnaires after the screening was hundred and twenty-four (124).

Table 2. Demographic Characteristics of Respondents

S/No	Category		Frequency N=124	Percent (%)
1	Gender	Male	89	71.8%
		Female	35	28.2%
		Total	**124**	**100%**

2	Highest academic qualification	Primary	10	8.06%
		Secondary	26	20.97%
		Tertiary	88	70.97%
		Total	**124**	**100%**
3	No. of years of Dangote cement usage	<5years		
		5-10years	11	8.87%
		>10years	40	32.26%
		Total	73	58.87%
			124	**100%**

Source: Field Survey, 2021

4.2 Reliability Test
As previously specified the instrument was checked for reliability using the common Cronbach Alpha (α).

Table 3. Reliability statistics

	N	Cronbach Alpha (α)	
Emotional loyalty	4	.721	
Behavioral loyalty	4		.735
Consumer Purchase Intention [CPI]	4		.711

Source: SPSS Ver. 24

Acceptable ranges of alpha value estimates are from 0.7 above; with some studies recommending as low as 0.6. The questionnaire consisted of three subscales, the emotional loyalty subscale consisted of 4 items (α = .721), the behavioral loyalty subscale consisted of 4 items (α = .735), and, the Consumer Purchase Intention subscale consisted of 4 items (α = .711).

4.3 Descriptive Statistics
Table 4. Mean and standard deviation of summated Scale

Factors	N	Mean	Std. Dev.
Emotional loyalty	124	3.422	.2888
Behavioral loyalty	124	3.332	.0192
Consumer purchase intention	124	3.423	.1974

Source: SPSS Ver. 24

4.4 Test of Hypotheses
4.4.1 Hypothesis One
H_{o1}: There is no significant relationship between emotional loyalty and consumer purchase intention of Dangote cement.

Table 5. Pearson correlation result between emotional loyalty and consumer purchase intention

	Correlation coefficient
Emotional loyalty and consumer purchase intention:	.746
Sig.	.000
N	124

Source: SPSS Ver. 24

The table above shows that the degree of relationship between emotional loyalty and consumer purchase intention is an uphill (positive) relationship. Thus, emotional loyalty and consumer purchase

intention are significantly positively correlated, $r =.746$, $p < .05$. Therefore the null hypothesis is rejected and the alternate accepted, 'there is a significant relationship between emotional loyalty and consumer purchase intention '.

4.3.2 Hypothesis Two
H_{o2}:   There is no significant relationship between behavioral loyalty and consumer purchase intention of Dangote cement.

Table 6. Pearson correlation result between behavioral loyalty and consumer purchase intention

	Correlation coefficient
Behavioral loyalty and consumer purchase intention:	.855
Sig.	.000
N	124

Source: SPSS Ver. 24

The table above shows that the degree of relationship between behavioral loyalty and consumer purchase intention is an uphill (positive) relationship. Thus, behavioral loyalty and consumer purchase intention are significantly positively correlated, $r =.855$, $p < .05$. Thus, the null hypothesis is rejected and the alternate accepted, 'there is a significant relationship between behavioral loyalty and consumer purchase intention '.

4.5 Discussion of Findings
The first hypothesis showed that emotional loyalty had a positive statistically significant relationship with consumer purchase intention (p<.05). This finding has implications for firms as emotional loyalty can result in improved brand purchases. This follows from the fact that the customer feels that the brand meets his or her value and ideal (Khadka & Maharjan, 2017; Kimura, 2021). Interestingly, as stated by Kimura (2021) and Tanford and Baloglu (2013), customers that experience a greater sense of emotional loyalty would purchase a company's product than latent loyalists. The result is also consistent with the study by Ndubisi and Nwankwo (2019) using a sample of bank staff and customers in the five South-Eastern states found a significant positive relationship between loyalty caused by satisfaction with the banks' services with customer expectations and their financial services preference. Soltanmoradi et al. (2013) in Iran showed evidence of a significant relationship between customer satisfaction and trust, and commitment.

The second hypothesis showed that behavioral loyalty had a positive statistically significant relationship with consumer purchase intention. The positive association implies that customers' intention to repurchase and patronize a product/service improves sales performance. The evidence is substantiated by the tremendous sales recorded by the company as shown in her annual reports. The study by Eid (2021) finds that "brand credibility" was a significant factor that is positively associated with consumers' intention to repurchase. This is somewhat consistent with the study by Obasan et al. (2015) which used both primary and secondary data and showed that brand loyalty positively correlates with organizational profitability. Another study in Iran by Soltanmoradi et al. (2013) using Structural Equation Modelling (SEM) found a positive relationship between customer loyalty and firm performance.

5. Conclusion
The study examined the relationship between customers' loyalty and sales performance of Dangote Cement Products in Awka, Anambra State. The study focused on two consumer loyalty components: emotional and behavioral loyalty, and their effect on a consumer purchase intention. The survey evidence from the questionnaire analysis confirms a positive significant association between emotional loyalty and consumer purchase intention; and, a positive significant relationship between behavioral loyalty and consumer purchase intention. The study makes the following recommendations for managers of industrial goods firms for implementation: firms should strive to maintain customer trust via quality product or service delivery. Strategies that boost emotional loyalty, such as product

adverts should always strive to be in line with product functionality; and, salespeople should always be encouraged to base arguments on actual product functions, not fictitious claims. Manufacturing companies are also advised to further use loyalty programs as strategies for rewarding customers; to further enhance behavioral loyalty, manufacturing companies are advised to engage in periodic customer satisfaction surveys. An approach that is lacking in most developing countries. The pricing strategy has also been arguably reinforced as a factor that affects the engagement of behavioral loyalty, though beyond the scope of the current study could serve as a focus of future studies among manufacturing firms.

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Questionnaire

Please Tick [√] the appropriate box that corresponds to your response.

Section A: Demographic Characteristics of Research Subjects
1. Gender: Male [   ]   Female [   ]
2. Highest academic qualification: Primary[   ]   Secondary[   ] Tertiary[   ]
3. No of years of Dangote cement usage: <5years[   ] 5-10years[   ] >10years[   ]

Section B: Customer Loyalty and Sales Performance
Please, tick (√) the statement that best describes your view.
Key: Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D), Strongly   Disagree (SD)

a.   Emotional Loyalty

S/N	Items	SA	A	UD	D	SD
1	You are likely to recommend Dangote cement to an acquaintance					
2	You are likely to buy Dangote cement should the need arise					
3	You are more likely to trust Dangote cement than any other product on the market					
4	You are overall satisfied with the quality of Dangote cement					

b.   Behavioural Loyalty

S/N	Items	SA	A	UD	D	SD
5	You have used Dangote cement within the past six months					
6	You have used Dangote cement within the past year					
7	You have used Dangote cement within the past three years					
8	The quantity of Dangote cement purchased by you has increased over the past three years					

c.   Consumer Purchase Intention

S/N	Items	SA	A	UD	D	SD
9	My decision to buy a product is based on intrinsic factors					
10	My decision to buy a product is based on extrinsic factors					
11	My decision to purchase a product/service is based on past use of the product/service					
12	My intention to buy a product/service is based on the perceived reputation of the product					