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PUBLIC AWARENESS AND QUALITY OF PRODUCTS AS PREDICTORS OF CUSTOMER LOYALTY AMONG CONSUMERS

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Abstract

This study examined public awareness and quality of products as predictors of customer loyalty among consumers in awka metropolis. A total number of two hundred Consumers in Awka metropolis, Anambra state served as participant for the study. The advertising effectiveness measure, quality of products scale (QPS) and customer loyalty scale (CLS), were used to generate data. Three hypotheses were utilized for the study. The first hypothesis stated that public awareness will significantly predict customer loyalty at (β=.238, p<.05). The second hypothesis stated that quality of products will significantly predict customer loyalty at (β=.390, p<.05. The third hypothesis stated Public awareness and quality of products will jointly predict with customer loyalty (F=22.49, Adjusted R^2=.245, p<.001). All hypotheses were accepted. Multiple linear regression statistics was used to analyze the data collected. The results also showed that public awareness significantly predicted customer loyalty among consumers in Awka metropolis, quality of products significantly predicted customer loyalty among consumers in Awka metropolis and public awareness and quality of products jointly predicted with customer loyalty among consumers in Awka metropolis. Therefore, based on these results, it was recommended that effective marketing campaigns needs to be developed to increase public awareness about different products. Utilize various channels such as social media, television, radio, and billboards to reach a wider audience and educate them about the features and benefits of different products.

Keywords: Public awareness, quality of products, customer loyalty, consumers

Introduction

Customer loyalty is considered a critical factor in today's competitive business landscape. As organizations strive to establish a sustainable market presence, the ability to retain loyal customers becomes paramount (Balina & Paulins, 2019). Competition in the markets is getting stiffer as the working environment is constantly changing in complexity. Various organizations seem to realize their customers are seeking better products and value from competing brands to obtain

satisfaction, and more value for their money. Hyun (2018) posits that the issue of loyalty came to the fore when marketers realize that many unsatisfied customers do not necessarily return to purchase their services and products and which subsequently affects revenue generated from the company. Research by Hyun (2018) showed that customer loyalty is an important and integral factor for increasing patronage and profitability thereby ensuring that firms remain in business for a long time. Customers are persons (individuals) or corporate bodies that purchase goods and/or services from the market to meet their needs and wants (Khadka & Maharjan, 2017). According to Ndubuisi and Nwankwo (2019), customers are the reasons for the continued existence of any 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 (Ndubuisi & Nwankwo, 2019). According to Kleinig (2022), loyalty may be characterized by practical dispositions to persist in intrinsically valued (though not necessarily valuable) associational attachments. 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, 2019). 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, et al, 2018).

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 (Korankye, 2018). 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. Secondly, the cost of acquiring new brand favorites is relatively far more expensive than maintaining existing customers (Kimura, 2021; Magatef & Tomalieh, 2020). To survive, businesses need to build and maintain relationships with customers and more so, transform such into a competitive advantage (Cannon & Perreault Jr, 2019). Studies have empirically shown a link between customer loyalty and customer satisfaction, they include Bontis, Otaibi, & Yasmeen (2007) in North America, Ibok. Also, in Nigeria a study by Odugbemi (2019)

found that customer satisfaction was a key predictor of customer loyalty, with satisfied customers being more likely to repurchase and recommend the company to others.

Similarly, 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, 2019). Others, such as Bishnoi and Singh (2021), Pandit and Vilches-Montero (2016) found that increased emotional commitment (loyalty) would increase the sales of a particular brand or product. In a recent study by Fan,Singh & Tombra (2020), path analysis showed that customer satisfaction positively affected emotional and behavioral loyalty. In another study by Nasir, Oliver & Fin (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. Understanding the factors that influence customer loyalty is essential for businesses to develop effective marketing strategies and enhance customer satisfaction. Two significant factors that have been widely studied in relation to customer loyalty are public awareness and product quality (Oliver, 2021).

Public awareness refers to the level of knowledge, recognition, and familiarity that the general public has about a particular shopping outlet and their products (Aaker, 2021). It encompasses the extent to which consumers are aware of a brand's existence, its offerings, and its positioning within the market. Higher levels of public awareness can positively impact customer loyalty as consumers are more likely to consider and trust well-known brands over lesser-known alternatives. (Keller, 2019). Public awareness plays a crucial role in shaping customer loyalty among consumers. Mayzlin (2016). It refers to the level of knowledge, understanding, and familiarity that the general public has about a particular brand, product, or service. When consumers are aware of a supermarket and its offerings, they are more likely to develop trust, loyalty, and repeat purchase behavior Keller (2017). Several authors have extensively discussed the significance of public awareness in building customer loyalty. One such author is Aaker (2021), who emphasized the importance of brand awareness as a fundamental driver of customer loyalty. According to Aaker, when customers are aware of a brand and its attributes, they are more likely to consider it during their purchase decision-making process. Furthermore, Keller (2018) argued that public awareness is not only about recognizing a firm but also understanding its unique value proposition. He introduced the concept of firm knowledge, which

includes both brand awareness and brand image. Outlet Image refers to consumers' perceptions and associations with a particular firm. Keller suggested that strong information and knowledge leads to higher levels of customer loyalty.

Product quality is a key determinant of customer satisfaction and loyalty (Balina, 2017). Consumers are more likely to develop loyalty towards brands that consistently offer high-quality products that meet or exceed their expectations. Quality includes various dimensions, such as reliability, performance, durability, and features, which collectively contribute to the overall customer experience. Garvin (2018) identified eight dimensions of product quality and emphasized the importance of meeting customer expectations to build loyalty. Additionally, Zeithaml et al, (2018) introduced the concept of "service quality" and its impact on customer satisfaction and loyalty. The relationship between public awareness, product quality, and customer loyalty is intricate and interconnected. A brand that enjoys high levels of public awareness may initially attract customers, but customer loyalty will ultimately depend on the perceived quality of its products or services. Conversely, a brand may offer superior product quality, but without adequate public awareness, it might struggle to gain a loyal customer base. Kotler and Armstrong (2020) emphasized that successful marketers must not only create awareness but also deliver products that meet or exceed customer expectations. This underscores the significance of the interplay between public awareness and product quality in shaping customer loyalty.

Quality of products is also a crucial factor that influences customer loyalty among consumers in Awka metropolis. When customers perceive a product to be of high quality, they are more likely to develop a sense of trust and satisfaction, leading to increased loyalty towards the brand or company. In this discussion, we will explore various studies conducted by different authors that highlight the relationship between product quality and customer loyalty. One study conducted by Zeithaml (2018) examined the impact of perceived product quality on customer loyalty. It was observed that customers who perceived a product to be of high quality were more likely to repurchase from the same brand or company. This suggests that product quality plays a significant role in building customer loyalty. Oliver (2019) focused on the concept of perceived value and its influence on customer loyalty. The author argued that customers perceive value based on their assessment of product quality, price, and other factors. When customers perceive a product to be of high quality relative to its price, they are more likely to develop loyalty towards the brand. Furthermore, Homburg, Balina & Paulins (2019)

conducted research on the relationship between customer satisfaction and loyalty. They found that customer satisfaction is strongly influenced by perceived product quality. When customers are satisfied with the quality of a product, they are more likely to become loyal customers who repurchase from the same brand or company. In addition to these studies, several others have also highlighted the importance of product quality in driving customer loyalty. Parasuraman, Haider, & Hussain, (2017) emphasized the role of service quality in influencing customer loyalty. They argued that service quality is closely related to product quality since it contributes significantly to overall customer satisfaction.

Statement of the Problem

One challenge faced by consumers is the limited public awareness about various products and brands available in the market. This lack of awareness can be attributed to several factors, including inadequate marketing efforts, limited advertising budgets, and ineffective communication strategies. According to Kotler and Armstrong (2018), effective marketing communication plays a vital role in creating awareness among consumers about the availability, features, and benefits of different products. However, if companies fail to invest in proper marketing campaigns or adopt ineffective communication strategies, it can result in low public awareness. Consumers face challenges in accessing accurate and reliable information about products and services. This can make it difficult for them to make informed decisions and evaluate the quality of products. Companies often use various marketing techniques to promote their products, which can sometimes be misleading or exaggerated. This can lead to dissatisfaction among consumers when the actual product does not meet their expectations. Another challenge faced by consumers is the issue of product quality. Poor quality products not only fail to meet customer expectations but also lead to dissatisfaction and decreased loyalty towards a brand or company. The prevalence of counterfeit products in the market poses a significant challenge for consumers. These fake products are often of inferior quality, leading to dissatisfaction and loss of trust among customers. In some cases, consumers may face challenges due to weak or inadequate consumer protection laws. This can make it difficult for them to seek redress in case of product defects or false advertising claims. In markets with limited competition, companies may have less incentive to improve product quality or provide better customer service. This can result in a lack of choice for consumers and lower overall product standards. Also, Consumers often have budget constraints that influence their purchasing decisions. In some cases, they may prioritize price

over product quality, which can impact their loyalty towards a particular brand or company. For instance, Parasuraman (2020), studied perceived product quality as a critical determinant of customer satisfaction and loyalty. If customers perceive a product as being of low quality or if it fails to deliver on its promised benefits, they are likely to switch brands or seek alternatives but to the best of the researcher's knowledge none have attempted to carry out a predictive study to ascertain the strength of the relationships which exists between these variables. In the light of the above, the study is to investigate the relationships between Public awareness and Quality of products with customer loyalty among consumers.

Research Questions

1. Will public awareness predict customer loyalty among consumers in Awka metropolis?
2. Will quality of product predict customer loyalty among consumers in Awka metropolis?
3. Will public awarenessand quality of product jointly predict customer loyalty among consumers in Awka metropolis?

Literature Review

Social Exchange Theory (Homans, 1958)

Social Exchange Theory is a prominent sociological and psychological perspective that explains social interactions and relationships based on the concept of exchanging rewards and costs between individuals. It posits that people engage in relationships and interactions with others when they perceive that the benefits outweigh the costs. The theory suggests that individuals are rational actors who seek to maximize their gains and minimize their losses in social interactions. Social Exchange Theory was first introduced by the American sociologist George C. Homans in 1958 in his seminal work "Social Behavior: Its Elementary Forms." It was further expanded and developed by another American sociologist, Peter M. Blau, in his book "Exchange and Power in Social Life," published in 1964.When we apply Social Exchange Theory to the context of customer loyalty, we can understand how individuals decide to maintain a long-term relationship with a particular business or brand. In this context, customers engage in an ongoing exchange with the company, weighing the rewards (benefits) they receive against the costs they incur. Rewards in customer loyalty can be both tangible and intangible. Tangible rewards may include product discounts, loyalty points, special offers, or freebies. Intangible rewards can encompass emotional benefits like a sense of belonging, personalized

experiences, or excellent customer service. These rewards contribute to a positive customer experience and create a bond between the customer and the company. Costs, on the other hand, can also be tangible and intangible. Tangible costs might involve the actual monetary price of products or services, as well as any additional fees or expenses. Intangible costs could include time spent waiting, the effort required to engage with the company, or the frustration experienced due to any issues or problems.

Theoretical Framework

The theory of planned behavior (TPB) is a well-known psychological theory that explains human behavior, particularly the decision-making process leading to a specific behavior. The theory was proposed by Ajzen in 1985. It is a theoretical framework used to understand and predict human behavior, particularly in relation to attitudes and intentions. According to TPB, an individual's attitude toward a particular behavior or product plays a crucial role in determining their intention to engage in that behavior. In the context of customer loyalty, consumers in Awka metropolis may form attitudes based on the quality of products they have experienced. Favorable attitudes towards high-quality products are more likely to lead to repeat purchases and increased loyalty. Subjective norms refer to the influence of social factors and the opinions of others on an individual's intention to perform a behavior. Public awareness campaigns can significantly impact subjective norms by shaping the perception of the community regarding certain products or brands. If there is a positive public perception due to awareness efforts, it can influence consumer loyalty. This component of TPB addresses an individual's perceived ability to perform a specific behavior. In this context, it can relate to the perceived control customers have over choosing products of quality.

If consumers believe they have control over their choices and are confident in their ability to select high-quality products, it can influence their loyalty. Consumers in Awka may develop attitudes based on their experiences with products available in the market. Positive experiences with high-quality products can lead to favorable attitudes, promoting customer loyalty. Public awareness campaigns conducted by businesses or government entities can shape the subjective norms in Awka metropolis. These campaigns can influence how the community perceives certain products and brands, potentially fostering loyalty. Consumers' belief in their ability to make informed choices regarding product quality can be influenced by education and information provided through public awareness efforts. This, in turn, can affect their intention to remain loyal to certain products or brands. To conduct a

comprehensive study in Awka metropolis, researchers can collect data on consumer attitudes, awareness of products, and the influence of subjective norms. By analyzing these factors within the framework of TPB, they can gain insights into how product quality and public awareness predict customer loyalty in the local market.

Hypothesis

The following hypothesis will guide the study:

1. Public awareness will significantly predict customer loyalty.
2. Quality of products will significantly predict customer loyalty.
3. Public awareness and quality of products will jointly predict with customer loyalty.

Method

Participants

A total number of two hundred Consumers in Awka metropolis, Anambra state served as participant for the study Their age range from 18 to 38 years with mean age of 86.14 and standard deviation 6.2 The study also indicated that 120 (54.54%) were married, 70(40.90%) were single, 10 (8.18%) were divorced or separated. All were Christians. There are about 35 shopping malls in Awka metropolis, and systematic sampling technique was used to select seventeen (17) out of 35 malls by using a random starting point and selecting every "third" malls from the population – the selected malls includes: Roban Stores, Stanel Mart, Everyday Shopping Mall, Divine Favor Shopping Plaza, Planet One Mall, Goodwill Supermarket, Osora Plaza, Swadesh Mart, Massmart, De Noble Mart, Dieu Wisdom Mart, Ekaite Errands, Jolex Technology Limited, Supreme Art Paint Villa, Veliero Computer Technologies, Radopin Supermarket and Jara Carts. The participants were selected using convenient sampling techniques, this is because, and the administration of the instruments to the participants is based on consumers who were available and willing to participate in the study. The inclusion criteria for participants is they must have purchased a particular product up to three times.

Instruments

Advertising Effectiveness Measure (Ducoffe, 1995)

The Advertising effectiveness measure was developed by Ducoffe (1995). It consists of 8 items that assess various aspects of public awareness, such as cognitive, affective and behavioral aspects of advertising effectiveness. The scale has been shown to have good psychometric properties, including high internal consistency and construct validity. The AEM has good reliability, with a Cronbach's alpha of 0.90. It also has good construct validity, as it is positively correlated with measures of social responsibility, empathy, and prosocial behavior. The scale has been shown to be invariant across gender, age, and education level. The AEM uses a 5-point Likert scale, with responses ranging from "strongly disagree" to "strongly agree." Each item for e.g, “this company’s advertisement is very interesting”, I am very likely to talk to others about this company’s advertisement” is scored on a scale from 1 to 5, and the total score is calculated by adding up the scores for all 8 items. A higher score indicates greater advertising effectiveness.

Quality of product Scale (Dabholkar et al, 1996)

Quality of Products Scale (QPS), developed by Dabholkar et al, (1996). The QPS consists of 24 items that assess quality on four dimensions: reliability, features, conformance, and serviceability. An item for reliability “I am satisfied with the reliability of products that I get from this company’s”, for features “this company’s product has unique features”, for conformance, “this company’s products looks the way it is supposed to” and for serviceability “this company’s product can be counted on to operate” Each item is rated on a 7-point scale, from "strongly disagree" to "strongly agree. The scale has good reliability, with Cronbach's alpha ranging from 0.86 to 0.92 for the four dimensions. A higher score indicates greater perceived quality of product. The scale also has good construct validity, as it is strongly correlated with measures of overall product satisfaction and perceived value.

Customer Loyalty Scale (Dick & Basu, 1994)

Customer Loyalty Scale (CLS), developed by Dick & Basu (1994). The CLS is a 7-item scale that assesses customer loyalty on two dimensions: behavioral loyalty and attitudinal loyalty. For behavioral loyalty item “I have recommended this supermarket’s products to others”, for attitudinal loyalty item “I feel a sense of pride about being associated with this supermarket”. The scale has been shown to have good validity and reliability, and it has been used in a variety of industries and settings. The CLS has good reliability, with Cronbach's alpha ranges from 0.70 to 0.87 for the two dimensions. In terms of validity, the CLS is strongly correlated with measures of repurchase intention and

customer satisfaction. It has also been shown to have predictive validity, meaning that it can predict future customer behavior. Overall, the CLS is a valid and reliable measure of customer loyalty. The CLS uses a 7-point Likert scale, where 1 indicates "strongly disagree" and 7 indicates "strongly agree." So, when customers respond to the items, they choose a number between 1 and 7 to indicate their level of agreement with the statement. This type of scale allows for more nuanced responses than a simple yes/no or agree/disagree scale.

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Procedure

The questionnaires were personally administered by the researcher to the participants. Permission was sought from the management of the various malls utilized in the study with a letter of introduction from Department of Psychology, Nnamdi Azikiwe University, Awka. The questionnaires were administered to them at the malls. Instructions were given to them on how to respond to the questionnaires. Ethically, since the study involved the use of human participants, ethical considerations were taken into account. The purpose of the study, its objectives were explained, confidentiality of the responses given, and use of the data as well as benefits and risks of participating in the study were also explained. The respondents were requested to confirm if they were willing to participate in the study and informed that they should feel free not to answer any question that they were not comfortable with. However, the importance of answering all the questions was emphasized. The researchers equally reiterated on the importance of attending to the instruments truthfully. Out of 250 copies of the questionnaire administered, 200 were properly responded to, and returned and were used as the actual data for the study. After which they were done, the questionnaire were collected back from them to be scored and analyzed.

Design and Statistics

The study made use of survey, and adopted correlational research design. This is because this study aimed to understand the possible relationships that exists between the variables under study. However, simple correlation was not enough to establish the strength of this relationships but they offered a good baseline to continue analysis with a linear regression model. Hence, multiple regression statistics served as appropriate statistics for analysis of the data. This technique allowed analyzing the relationship of more than one independent variable in regards to the dependent variable and consequently builds a model of the relationship between variables to establish the strength of these relationships. The statistical tool used in analyzing the data collected was the statistical package for social sciences (SPSS) 23.0 version.

Result

Descriptive statistics and result of the correlation conducted for the study variables: public awareness and quality of products as predictors of customer loyalty among consumers in Awka metropolis.

Table 1: **Correlations among the Variables Public awareness, Quality of products and Customer loyalty**

	M	SD	1	2	3
Public Awareness	37.1	9.4	1		
Quality of Products	18.3	4.5	.384**	1	
Customer Loyalty	58.5	11.7	.424*	.368**	1

**. Correlation is significant at the 0.01 level (1-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The result of the correlation analysis showed that correlation between PAS and CLS was positive and significant at r=-.424, P<.05. The result of the correlation between QPS and CLS was positive and significant at r=.368, P<.01.

Table 2: Model Summary

Model	R	R Square	Adjusted R^2	Std. Error of the Estimate	F	Sig
	.506	.256	.245	7.656	22.491	.000

Predictors: (constant), Public awareness, Quality of product.

From the table above, the results showed that Public awareness and Quality of product significantly predicts Customer loyalty (F=22.49, Adjusted R^2=.245, p<.001) as it can account for 24.5% of the variance observed in the Customer loyalty of the respondents.

Table 3: Hierarchical Multiple Regression Analysis showing the predictive impact of Public awareness and Quality of products on customer loyalty Among consumers in Awka, metropolis.

	Unstandardized Coefficients		Standardized Coefficients		
Model	**B**	**Std. Error**	**Beta**	**T**	**Sig.**
(Constant)	81.869	6.191		13.225	.000
Public awareness	.210	.094	.238	2.223	.027
Quality of product	.342	.074	.390	-4.630	.000
PAS /QPS	.247	.078	.378	3.48	

Dependent Variable: Customer loyalty

The above coefficient table indicates that public awareness significantly and positively predicted customer loyalty with (β=.238, p<.05). This implies that the prediction is in a positive direction therefore a higher level of public awareness is linked to an increase in customer loyalty and vice versa.

From the table above, findings showed that Quality of product significantly and positively predicted customer loyalty with (β=.390, p<.05). This implies that the prediction is in a positive direction, suggesting that customers who has a great perceived quality of the product are likely going to remain loyal to the product while customers who poorly perceived the quality of product are less likely not going to remain loyal to the product. Also, from the table above, the results showed that Public awareness and quality of product jointly predicted customer loyalty with (F=22.49, Adjusted R^2=.245, p<.001) as it can account for 24.5% of the variance observed in the Customer loyalty of the respondents.

Summary of findings

Based on the findings above, the following summary is made:

1. Public awareness significantly predicted customer loyalty among consumers in Awka metropolis at (β=.238, p<.05).

2. Quality of products significantly predicted customer loyalty among consumers in Awka metropolis at (β=.390, p<.05).

3. Public awareness and quality of products jointly predicted with customer loyalty among consumers in Awka metropolis at F=22.49, Adjusted R^2=.245, p<.001).

Discussion

The study revealed that hypothesis one which stated that public awareness will significantly predict customer loyalty was accepted. This means that high level of public awareness is associated with increased customer loyalty and vice versa. This finding is in line with the study of Smith et al., (2015); impact of public awareness on customer loyalty. The researchers found out that a positive relationship exists between public awareness and customer loyalty over time. Higher levels of public awareness were associated with increased customer loyalty, indicating that customers who were more aware of a brand were more likely to remain loyal. Theoretically, this study is in line with the social judgment theory (Sheriff, 1961). The theory focuses on how people form opinions and make judgments about various ideas, issues, and behaviors. The theory aims to explain how individuals perceive and evaluate messages and how these judgments influences customer loyalty. It helps us understand how consumers process and respond to persuasive messages, which is vital in shaping public awareness and attitudes on social issues and promoting positive behavioral changes in the society. By considering the theory's principles, communication strategists can design more effective campaigns that resonate with consumers and foster a greater impact.

Secondly, the study revealed that the hypothesis two which stated that Quality of products will significantly predict customer loyalty among consumers in Awka metropolis was accepted. This showed that, customers who has a great perceived quality of the product are likely going to remain loyal to the product while customers who poorly perceived the quality of product are less likely not going to remain loyal to the product and vice versa. This is in line with the study of Anderson and Sullivan (1993) where it was found that product quality has a significant positive impact on customer

loyalty. This indicates that product quality has a strong and significant impact on customer loyalty. They found that customers who perceive higher product quality are more likely to repurchase the product and recommend it to others. This particular finding of the study is also in line with the study of Homburg et al. (2009), who examined the Impact of Perceived product quality on customer loyalty. It was found that perceived product quality positively influences customer satisfaction, which in turn leads to increased customer loyalty. The findings also showed that higher product quality leads to increased customer satisfaction, trust, and commitment, which ultimately results in higher levels of loyalty towards the supplier company. Also, Roman-González et al. (2021), in their study Quality of products and customer loyalty: a study of the dairy sector". The findings also showed that Product quality has a significant positive impact on customer loyalty. There is a positive relationship between product quality and customer satisfaction.

Theoretically, this findings is in support of attribution theory by Heider (1958) that examines how individuals explain the causes of events or behaviors, whether their own or others'. When consumers assess the quality of products, they often make attributions about the reasons behind their experiences with the product. For example, if a customer has a positive experience with a product, they may attribute it to the product's high quality (internal attribution) or the brand's reputation (external attribution). Attribution Theory can help businesses understand how customers attribute the quality of their products and services to specific factors. If customers perceive that their positive experiences are due to the company's efforts and product excellence (internal, controllable attributions), it is likely to lead to higher customer loyalty and repeat purchases.

Thirdly, the study revealed that the hypothesis three which stated that product awareness and quality of product will jointly predict customer loyalty among consumers was accepted. This means that when customers are aware of a brand and its attributes, they are more likely to consider it during their purchase decision-making process. Higher levels of public awareness can positively impact customer loyalty as consumers are more likely to consider and trust well-known brands over lesser-known alternatives (Keller, 2019). A study conducted by Zeithaml (2018) also examined the impact of perceived product quality on customer loyalty. It was observed that customers who perceived a product to be of high quality were more likely to repurchase from the same brand or company. This suggests that product quality plays a significant role in building customer loyalty. It goes on to say that when public awareness is at the increase, Customer's loyalty also increases. This also shows that,

as perceived quality of product is increasing, customer's loyalty increases too and vice versa. This is in line with the findings of Hyun (2011). Brand awareness and brand loyalty: the mediating effects of perceived quality and perceived trust on the association between brand awareness and brand loyalty. The results suggest that perceived quality and perceived trust mediate the impact of brand awareness on brand loyalty. The findings indicate that a high level of brand awareness positively affects consumers' perceptions of a brand's quality and trustworthiness. Results showed that Brand (public) awareness had a positive effect customer loyalty' outcomes, while perceived quality of product had a positive effect.

Suggestions for Future Studies

Assess the role of customer service: Investigate how effective customer service practices contribute to both public awareness and customer loyalty in Awka metropolis. Explore cultural factors: Examine how cultural factors specific to Awka metropolis influence public awareness and customers' perception of product quality, which ultimately affects their loyalty towards certain brands or products.

Implications of the Study

According to the findings of this present study, implications are elaborated below: The research topic suggests that public awareness plays a significant role in determining customer loyalty. This implies that businesses need to invest in marketing and advertising strategies to increase awareness about their products and services among consumers in Awka metropolis. The research topic highlights the correlation between product quality and customer loyalty. Businesses should focus on delivering high-quality products to enhance customer satisfaction and increase their chances of retaining loyal customers. Businesses that prioritize public awareness and product quality can gain a competitive advantage over their competitors. By effectively communicating the benefits of their products and consistently delivering high-quality offerings, they can attract more loyal customers compared to their rivals. The research topic suggests that customer loyalty is closely tied to public awareness and product quality. By focusing on these factors, businesses can improve customer retention rates, reducing the need for costly acquisition efforts. Satisfied and loyal customers are more likely to recommend a business's products or services to others, leading to positive word-of-mouth marketing. This can further enhance public awareness and attract new customers. Public awareness and product

quality contribute significantly to a brand's reputation in the market. A positive brand reputation not only attracts new customers but also helps in retaining existing ones, leading to increased customer loyalty. Customer loyalty has a direct impact on a business's long-term profitability. Loyal customers tend to make repeat purchases, spend more, and are less price-sensitive compared to new or non-loyal customers. Therefore, investing in public awareness and product quality can lead to increased customer loyalty and ultimately drive higher profits for businesses in Awka metropolis.

Conclusion

In conclusion, this research study explored the prediction between public awareness, product quality, and customer loyalty among consumers in Awka metropolis. The findings indicate that both public awareness and product quality significantly predicts customer loyalty. The three hypothesis which are Public awareness would significantly predict customer loyalty among consumers in Awka metropolis, Quality of products would significantly predicted customer loyalty among consumers in Awka metropolis and Public awareness and quality of products would jointly predict customer loyalty among consumers in Awka metropolis Consumers were all accepted. Hence, customers who are more aware of a particular brand or product are more likely to exhibit loyalty towards it. Additionally, the quality of products also plays a crucial role in determining customer loyalty. Businesses should therefore focus on improving public awareness through effective marketing strategies and ensuring high-quality products to enhance customer loyalty and ultimately drive business growth in Awka metropolis.

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