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Effect of Product Redesign on Consumer Brand Loyalty in Developing Countries: Evidence from Selected Manufacturing Firms in South-East Nigeria.

Onyejiaku, Chinyere Catherine[1], Okwor, Helen Onuegbuna[2], Orakwe, Felicia Ifeyinwa[3]

[1]*Department of Management, University of Nigeria, Enugu Campus*
[2]*African Thinkers Community of Inquiry, College of Education Enugu.*
[3]*Department of Management, University of Nigeria, Enugu Campus*

Abstract: *This study investigated the effect of product redesign on consumer brand loyalty in developing countries drawing evidence from selected manufacturing firms in South East Nigeria. Further, it sought to assess the components of product redesign applied by firms and examine the extent to which they affect customers brand loyalty. The study adopted the survey research design using questionnaires for data collection. A proportional stratified random sample of 553 staff of manufacturing firms was drawn from a population of 7112. Spearman rank order correlation coefficient was used to test the reliability of the instrument given a coefficient of 0.83. The study revealed that product quality improvement, product re-packaging and increased product advertisement were the components of product redesign applied by the manufacturing firms understudied. The study also revealed that product redesign positively affected customer brand loyalty (β = 1248.727, p = 0.000 < 0.05) during the period studied. Based on the findings, it is recommended that manufacturing companies in developing economies should develop good customer data banks, sustain strong customer service and have complaint departments where customers' queries and complaints should be consciously and appropriately considered. Finally, in order to retain clients and attract new buyers, marketers are encouraged to create strategy, based on redesigning products and increasing quality perception so as to ensure loyalty of their customers thereby enhancing overall organizational performance in these economies.*

Keywords: *product redesigns, product packaging, product quality improvement, brand loyalty, customer satisfaction, customer loyalty*.

I. Introduction

In today's market, most companies redesign to create new products, improve product quality and reduce cycle time. However, most techniques limit innovation. In recent time, customers have become more knowledgeable and demanding, and manufacturing firms can hardly survive the tight competition with the old way of product orientation. They have become market driven by forming strong brands, aimed at maintaining long-term relations with their customers. A stable customer base is a core business asset. The essence and nature of strong relationships and their business value are encapsulated in the concept of customer loyalty. Evidence showed that recruiting new customers is up to six times expensive while compared to retaining the existing customers (Rosenberg and Czepiel, 1993).

Many companies are trying to get target customers' attention by creating a distinctive brand image for their products, there by redesign to create new products. Redesign of product is just like innovation in the companies particularly on the aspect of product, because it improves product quality and reduces cycle time. Innovation means to create a new product or make and implement a new process and the main purpose is to gain sustainable competitive edge or improve the efficiency of the organization and to get customer satisfaction (Leonard-Barton, 1992).

Brand loyalty is experienced when customers remain committed to your brand and make repeated purchases regardless of the price offering or convenience on the product or service. According to Kotler (2003), developing a strong and stable brand requires a long term investment as this will be accomplished through regular advertising, promotion and re launching the product or services. With numerous choices accessible, customers will not be willing to accept anything less than excellent service.

Customer loyalty exists when customers in a particular organization remain with them despite them having other possible options where they can obtain the same goods or services. Many organizations today use a lot of their resources to maintain customer loyalty, including using loyalty programs like cards that rewards points at the use of their services or purchase of goods. Past study on customer loyalty has been dedicated to the effect of brand loyalty, a number of research studies on customer loyalty focus on service loyalty. It is revealed that the outcomes in the field of brand royalty did not take a broad view to service loyalty for the following reasons: service loyalty relies on the improvement of interpersonal relationships as opposed to loyalty with physical goods, in case of services, the effect of perceived threats is greater and intangible qualities such as reliability and confidence are the key factors to retain the customer loyalty in the service background (Dick and Basu, 2004).

When a company makes innovative product, customer satisfaction is achieved and the loyalty of the customers also increases towards the product. Product innovation is the introduction of a good and service that is new or has significantly improved characteristics or intended uses. It is about making beneficial changes to physical products. Any person using a brand from which he or she is satisfied, won't be bordered on any other brand, every individual prefer value maximization so that product redesign would increase brand loyalty and at the same time increasing customer satisfaction. Whenever a firm introduces an innovative product, it should keep in mind the competitors' products and also the abilities of their own firm to innovate. The resources of the firm should be used very efficiently when company is working on innovation in the product. The managers of organization should keep in mind the resources which they are using and resources which are needed for preparation of the new product (Danneels, 2002).

Customer loyalty is all about attracting the right customer, getting them to buy, buy often, buy in higher quantities and bring you even more customers. But something unique needs to attract the customers before they get interested on a particular product i.e. if the product is redesigned or rebranded to their taste. It is one major thing that brands need to thrive in the market place. When customers are loyal to a brand, they become ambassadors by mouthing good stories about the brand. It is a basic truth that when customers are happy, they go to a large extent to promote a good image for the brand. Customer loyalty is all about relevance and meaning throughout every customer touch point. It is all about making the brand experience more intimate relationship with the customers. For companies in the industry to achieve this (brand loyalty), it must pay more attention to it product branding (Ehikwe, 2005).

Effective product innovation and management could be made possible with effective customer segmentation which aids in providing value and sales propositions which are effective and unique to each segment. Existing customers promote business growth, present cross-selling opportunities and also cost less to serve. Customer loyalty goes beyond retaining customers to making them advocates for the bank (Africa Banking Industry Customer Satisfaction Survey, 2013).

This study sought to; (i). ascertain the components of product redesign applied by selected firms in South East Nigeria. (ii). examine the extent to which product redesign affect customer brand loyalty.

The research attempted to provide answers to the questions: (i).What are the components of product redesign applied by selected firms is South East Nigeria? (ii).What is the extent to which product redesign affect customer brand loyalty?

To achieve the objectives of the study, it was hypothesized that:

H1: Product quality improvement, product re-packaging and increased product advertising are components of product redesign applied by selected firms in South East Nigeria.

H2: Product redesign positively affects on customer's brand loyalty.

II. Review Of Related Literature

Two critical areas of interest to us are product redesign, brand loyalty and customer loyalty.

A. PRODUCT REDESIGN

Product redesign is creating a new product to be sold by a business to its customers. It is a broad concept essentially the efficient and effective generation and development of ideas through a process that leads to new products. Product design consists in imagining and creating objects meant for mass production.

Redesigning a new product goes through an analytical process and relies on a problem-solving approach to improve the quality of life of the consumers and their interaction with the environment. It is about solving problems and bringing out a solution about visualizing the needs of the consumers.

Businesses always try to you want to keep customers who give loyalty to their products. The competition increases that the need for creativity about something new about the company that stands out. However, companies try redesigning their packaging to attract new customers and keep current customers. It is sometimes difficult balancing the act of keeping your company's focus and core values at the forefront of your product while also allowing yourself to grow and change as a company. If you redesign your product in the right way, you can change and renew the strength of your company.

The first thing to do when beginning to think about redesigning of product is to let go of any sentimentality about the current or past product. Secondly, you need to keep in mind your audience because you have a group of loyal customers who you really do not want to lose. The best product redesign will bring in new customers and keep the old loyal customers happy as well.

Important Considerations for Redesigning a Product are;

. Identify Customers' Needs**:** the first step in designing or redesigning of product is interacting with your customers. Understand what they are aware of when it comes to your product and what they think of while looking at your product. If possible, create list with rating value given to each customer need and specialization in order to help compare their responds with respect to your product redesigning.

. Establish Target Specifications: based on the customer's needs, establish the specializations that should be similar to a wish list, taking into consideration of a prospective new product and technical constraints.

. Analyze Competitive Products: if you understand the shortfalls of competitor's products, you can improve yours to make it seems clearly superior or much more user friendly than others.

. Select a Concept for Product: by evaluating all concepts, choose a best and final concept which has the attributes that best fit your requirements, specializations and customer wants.

. Refine Specifications and perform Economic Analysis: get input from your company and your customers, think about tradeoffs you might have to make to create the best product. When product attributes are conflicting with technical challenges, you modify it to best fit the final product. Then throughout this process, expenses and costs have been estimated for the final product and production of the newly redesigned product. Complete a thorough economic analysis of the product and the development required to make that product.

It also takes into consideration the production cost, the manufacturing processes and the regulations.

Components Of Product Re-Design

Product quality improvement: Quality is defined as a multidimensional concept, where a product may be of high quality in one dimension and of low quality in another (Feigenbaum, 1991). Garvin (1987) identifies eight dimensions for describing the basic attributes of product quality: performance, features, reliability, conformance, durability, serviceability, aesthetics and (8) perceived quality. High quality is the composite of quality attributes which provides the intended functions with the greatest overall economy (Feigenbaum, 1991). Service quality, as well, is often viewed as a multi-dimensional concept. Another scholar explains service quality through five quality dimensions (tangibles, reliability, responsiveness, assurance, and empathy) (Parasuraman, et al., 1985, Parasuraman, et al., 1988).

Product quality is refers to as the perception of the degree to which the product or service meets the customer's expectations. In a situation where the competitive pressure of low-cost producers is increasing, the quality of the product is the one of the major element that customers value to guide their purchasing decisions. It is believes that quality is largely determined at the design stage. And at this stage, any possible gaps in quality are detected and resolved for the quality to make them more applicable and effective.

Every manufacturer thinks he or she has a commitment to quality. In that case, there are steps to take to put you in the right path to improve quality.

1. Make a commitment: a company's commitment to quality had to come from the top, and it had to reinforce over and over again. Except if a business views quality as its single, non-negotiable goal, workers will inevitably feel the need to make tradeoffs and quality will slip.
2. Track mistakes: in order to commit to quality, you must first define and know exactly what quality is. For manufacturers, this process involves statistical quality control, the process of setting a product's specifications and sampling a small units from the production line to how closely they measure up to those specs. The manufacturing process is altered if deviation occurs and the quality appears to be trending to wrong direction. And tracking quality is more difficult in a service business and efforts by groups such as International for Standardization (ISO), create meaningful benchmarks beyond manufacturing have had mixed results.
3. Invest in training: training takes on several dimensions. For starters, you should set up a new employee initiation program that trains workers to focus on quality issues from their first day on the job. The known thing about the quality movement is that any business with a control department is doomed to poor performance, for it has demonstrated to every employee that quality is not their chief concern. Instead, quality experts recommend that businesses train workers at all levels to look for ways to improve quality and to ameliorate problems. In the process of training, make known to your workers what problems you had in the past, how you corrected those problems, and where you company stands with respects to its quality goals in recent time.

4. Organize quality circles: organizing employees into quality circles are groups of employees into quality circles can be an effective way to identify and address problems. Quality circles are groups of employees who are encouraged to assess processes and recommend improvements, all with the goal of promoting quality, efficiency and productivity. Once you have invited workers to join a quality circle, provide them with adequate resources to pursue their analysis, and schedule a time in the future at which they may present their findings and you act on their recommendations in solving and addressing problems concern.
5. Have a right attitude: if you are to truly improve quality at your business, whether you manufacture products, distribute goods or service for your clients, you should resist the attitude of dwelling on your company's flaws and instead rallying your team around the cause of rooting them out.
   Companies that have applied these methods have succeeded to significantly reduce their bad-quality occurrence. Once adequate levels of quality are achieved, you can then pursue the zero defects status in subsequent stages of production distribution maintenance of the product.

Product re-packaging: product packaging is the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and make the product marketable and keep it clean. A product's packaging communicates many things, from what the product can do for your customers to your company's values. When a product is re-packaged, it attracts customers' attention and creates desire for the product within, delivers on the brand promise, and enriches the user experience at every interaction. Re-packaging of products is when a product which contains many units of products are packaged up into smaller number of units. This will lead to a high risk of exposure as the product being sold to one consumer; it is more likely to be sold many consumers. Re-packaging is also a form of market strategy that attracts customers to a particular brand.

Increased product advertising: product advertising is any method or way of communicating about the promotion of a product in an attempt to induce potential buyers or customers to purchase a particular product. It promotes the uses, featured and benefits of a product, and usually requires payment to a communication channel. The purpose of increasing adverting in marketing is to inform the consumers about their product and give a strong conviction to the consumers that a company's service or products are the best, create and point out a need for products or services, enhance the image of the company and announce new products and programs to the customers in this way, accomplishing the marketing objectives. There are different stages of product advertising that can help in increasing the product advert: i. pioneering/informative advertising- to stimulate primary demand for a new product that is an introductory stage. (ii) Competitive advertising- to influence demand for a specific brand to compete with other competitor's brands i.e. growth stage. (iii) Comparative advertising- to compares between two or more competing brands on one or more specific attributes i.e. maturity stage. (iv) Remainder advertising- advertising that are aim to help maintain customer relationships and keeps the customers thinking about the product.

B. BRAND LOYALTY

Aaker (1991) defines brand loyalty as the measure of attachment that a consumer has towards a brand. When consumers tend to continue to purchase the same brand despite the demonstrated benefits that is; better features, lower price or convenience) by competitors' products (Aaker,1991). Brand loyalty according to him reflects how likely a consumer will be to switched brands when that brand makes a product change either in price or product features.

Brand loyalty is believed to be one of the main components of brand equity. The more loyal customers, there are the stronger position the brand has in the market and there are less vulnerable customers who would be willing to change the product brand they regularly purchase. However, the fact that repeated purchase does not signalize brand loyalty itself, customers make repeated purchase actions towards the same brand as they have specific habits which do not change or they are being affected by sales or other promotions (Keller, 2003). Customers are more likely to pay a higher price for a well-known brand as opposite to a product which is not known to them. Customers tend to buy brand-name products where the quality of the product is important determinant as well. This could be explained by the Brand Equity concept described by D. Aaker (1991). Brand Equity consists of four elements: brand awareness, brand loyalty, perceived brand equity, brand associations.
In this study, the brand image is considered as a factor which influences a consumer to make purchase. The Brand Equity concept will be analyzed through the perspective of purchase decision making that is influenced by consumer behavior.

There are five levels of brand loyalty pyramid introduced by Aaker 1991. They are;

The first basic stage is the switchers: The switchers do not look at the brand name and they tend to purchase brand in the sales. That is customers that do not ask questions on brand loyalty which he suggested that the most effective marketing strategy would be increasing brand awareness.
The second stage is habitual buyers: These are the customers who purchase a brand out of the habitude and do not see a need to change a brand. However, these buyers may change a brand if they face some troubles. The buyer would relatively purchase another brand instead of solving additional problems stopping from purchasing a regular brand.
The third stage is the satisfied buyers: Here, the higher level of customers is satisfied buyers with switching costs in the pyramid. These customers are satisfied clients who tend to switch to another brand due to thresholds raised (such as distance, additional costs, time consumption, etc.). In order to retain clients and attract new buyers, marketers are encouraged to create strategy based on increasing perceived quality.
The fourth stage is the brand liker's: This level is known as true brand enthusiasts. Customers' preference is mostly based on experience which brings emotional benefits.
The fifth stage is the committed buyers: The most loyal customers are committed buyers. They comprise those who are proud users and will recommend the product to others. The brand plays important role in their lives and they do not raise question about switching the brand. Committed buyers purchase the brand due to ties closely related between brand and personal values. The best marketing strategy for retaining this customer segment that Aaker (1991) suggests is loyalty programs. This could be done by providing loyalty cards, loyalty points and program etc.

Every company's desire is to have a loyal customer base. Brand loyalty is believed to be an important asset to the company. According to Aaker (1991), brand loyalty could help to reduce some marketing costs, because loyal customers tend to repeat purchase and it costs less to the company than attracting new clients to purchase the same product. Again, the influence that loyal customers have in their social class and family members is also strong.

C. CUSTOMER LOYALTY

Customer loyalty is define as a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future despite situational influences and marketing efforts having the potential to cause switching behavior (Oliver,1999). Thus, customer loyalty is when a supplier receives the ultimate reward of his efforts in interacting with its customer. Researchers studied the patterns of buying and took proportion of total purchases into consideration while others gave importance to sequence of purchasing.

Loyal customers are indeed crucial to business survival. For that reason many companies use defensive marketing strategies to increase their market share and profitability by maximizing customer retention. Every supplier wants to create and retain a loyal customer who engages in continued profitable business with him. Therefore, it is the measure of success of the supplier in retaining long term relationship with the customer. Customer loyalty tends the customer to voluntarily choose a particular product; such customers may be described as being brand loyal.

Loyalty also means that customer is sticking to the supplier on certain grounds though he may be having other options also. It may be possible that the supplier may not have the best product but the customer may be having some problems with the supplier in respect of his supply of the product but the customer likes to ignore other options and prefers to continue with the same supplier as the customer thinks the supplier provides him with more benefits or values than the others.

Most research in the last two decades has investigated the various definitions of loyalty. They argue that there must be a strong ''attitudinal and commitment'' to a brand for true loyalty to exist. This is seen as taking the form of a consistently favorable set of stated beliefs toward the brand purchased. If the consumer believes that a brand has desirable attributes, s/he will have a more favorable attitude toward it. These attitudes then may be measured by asking people how much they like the brand, feel committed to it, will recommend it to others, and have positive beliefs and feelings about it. It has also been found that attitudinal loyal customers are much less susceptible to negative information about the brand than non-loyal customers. On the other hand, loyalty should not be considered as just an attitude. It should have a direct connection to a company's financial results. The supplier should be able to plan a clear and direct economic benefit of some kind, as the result of the strategies he employs to increase its customer's loyalty.

The most widely accepted definition of loyalty is by Jacoby and Kyner (1973), who describe loyalty as the biased (i.e. non-random), behavioral response (i.e. purchase) , expressed over time, by some decision making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of psychological (i.e. decision making, evaluation) processes. However, Oliver criticizes this and similar definitions, based on the collective failure to provide a unitary definition and the reliance on three phases;

cognition, affect and behavioral intention. These three phases lead to a deeply held commitment, predicting that consumers develop loyalty in a linear fashion. Oliver (1999) places greater emphasis on situational influences adding a fourth phase, action characterized by commitment, preference and consistency while recognizing the dynamic nature of the marketing environment.

For a company to maintain a good business structure and customers loyalty, it must involve the following;

i. Provision of customer loyalty card: a loyalty card program is an incentive plans that allows a retail business to gather data about its customers. Customers are offered product discounts, coupons, points toward merchandise or some other reward in exchange for their voluntary participation in the program.
ii. To ensure customer loyalty: how do you ensure your company's customer loyalty; to share your values; provide excellent customer service; be transparent; create a sense of community that is asking your customers to share pictures of them using your products in various forms of social media; getting their addresses to easily get in touch with them; use of social proof such as experts, celebrities, users, wisdom of friends and crowd; by exceeding expectations; do not neglect existing customers; admit when you make a mistake that is do not be defensive or sensitive get complains about your product rather take corrections and make a better result.
iii. Build loyal customers: let customers know what you are doing for them; give a written notes frequently to the long time customers; keep personal contacts of them for easy communication, remember their specials occasions like birthdays, anniversary, holidays and send them good wishes cards; pass on information when you hear any one concerning your customer; and consider follow-up calls business development calls which can lead to a new business.
iv. Maintain customer loyalty: apply customer retention strategies such as rewarding your customers; using your customer's services and buy their products, send thank you notes to them; return phone calls promptly; avoid promise and fails that is, do what you say you are going to do and do things when say you are going to do them.

Let us take a cursory look at two relevant theories to our topic;

1. Congruity and Utility Theories: Congruity theory is oriented to communication and persuasion of the information flow to the individual. This theory predicts the attitude of the customer which is being provoked by the source and to investigate individual's attitude affected by the social groups. Utility theory assists to make ranking of the alternatives accordingly to the rational preferences of the customer. Each of the purchase choice is made by the ratio of price of the product and incomes of the customer. In this theory the economic man approach is partly included because the utility and price of the product are the main factors for the purchase preference. The rational explanation about consumer behavior which is affected by the brand image could not be given since purchasing manner of customer may change at different situations.

2. Relationship Theory: According to the relationship theory, marketing was introduced to retain and reward the existing customers than running after new customers. Reichheld (1993) postulates building closer relationship with customers resulted in better returns to companies through increased use of company services by loyal customers and referrals by satisfied customers that brought new customers. Kano et al., (1984) present one model for the way in which a product attribute affects customer satisfaction. This model displays the relationship between the physical fulfillments of a quality attribute on a product, and the perceived satisfaction of that attribute. The relationships are not equal for all quality attributes and they also change over time. Social psychology, which is the scientific study of how people's thoughts, feelings, and behaviors are influenced by the actual, imagined, or implied presence of others, offered theories on relationship.

3. The Theory of Attractive Quality: The Theory of Attractive Quality is useful to better understand different aspects of how customers evaluate a product or offering (Gustafsson, 1998). Over the past two decades this theory has gained increasing exposure and acceptance and it has been applied in strategic thinking, business planning, and product development to demonstrate lessons learned in innovation, competitiveness, and product compliance (Watson, 2003). According to Kano (2001), the theory of attractive quality originated because of the lack of explanatory power of a one-dimensional recognition of quality. For instance, people are satisfied if a package of juice extends the expiry date of juice and dissatisfied if the package shortens the expiry date of juice. For a quality attribute such as leakage, people are not satisfied if the package does not leak, but are very dissatisfied if it does. The one-dimensional view of quality can explain the role of expiry dates but not leakage. To understand the role of quality attributes, Kano et al., (1984) present a model that evaluates patterns of quality, based on customers' satisfaction with specific quality attributes and their

degree of sufficiency. The theory explains how the relationship between the degree of sufficiency, and customer satisfaction with a quality attribute, can be classified into five categories of perceived quality: attractive quality, must-be quality, one-dimensional quality, reverse quality and indifferent quality.

With respect to empirical literature, some relevant studies reviewed are very revealing; Mbugua (2014) conducted a research on the effects of brand loyalty on customer retention in Kenyan Banking Sector focusing on Barclays bank, Ruaraka branch Nairobi. The study examines the effects of brand loyalty on customer retention in Kenyan banking sector. The study used descriptive research design. The population was 2050 and the sample used was 10% of the population since the population was large in number. The study showed that customers of Barclays Bank were not sensitive about prices charged and the fee they paid for the services because the charge therefore was reasonable. It showed that customers were engaged because they were served in the shortest time possible and among others. The study recommends that Barclays Bank needs to take a fresh look at their customer loyalty and retention strategy. With respect to customers‟ perceived value of loyalty programs and the new customer sovereignty, the bank need to ensure that their strategy is relevant and meaningful. The bank needs to differentiate their program by identifying and connecting with the unique characteristics of their customer base as well as align loyalty and retention programs with marketing strategy.

Azize, Cemal and Hakan (2001) investigated on the effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. The study sought to seek whether different consumers prefer different experiential appeals, and whether experiential types create the relationships between brand experiences, satisfaction, trust and loyalty. The study used survey design method and was conducted on 258 sample size. The study showed that brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments. Brand experience affects satisfaction, trust and loyalty. From the customer viewpoint, brands are relationship builders. As a result of this study, brand experiences, satisfaction, trust have positively effects brand loyalty.

III. Methodology

This study adopted the survey and analytical research designs. It was conducted in ten manufacturing firms purposively selected randomly in the South East states of Nigeria. The firms were selected because they have high employee strength and operate on high ethical standards. The proportionate sampling method was used to cover the junior and senior staff sampled. The population of study was seven thousand, one hundred and twelve (7112) and the sample size of 553 was adopted using the statistical formula proposed by Bill Gooden. The questionnaire, in-depth interview and observation were the primary sources of data. The validation of the questionnaire research instrument was conducted by six management experts and academics. Five hundred and fifty three (553) copies of the questionnaire were administered to the respondents. Five hundred and twenty six (526) copies were returned and completely filled while twenty seven (27) copies were not returned. Two hypotheses were formulated for study. The hypotheses were tested using simple percentage rating and ordinal logistic regression techniques. Analysis was done at five (5) percent level of significance.

IV. Data Analysis And Discussion

With respect to objective one of the study, table 4.1 is quite instructive.

Table 4.1: % Response to usage of the product redesigns components by selected companies.

S/No	Variables	% of positive response	% of Negative response
1	Product quality improvement	90	10
2	Product re-packaging	85	15
3	Increased product advertisement	78	22

Source: Researcher’s Field Survey 2018

From table 4.1, 90% of the respondents agreed that product quality improvement is a major variable for customers brand loyalty. The variables- product re-packaging and increased product advertisement attracted 85% and 78% positive responses respectively.

Table 4.2 reveals that 2024(96.20%) of the respondents are in the agreement category while 80(3.80%) of the respondents are in the disagreement category.

Table 4.2: How Product redesign affects customers brand loyalty

S/No	Options	SA	A	D	SD	U	Total
1	Product redesign positively affects brand loyalty.	423	75	20	8	-	526
2	Renovated products could meet consumers needs	236	274	14	2	-	526
3	Product redesign enhances consumer interest and demand for the product	352	150	15	9	-	526
4	Product redesign increases customers satisfaction and retention	115	399	10	2	-	526
	Total	**2024(96.20%)**		**80(3.80%)**			**2104**

Source: Fieldwork, 2018

This shows that product redesign positively affects customers brand loyalty.

COMPARISON OF RESPONSES BY JUNIOR AND SENIOR STAFF

The responses with respect to junior and senior staff categories are shown in tables 4.3[1,]
As regards to how product redesign affects customers brand loyalty, the relevant table is 4.3.
On whether product redesign affects customers brand loyalty. This is also deducible from table 4.3

Table 4.3 [1:] How Product Redesign affects Customers Brand Loyalty

S/No	Options	SA		A		D		SD		U		Total	
		S	**J**	**S**	**J**	**S**	**J**	**S**	**J**	**S**	**J**	**S**	**J**
1	Product redesign positively affects brand loyalty.	90	396	2	21	-	10	-	7	-	-	92	434
2	Renovated products could meet consumers needs	89	386	3	31	-	9	-	8	-	-	92	434
3	Product redesign enhances consumer interest and demand for the product	90	406	2	11	-	10	-	7	-	-	92	434
4	Product redesign increases customers satisfaction and retention	89	399	3	16	-	11	-	8	-	-	92	434
	Total	Total S in agreement= 368 (100%)				Total S in disagreement=0 (0%)				Total S in undecided = 0 (0%)		**368**	**1736**
		Total J in agreement =1666 (96 %)				Total J in disagreement = 70 (4%)				Total J in undecided = 0 (0%)			

NB: S = Senior Staff, J = Junior Staff

Source: Fieldwork, 2018.

From table 4.3[1], it is evident that all the 368 senior staff (100%) was in the agreement category. None was in the disagreement and undecided categories. Among the junior staff, 1666 (96%) were in the agreement category with only 4% (70 junior staff) in the disagreement category and none in the undecided category. The conclusion is reached therefore that both junior and senior staff are in strong agreement that product redesign strong affects customers brand loyalty in their relevant manufacturing firms.

Test of Hypotheses

To hypotheses postulated were tested using ordinal logistic regression aided by computer through the application of Statistical Package for Social Sciences (SPSS).
In testing our hypothesis one, it is restated in its null and alternative forms as;
Ho: Product redesign did not have positively affect consumer brand loyalty
Hi: Product redesign positively affects customers brand loyalty

Table 4.4 shows the response position

Table 4.4: Contingency Table (Reproduced Table 4.4) for testing Hypotheses (2)

S/No	Questionnaire items	Agreement	Disagreement	Total
1	Product redesign could positively affect brand loyalty.	498(506)	28(20)	526
2	Renovated products could meet consumers needs	510(506)	16(20)	526
3	Product redesign resituates consumer interest and demand for the product	502(506)	24(20)	526
4	Product redesign increases customers' satisfaction and retention	514(506)	12(20)	526
	Total	**2024**	**80**	**2104**

Source: Fieldwork, 2018

Tables 4.4a, 4.4b and 4.4c show the logistic regression results.

Table 4.4a: Ordinal Regression Table

Case Processing Summary

		N	Marginal Percentage
Customer_Brand_Loyalty	8	1	25.0%
	20	1	25.0%
	75	1	25.0%
	423	1	25.0%
Product_Redesign	2	1	25.0%
	10	1	25.0%
	115	1	25.0%
	399	1	25.0%
Valid		4	100.0%
Missing		0	
Total		4	

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Intercept Only	11.090			
Final	.008	11.083	3	**.008**

Link function: Cauchit.
Significant at 0.008, hence the null hypothesis that the model without the predictor is as good as the model with predictor is rejected. This shows that the model improves the ability to predict the outcome.

Table 4.11b: Goodness-of-Fit

	Chi-Square	Df	Sig.
Pearson	3.392	6	.000
Deviance	5.783	6	.000

Link function: Cauchit.

Model fits because the good-of-fit measures have large observed significance levels.

Pseudo R-Square

Cox and Snell	**.788**
Nagelkerke	.919
McFadden	.999

Link function: Cauchit.

R-square statistics are large (See Cox and Snell) in the table above which is 78.8%. This indicates that product redesign explains a large proportion of the variation in product life cycle.

Table 4.11c: Parameter Estimates

		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Customer_Brand_Loyalty = 75]	604.003	.000	32.141	1	.001	604.003	634.003
Location	[Product_Redesign=115]	**1248.727**	**.000**	**12.145**	**1**	**.000**	**248.727**	**248.927**

Link function: Cauchit.

Test of Parallel Lines[a]

Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Null Hypothesis	5.783			
General	7.006	17.002	6	.073

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.
This table indicates that there was no violation of the proportional odds assumption.

Interpretation of Result: This result reveals that product redesign positively affects customer brand loyalty with an increase in the odds (probability) of increased loyalty at an odds ratio of 1248.727 (95% CI, 248.727 to 248.927), Wald χ^2 (1) = 12.145, $p < 0.05$ ($p = 0.000$). Thus, the alternate hypothesis which states that product redesign positively affects customer brand loyalty is hereby accepted and the null rejected. Thus, product redesign had positively affects customer's brand loyalty.

V. Conclusion And Recommendations

The study concludes that as the market becomes more competitive with products and services which are substitutes, the study of product redesign and customer brand loyalty will become more crucial. Producers need to know and understand their consumer's behavior in order to compete with rivals. Consumers may be

irrational people who make decisions not on based rational reasons. There will always be a gap in understanding how a decision making unit makes a choice in a market that offers a lot of choices.
Arising from the findings, it is recommended that especially for developing countries, based on Nigeria's experience: (i) Manufacturing companies should develop good customer data bank. (ii) Firms should sustain strong customer service or complaint department where customer's queries and complaints should be considered consciously. (iii) In order to retain clients and attract new buyers, marketers are encouraged to create strategy based on redesigning products and increasing perceived quality to ensure brand loyalty of their customers which enhances overall organizational performance.

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