Perceived Service Quality on Brand Performance of Selected Retail Firms In Delta State

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Abstract: Service oriented organizations are increasingly becoming the order of the day globally; hence there is increasing demand for the services of Retail companies as well as increasing concern for the quality of the services provided especially as they affect brand performance. This study investigated perceived service quality on brand performance of selected retail firms in Delta State. The specific objectives of the study were to; investigate the effect of perceived value on brand performance of retail firms in Delta State, determine the effect of service responsiveness on brand performance of retail firms in Delta State, investigate the effect of service assurance on brand performance of retail firms in Delta State and find out how service reliability have effect on brand performance of retail firms in Delta State. Survey research design was employed in the study. Primary data was collected through self-administered questionnaire issued to the respondents using simple sampling technique. The data was collected from a sample of 118 employees of the selected retail firms in Delta State. The findings revealed that perceived value, service responsiveness, service assurance and service reliability have positive and significant effect brand performance. This study concludes that perceived service quality has a significant positive effect on brand performance. The better the quality of retail services, the higher the performance of the brand. Perceived value has a significant positive effect on brand performance; the better the level of service quality, the stronger the feeling of consumers to bond with the company's brand. The study recommends that perceive value needs to be realized by brand managers in the manufacturing/retail sector by implementing actions such as: increasing customer pride when choosing brands, and providing a pleasant experience for customers. Perceived value can be strengthened by the way the retail is able to create a feeling of pleasure, comfort, and provide an interesting experience to customers

Keywords: Perceived Service Quality, Brand Performance, Perceived Value, Service Responsiveness, of Service Assurance and Service Assurance

Introduction

All over the world businesses try to find new and innovating ways to gain more customers and become more financially successful. One of the most vital components for a business to become successful is to have contented customers. About 96% of consumers all over the globe consider service quality to be an important aspect of their choice to be loyal to a brand. Over 70% of customers claim that they are loyal to brands because of their great customer service. Over 52% of consumers state that they have bought additional products from a company simply because they previously have experienced good service quality from the company (Willot, 2020). These numbers indicate that several different factors, such as service quality, customer satisfaction and brand loyalty are all important for company to be profitable. Furthermore, how to acquire and maintain these factors continue to be an imperative challenge for companies today and has been for a long time (Willot, 2020).

Services play an important role in the marketing plans of many commercial enterprises and service excellence is a part of the value package of customer demands. Therefore, in the competitive and free markets, strategies such as providing high quality services, has attracted the most attention to themselves (Fredrick, 2020). Since the day the role of services and developing them was revealed, the issue of service quality has been considered as a key feature of competition between service organizations. Many service organizations have found that the quality is key to overtaking the competitors and to achieve stable competitive benefit (Abdullah, 2016). In the manufacturing sector, as well, the service quality is an important factor influencing the purchase behavior of customers and the perceived value (Tam, 2020). Nowadays, an increasing number of customers are equipped with a high volume of data and have a higher power for risk-taking. They are, based on the higher value achieving elsewhere, so that changing the brand by the customers have become as a norm and also a challenge for firms (Rezai, 2021). Organizations can always create a brand image assigning a unique linkage to their services. Thus to reduce the perceived risk, the customers choose a brand with a better image that influences purchase intention (Dowling & Staelin, 2019).

Bucak (2019), sees quality as a combination of features based on the ability to meet the possible requirements of a product or service. It is described as the comparison of service expectations of customers with the actual performance. Service quality is crucial to the success of any service organization and customers have an access to interact closely with various aspects of a given organization because they participate in delivery and consumption of services (Kandampully &Suhartanto, 2020). In addition, they opined customers know the service quality by comparing what they have received with their desired service. In recent times, firms start to

render unique services that are slightly different from the others in order to attract customers and achieve their objectives and goals so that service quality becomes gradually changing even though it is not as intended.

Statement of the Problem

How to create high quality service and how to ensure brand performance has long been an objective for businesses but their solution has remained elusive. The environment in the retail sector has been undergoing rapid changes reflected by the intense growth of competition between retail outlets and increased expectation of current and potential customers. As a result the quality of service and maintaining customer preferred brand have been a major challenge for various managers specially in developing cities, moreover, services quality deliver practices is a pivotal strategy for success of an organization especially in current competitive business environment.

The expectations of customers in the retail sector after the inflation exercise are very high. However, most retail outlets in Nigeria are below this expectation in recent times. Customers have faced issues such as delayed transaction notice, stock-outs, non-availability of workers at service points, unprofessional or rude behavior by employees, poor record quality or incorrect details, and broken promises, among other lapsed quality service is seen more than a key differentiator in the market place. However, there are numerous challenges which influence quality service faced by the manufacturing firms to meet the expected service required namely the required value of service received and slow response on breakdown in transaction. Also inclusive are confidentiality and poor service assurance from firm owners.

The study considers service quality as the major strategy and competitivestrategy differ from organization to organization. From the aspect of service recipients, the enhancement of service quality could promote brand enhancement and induce customers to receive the next service. It is argued that good service quality and the repeated consumption of customers are the source of profits for service businesses. Service businesses would enhance the overall performance when gaining higher profits, and further promote the service quality for the feedback to customers. Such a good service cycle would satisfy customers and allow firms to make profits. Service quality, therefore, has become an important indicator of competition of firms in the retail sector.

Moreover, there is lack of research being conduct in this recent year. Lack of research can lead to poor service quality and will give negative effect on organization's brands. Therefore this study explained the impact of perceived service quality that will lead to brand performance.

Research Questions

Based on the problem statement described in the previous section, four main research questions outlining the study were identified:

i. To what is the effect of perceived value on brand performance of retail products in Delta State?
ii. What is the effect of service responsivenesson brand performance of retail products in Delta State?
iii. To what extent does service assurance have effect on brand performance of retail products in Delta State?
iv. To what extent does service reliability have effect on brand performance of retail products in Delta State?

Research Objectives

The ultimate purpose of this analysis, based on the research questions, explored perceived service quality and brand performance of retail products in Delta State. The specific objectives were to:

i. investigate the effect of perceived value on brand performance of retail products in Delta State
ii. determine the effect of service responsiveness onbrand performance of retail products in Delta State
iii. investigate the effect of service assurance on brand performance of retail products in Delta State
iv. find out how service reliability have effect on brand performance of retail products in Delta State

Statement of Hypotheses

The following null hypotheses were developed to guide the research objectives.

$H0_1$: perceived value does not have significant effect on brand performance of retail products in Delta State

H02: service responsiveness does not have significant effect on brand performance of retail products in Delta State

$H0_3$: service assurance does not have significant effect on brand performance of retail products in Delta State

H0$_4$: service reliability does not have significant effect on brand performance of retail products in Delta State

Scope of the Study

The study is delimited conceptually, geographically as well as methodologically.

Conceptually; the study focused on the relationship between the concept of perceived service quality dimensions (perceived value, service responsiveness, service assurance and service reliability) and brand performance in relative terms rather than absolute terms; it supposes that the study is limited to these concepts only.

Geographically: the study was carried out in Delta State, on selected retail firms (Kleason Distillers, Delta Roack Trading, Fine Trading International, Robans Stores, Gabs, Shoprite, Anny Stores, J JOCAC NIG LTD and Edewor Brewery Ltd) located in different cities in Delta central senatorial district. Furthermore, the study focused on selected retail firms that are engaged in the sales and distribution of beverage products in Delta State.

Methodologically; the research is a survey research i.e. based on the representative sample from the population chosen. Additionally, the main source of this data was primary data (questionnaire). The questionnaire was administered on the internal managers, employees and owners of the selected Retail firms (internal customers) in Delta State.

Significance of the Study

The study is going to be significant to institution of learning, managers, policy formulators, academics and consumers as explained below:

Institution of Learning: this study would be of great significance to the institutions of learning as incorporation and relation of perceived service quality to brand performance and will be viewed as the a major objective in institutions finding out what perception our customers have positive perceived service quality and their satisfaction that would help in the institution competing to improve the brands use to attract and at the same time give quality service without compromise the value.

Managers: the results of this study would serve as input for managers to assist in decision making, in identifying key variables in order to develop strategies to address and improve service quality. By understanding brand perspectives, the management of manufacturing firms can derive ways to improve their customer based and brand enhancement. The information in the study helped sponsors identify with the value of the money they pay and hence direct it to institutions where they feel that the value is being achieved.

Policy Formulators: furthermore, this study may use as a base for policy or decision makers, both in governmental and nongovernmental organizations. Last but not least, this study might be used as a baseline and serve as a reference for those who want to conduct further investigation in this area.

Academics: research in this area contributes to the academic understanding perceived service quality and brand performance, by expanding the knowledge base, researchers can develop new theories, frameworks, and methodologies that further advance the field.

Consumers: perceived service quality provides insights into the subconscious processes that the performance of brands. By studying neural responses, emotional triggers, businesses can gain a deeper understanding of why customers make certain purchase intention. This understanding would allow marketers to tailor their strategies to effectively target and influence consumers.

Study Limitations

This dissertation is limited by certain factors; of time constraints, unavailability of resources, and lack of material utilization. Plus, another limitation is the small sample size, making it difficult to maximize reliability in information gathering. The research would be more accurate if there is a larger population for survey and data collection, expanding the scope.

Also, measuring the quality of a service can be a very difficult exercise. Unlike product where there are specific specifications such as length, depth, width, weight, color etc. a service can have numerous intangible or qualitative specifications. In addition, there is there expectation of the customer with regards the service, which can vary considerably based on a range of factors such as prior experience, personal needs and what other people may have told them.

The current study as all studies that are based on the primary data collected by the predesigned questionnaire suffers from the possibility of dissimilarity between what is recorded and what the truth of the respondents' answers is. It is not possible for the respondents to explain certain points related to the questions because the vital source of collecting the primary data is standardized.

In addition, this proposed dissertation generally focuses on the broader picture of the economy, rather than precisely tap into a niche market. Nevertheless, these limitations are not seen as critical but recommended for future studies.

REVIEW OF RELATED LITERATURE

Concept of Perceived Service Quality

Customers value a great dining experience above all else and seek for superior cuisine and service. Customers' expectations and their perception of the services they receive or the way they are provided are compared to establish the quality of the services. Aspects of service quality in literature are conceptualised by means of the framework of service quality in marketing information. Customer expectations, the service delivery method, and the outcome all affect how well a service is perceived. Workers are the most important part of the service process since they raise the standard of service perception. Service quality is a term used to describe the output of the service delivery system that is related to customer satisfaction, perception, and opinions formed based on various contributing aspects and references. In the last ten years, there has been a notable surge in interest in this issue and it is currently gaining popularity among researchers and scholars. Many models and theories have been created to solve these issues. Scientific and technological advancements have made it possible to produce high-quality work, and the more frequently something happens, the less gaps exist. Waiters and other direct service personnel contend that a customer's bad attitude occasionally ruins even the most well-meaning service initiatives.

Service quality does not have a single, widely accepted definition or set of measures. The idea of service quality is intricate and encompasses a range of elements that can change rapidly and significantly. Maintaining long-term customer relationships requires evaluating the whole delivery process, with particular attention to procedures that are performed often. Offering top-notch customer service has a big influence on branding and financial KPIs, which makes it a long-term business strategy.

Offering top-notch services is an essential component of retail and commercial businesses' competitive advantage. To obtain a competitive edge, businesses must handle both physical and intangible aspects of client interactions while acting professionally. To be more specific, in order to create a successful marketing strategy, marketers need to know how their target customers see various service providers.

Hogreve and Gremler (2019) state that if a business cannot meet the expectations of its customers regarding service quality, their perception of the quality of the business will deteriorate. Customers have higher expectations from the service industry these days, and companies that can't understand and meet their expectations risk going out of business in seven to nine years. In order to assess a service's quality, it's important to look at both the client's expectations and the extent to which the customer compares the actual service to the expectation. Customers use their expectations for the experience to determine the quality of the services they receive, and service expectations are influenced by specific past experiences.

Measures of Service Quality

In order to gauge the quality of services provided, researchers have identified a number of components in the literature. The first studies defined 10 components, which included tangibles, responsiveness, reliability, competence, communication, politeness, security, and customer comprehension. Six key attributes were put out by Sangjae and Kun (2020) and include system security, responsiveness, usefulness, empathy, and ease of use. But these days, tangibles, assurance, responsiveness, empathy, and consistency are the five main components that the majority of academics embrace. These indicators point to a connection between customer preferences and service providers' perspectives. With the use of qualitative and quantitative research, SERVQUAL is a technique created by Parasuraman et al. (1985, 1988, and 1994) that assesses the strengths and weaknesses of service delivery and pinpoints service gaps. According to the study, customer preferences and service providers' perceptions are related.

These measures are

  i.   Tangibility measures the appearance of physical facilities, equipment, personnel, and communication materials.
  ii.   ii. Reliability measures the staff ability to perform the promised service dependably and accurately
  iii.   iii. Responsiveness measures the willingness of the staff to help customers and provide prompt service when needed by the customers.

iv.   iv. Assurance is the measure of knowledge and courtesy of employees and their ability to convey trust and confidence in the personal information that has to do with the customer, while

v.   Empathy measures the care, and individualized attention the firm provides its customers

The Service Gap Model

The 1988 study by Parasuraman et al. established the foundation for knowledge on service quality in North America. They recommended assessing an offer's quality by contrasting customers' expectations with real experiences. By finding discrepancies between expectations and perceptions, the gap analysis technique aids managers in comprehending how service quality may improve brand performance and pinpoint the causes of quality problems. This approach aids managers in comprehending how a brand's performance may be enhanced by providing exceptional service.

Perceived Value

Customers' perceptions of a product or service are complex and mental, so it is important for businesses to understand and communicate with them effectively. The three dimensions of perceived value are emotional, utilitarian, and rational. Emotional value is an individual's emotional assessment of the services they received. Functional value includes operational service regions. Logical value includes pricing and service quality. Social value includes acceptability and desirability in a person's social surroundings. Lastly, emotional value is feelings or emotion. One of the characteristics of a good or service is its functional dimension of perceived beauty. The three components of functional value, social value, and emotional value are used in this study to evaluate perceived value. Not only does the customer's impression of a product or service reflect their opinion of the manufacturing company, but it also provides organisations with tactics to effectively connect with consumers and comprehend their intentions. To develop winning strategies and obtain a competitive edge, it is essential to investigate the different facets of value that consumers find appealing.

Service Responsiveness

The capacity of a company to help customers right away, even when they have complaints or service problems, is referred to as responsiveness. Businesses must be aware of how responsive they are if they want to avoid providing poor service and raise the calibre of services offered. Consumers' impressions of responsiveness ought to be predicated on how quickly they receive support, answers to their questions, or problems resolved. In the actual world, attentive employees are those that pay close attention, give exceptional customer service, properly advise customers about things that are available, and accommodate their requests.

In IT-driven services, responsiveness refers to an organization's ability to answer questions and fix problems that clients can run into. Ahangar (2011) emphasises the significance of responsiveness in guaranteeing the availability and promptness of online applications as well as the readiness of companies to make up for lost revenue.

Flexibility and the capacity to customise services to meet the needs of the customer are other concepts of responsiveness. A company must process requests and handle the service delivery process with the customer's perspective in mind to get high levels of responsiveness. A few instances of willing staff members being responsive are giving them exactly what they need, concentrating just on their requirements, promoting their services, and meeting their requests. For this to occur, employees must be eager to offer perks. When reacting to the requests or orders of their clients, businesses need to exercise caution when offering their services. In order for hotels to be responsive, they need to offer their service with their customers' needs not just their own.

Service Assurance

Customers can feel more confident that the service delivery representative will carry out their responsibilities in a morally and professionally manner as a result of employees applying their newly acquired knowledge while carrying out their preferences throughout service delivery, according to Khan and Fasih (2014). Naidoo (2014) states that it might be necessary to use effective communication or give personal explanations to customers who lack the competence to appreciate the level of service and values they have received. The people component of service quality is how this dimension of quality is carried out (Kaura, et al., 2012).Because it creates a positive impression of a company in the eyes of the consumer, assurance is one of the fundamental aspects of service quality that affects customer happiness. Consequently, promoting the possibility of word-of-mouth communication, particularly in manufacturing establishments. A dependable service provider gives its clients a great deal of confidence (Khan & Fasih, 2014). Assurance comprises staff members' expertise, politeness, and capacity to inspire confidence. It also consists of security, credibility, decency, and expertise.

Andaleeb and Conway (2016) suggest that assurance may not be as important in other industries where there is greater risk and uncertainty regarding the outcomes of using the service. For instance, assurance is an important consideration for customers assessing

a hospital or a surgeon in the medical and healthcare industry before undergoing a surgery. Workers who operate as the company's customer's point of contact may be viewed as symbols of confidence and trust (Zeithaml et al., 2006).

Service Reliability

According to Mwendwa et al. (2016), reliability is the ability of service providers to deliver services consistently and dependably, with the need that they constantly maintain the same level of quality and form. The suitability or readiness of personnel to deliver goods or services is another aspect of reliability. Additionally, according to Mwendwa et al. (2016), an employee's reliability may be correlated with the time frame in which they can provide the desired service. In terms of speed (how quickly the transaction is completed), accuracy (how accurate the transaction is in terms of providing quality service delivery), and if the equipment functions as expected around-the-clock, it also has to do with the capacity to supply services in accordance with customer expectations (Ejigu, 2016). Reliability is the ability of a service provider to perform promised services accurately and consistently. A common definition of reliability is an organization's capacity to fulfil commitments about quality, cost, delivery, and problem-solving (Khan et al., 2018). Reliability is the cornerstone of the company's service performance; without it, it would be challenging for it to keep its word to customers and track the results in circumstances when those customers may depend on the services offered by the company's business partner (Rahman, 2020). In the context of IT-based services, reliability is the ability of an organisation to meet customer needs by carrying out its operations as agreed upon or as necessary. As per Ahangar's (2011) findings, a company's website's dependability may be determined by its capacity to facilitate transactions at any time, offer accurate information in a comprehensible manner, and be easy to use.

Perceived Service Quality and Brand Performance

Within the context of an organisation, the term "brand performance" has many connotations. It might be related to the performance of research, products, markets, operations, or organisations (both financial and nonfinancial). There are several lines of study in this area, and when analysing how perceived service quality affects brand performance, it's critical to focus on a specific performance setting. The literature is full with methods for measuring performance, the most popular of which is the balanced score card approach. Both qualitative and quantitative methods may be used to measure success at the organisational and people levels as well as brand performance. The most often used performance metrics at the organisational level of research are the three main components of financial measures: profit margin, return on equity, and return on assets. Financial reporting, staff performance tracking, customer satisfaction, the assessment of the health and safety environment, the overall effectiveness of the equipment, and many other applications may benefit from the use of brand performance indicators. Appropriate identification of performance indicators may help in benchmarking, identify resource allocation and control, improve employee performance, and ultimately support the overarching corporate goals (Kumar et al., 2019). In their framework for service quality, Baharum et al. (2016) included three dimensions of brand performance. The service, technical, and image components of quality are the focal points of these dimensions, all of which have the ability to enhance business success. Researchers that have studied performance in connection to several variables, including warranty claims, employee morale, productivity, defective rate, and cost of quality, include Jung and Hong (2018).As such, brand performance is a complex concept that may be described and measured in a number of ways. These facets of brand performance have been taken into account in this study because, whether discussing the retail or manufacturing sectors, it is necessary to quantify brand performance in terms of customer satisfaction, retention, intention to purchase, repeat business, loyalty, and sales/marketing results.

Conceptual Framework

The study's four primary focal points are perceived value, responsiveness, service assurance, and service reliability. The following conceptual framework was used in the model's formulation.
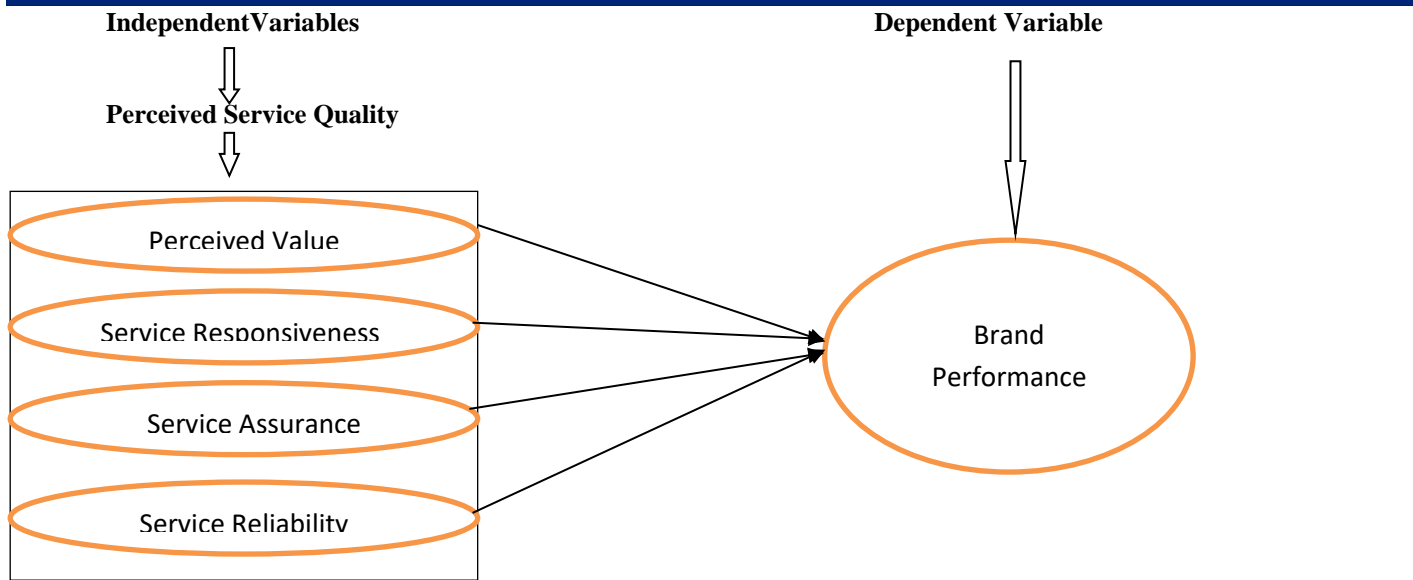
Source: *Researchers Model (2024).*

Theoretical Review

This section of this paper covers some of the investigation's theoretical foundations. The SERVQUAL Model (dimensions of service quality) is adopted.

SERVQUAL Model

The idea of service quality holds that management is in total control of the inputs that determine the features of the service delivery system, and that service quality is thus a reflection of these features. Customers' expectations of service delivery are influenced by their prior experiences with similar providers. As a result, customers take part in what is known as the attribution process (Mok, Sparks & Kadampull, 2009). Brent (1989) asserts that the two primary determinants of an output's quality are an individual's evaluation of a specific set of output attributes and their own subjective opinion.

One's opinions on the product, which are based on their own unique frame of reference, frequently influence the quality of the outcome. Brent continues by stating that a client's assessment of the quality of services they receive is fluid and prone to modification. This assessment is influenced by the customer's ongoing encounters with the service. A customer's perception of what was once thought to be excellent quality service may suddenly look average after they have had better service than before. This implies that a client's assessment of the calibre of a service changes over time in reaction to increased exposure to better calibre of care.

Because of this, comparisons are usually based on an individual's own assumptions and experiences from the past, as noted by Juran and Gryna (1988), who argue that there are really only two forms of quality: better and worse. Consequently, a customer's expectations are influenced by their past experiences and assumptions, which also enable them to assess whether the service they got met or surpassed their expectations—a measure of the service's overall quality. A customer's perception of what was once thought to be excellent quality service may suddenly look average after they have had better service than before.

In other words, the SERVQUAL model was created to identify the discrepancy between the company's perspective of what it is providing to customers and the consumers' opinion of what it is providing. Executives often ignore the fact that they already have complete knowledge of a firm. This suggests that a customer's evaluation of a service's quality evolves over time in response to greater exposure to higher standards of care. As a result, Juran and Gryna (1988) draw attention to the fact that there are only truly two types of quality: better and worse, and that the basis for comparison is frequently found in an individual's prior experiences and preconceptions.Consequently, a customer's expectations are influenced by their past experiences and assumptions, which also enable them to assess whether the service they got met or surpassed their expectations—a measure of the service's overall quality.

Review of Empirical Studies

Academics studying marketing are presently very interested in researchers on perceived service quality:

Mulugeta, Tadesse, and Gessesse (2022) assessed the influence of service quality attributes on customer satisfaction during COVID-19 using data from a few Debre Markos town hotels. This study evaluated the level of customer satisfaction at the selected hotels in addition to the customers' opinions about the aspects of service quality. A self-administered, standardised questionnaire was completed by 305 sample respondents at five carefully selected hotels in Debre Markos town in order to meet the study's objectives. The data was obtained by convenience sampling, and its accessibility allowed the researchers to access it. In this study, both a descriptive and an explanatory research technique were used. The study's conclusions demonstrate that customer satisfaction is positively and significantly correlated with each of the five service quality dimensions tangibility, assurance, responsiveness, core hotel benefits, and corporate image aside from empathy and dependability. The researchers concluded that hotels should hire motivated, self-starting employees who can effectively manage cases and customer complaints; they should also regularly train employees on how to provide services in hotels; they should give their employees the proper attire; they should focus on developing their core competencies and service quality plans; and they should strictly adhere to COVID-19 regulations.

Upadhyay and Adhikari (2021) examined the relationship between service quality and customer satisfaction in Nepalese life insurance businesses. A self-administered, structured questionnaire based on the SERVQAL paradigm was used to gather information from 350 respondents from 19 life insurance firms. The study used multiple regression models, correlation, and descriptive statistics to analyse the data. The results showed that tangibles, certainty, responsiveness, empathy, and consistency had a positive and significant impact on both customer happiness and business success. Furthermore, it was found that certainty had the lowest positive association with both customer happiness and ROA, whereas responsiveness

Ekrem and Fazıl (2017) analyzed the dimensionality of the concept of perceived value in the health sector, which incorporates valuations of functional aspects and of affective aspects, thus obtaining an overall quantification of the value perceived by the patient. A total of 701 customers of financial entities were surveyed and structural equations models were used to verify the reliability and validity of the scale of perceived value. Perceived value is found to be a multidimensional construct composed of seven dimensions: Functional value (installation), functional value (service quality), functional value (price), functional value (professionalism), emotional value (novelty), emotional value (control), emotional value (hedonics), social value. We obtained a scale of overall perceived value in financial services, which is composed of seven dimensions and is represented by 29 items that are significant for their measurement. Our findings show that the perceived value of health services is significantly influenced by functional, social, and affective factors, with the exception of the hedonic factor.

RESEARCH METHODOLOGY

In this chapter the methodology of research was presented. The areas captured in this chapter are the research design, population of the study, sample size to use for the study, the sample techniques used in selecting the respondents, the data collection tools and the data analysis techniques.

Research Design

The research design is a technique employed to answer research questions and achieve a set of research objectives. According to Asenahabi (2019), it is the procedure for collecting, evaluating, interpreting, and reporting data in research investigations. It is the general strategy for connecting conceptual research concerns to relevant (and feasible) empirical research. Research design is the overall research strategy used for a study and it also assists the researcher in turning the research question into a research project (Mark, Philip Adrian and Alex, 2019). In other words, the research design establishes the procedure for collecting and analyzing the relevant data, as well as how all of this was used to answer the study question.
Research design provides a blueprint of methodologies in order to perform analysis and achieve outcomes. The study adopted the cross-sectional survey research design method. The cross-sectional survey research design provides a momentary snapshot of the population under study. The rationale behind selecting this method lies in its ability to facilitate the researcher in evaluating the viewpoint of the participant and gathering data through the administration of a survey instrument at a specific moment in time.

Population of the Study

The population is very essential in any research. This is because it forms the object wherein a sample can be drawn. In research, therefore, the population consists of large groups either people or objects in which scientific inquiry can be made. This is because, all research carried out is majorly for the consumption of the public in general (Tarherdoot, 2016). However, due to the huge size of populations, in most cases it will not be easy for researchers to get information regarding their studies, hence, the result into a selection of some sample size as a representative of the overall population. According to Turner (2020), a population is considered

as a well-defined group of people or items that share the same characteristics. In this study, the total internal customers of the foremost Retail firms (Kleason Distillers, Delta Roack Trading, Fine Trading International, Robans Stores, Gabs, Shoprite, Anny Stores, Edewor Brewery Ltd and J JOCAC NIG LTD) in Delta State are the target population.

Table 1: Population Distribution of Selected Retail Firms

S/N	Name of Firms	Location	Staff Strength	Frequency (%)
1	Kleason Distillers	Ughelli	17	4.8
2	Kleason Distillers	Agbor	18	5.0
3	Kleason Distillers	Warri	21	5.9
4	Fine Trading International	Warri	27	7.5
5	Robans Stores	Asaba	28	7.8
6	Anny Stores	Asaba	12	3.3
7	Gabs	Asaba	27	7.8
8	Gabs	Warri	29	8.1
9	Shoprite	Asaba	38	10.7
10	Shoprite	Warri	40	11.2
11	King Aslem	Abraka	11	3.1
12	Delta Roack Trading	Warri	39	11
13	J JOCAC NIG LTD	Asaba	21	5.8
14	Edewor Brewery Ltd	Warri	28	7.8
	Total		356	100

Source: Staff List of Selected Retail Firms in Delta State (2024)

Sample Size and Sampling Procedure

The number of participants or observations included in a study is referred to as sample size. The sample size has an impact on two statistical properties: the first is the accuracy of our calculations, and the second is based on the study's ability to bring conclusions from the selected sample size (Andrade, 2020).The researcher classified the population on the selected Retail firms (Kleason Distillers, Delta Roack Trading, Fine Trading International, Robans Stores, Gabs, Shoprite, Anny Stores, J JOCAC NIG LTD and Edewor Brewery Ltd) in Delta State. This approach was used because of the relatively large population stated above. Considering the large population of large commercial retail firms and domestic businesses, the focus will be limited to ten (10) selected retail firms (Kleason Distillers, Delta Roack Trading, Fine Trading International, Robans Stores, Gabs, Shoprite, Anny Stores, J JOCAC NIG LTD and Edewor Brewery Ltd) which are reasonable size for this research. The population of this group based on the classification stood at 356 respondents. A proposal by Bartlet (2001) suggests that if the population is within the region of 300-600, a sample of 118 is ideal.

Table 2: Proportion Apportionment of Employees Selected Retail Firms

S/N	Name of Firms	Location	Staff Strength	Frequency (%)
1	Kleason Distillers	Ughelli	6	5.0
2	Kleason Distillers	Agbor	6	5.0
3	Kleason Distillers	Warri	7	5.9
4	Fine Trading International	Warri	9	7.6
5	Robans Stores	Asaba	9	7.6
6	Anny Stores	Asaba	4	3.3
7	Gabs	Asaba	9	5.9
8	Gabs	Warri	10	8.4
9	Shoprite	Asaba	13	11
10	Shoprite	Warri	14	11.8
11	King Aslem	Abraka	11	9.3
12	Delta Roack Trading	Warri	4	3.3
13	J JOCAC NIG LTD	Asaba	7	5.9
14	Edewor Brewery Ltd	Warri	9	7.6
	Total		118	100

Source: Staff List of Selected Retail Firms in Delta State (2024)

Sampling Technique

A sample is said to be a representation of the population from which it is drawn if the aggregate characteristics of the sample is closely approximate those same aggregate characteristics of the population (Yomere & Agbonifo, 1999). The study used the simple random sampling method. When sub-populations vary considerably, it is the process of grouping members of the population into relatively homogeneous subgroups before sampling. The simple random sampling is mutually exclusive and every element in the population was assigned to only one stratum. The justification for using a simple random sampling technique is based on the fact that simple random sampling is an unbiased sampling technique. In other words, every object has the same probability of being chosen. This improved the validity and reliability of the study.

Simply said, the researcher determines what information is required and then seeks out persons who can and are willing to supply information based on their expertise and knowledge (Etikan, Musa & Alkassim, 2016). It is a widely used method when working with quantitative research to categorize and choose the most relevant data cases to make the best use of available resources. This entails identifying and selecting individuals or groups of individuals who are skilled and knowledgeable about a particular phenomenon (Majid, 2018). The structure comprises various levels of employees from the selected retail firm and different branches. The sampling technique was used for the study is simple random sampling techniques. This sampling technique is used because it gives the opportunity the advantage to fill the questionnaire based on their willingness to participate in the study.

Research Instrument

A survey is a method of collecting data in which people are asked to answer a number of questions (usually in the form of a questionnaire). According to Leary (2014), the major advantages of questionnaire are that they can be administered to groups of people simultaneously, and they are less costly and less time-consuming than other measuring instruments. Therefore, the researcher will collect the relevant data from primary and secondary sources.

The primary data were gathered through structured questionnaire comprised of close ended questions. The questionnaire was the main method of gathering the relevant data in this study and it had been distributed to respondents (internal customers) of the selected retail firms. Furthermore, the design of close ended question comprised of 5 point Likert scale and multiple choice questions. Furthermore, Secondary data was collected through reviewing different files, firm manuals, brushers and annual reports of the branch and district. The relevant data that was collected from different data sources especially from journal article that helped to fill the knowledge gap and understand the concepts, definitions, theories and empirical results through reviewing various relevant journals articles from internet sources.

Validity of Research Instrument

Validity is whether the methods and techniques actually measure or e related to the problem at hand. According to Eriksson and Wiedeshiem-Paul (2001), validity is defined as an instrument measuring exactly what it is designed to measure. Validity is the extent to which a measure adequately represents the underlying construct that it is supposed to measure (Drost, 2011). To validate the research instrument for data collection, the questionnaire was presented to my supervisor who is a professional in marketing. The purpose of this was to ensure face and content of the instrument for the study. To increase the validity a simplified outline of the questionnaire was sent to the respondents in advance. This gave the respondents the possibility to prepare for the response and to obtain the correct information.

Reliability of Instrument

The concept of reliability deals with an issue of consistency or accuracy of an instrument (Olannye, 2017).The reliability of the instrument to be used in this research is through the Cronbach's Alpha Test. All the items in the questionnaire were tested to see the level of their reliability as regards the questions asked. This test was conducted using Cronbach's alpha test score. Johnson, et al, (2019) opined that a dependable assessment must be above 0.70. SPSS (version 23.0) package was used to run the test on all the items used in the course of this dissertation. From the results below, the reliability coefficients are above the 0.7 benchmark. Favourable reliable scores were obtained from all items in general. The estimation reported acceptable internal consistency.

Table 3:Reliability coefficients of study constructs

Dimension of the Study Constructs	Cronbach's Alpha Coefficient	N0. of Items
Perceived Value	0.783	4
Service Responsiveness	0.718	4
Service Assurance	0.823	4
Service Reliability	0.811	4
Brand Performance	0.814	4

Source: Statistical package for social sciences, version 23.0

From the above table 3, a reliability coefficient of 0.822 and above, is high and is acceptable while a reliability coefficient 0.5 and below shows poor reliability

Method of Data Collection
The researcher, with the assistance of research assistants, self-administered the research instrument to the respondents. The utilization of this particular approach for distributing the research tool facilitated the researcher in elucidating any queries that was not comprehended by the participants, while simultaneously enabling the researcher to delve deeper for additional responses. The allotted time frame provided the participants with sufficient opportunity to fully comprehend and assimilate the inquiries, thereby enabling them to furnish suitable and accurate responses.

Model Specification

To determine the effect of perceived service quality on brand performance, two approaches was used to achieve the set objectives. The first is the multiple regression model, the model consists of the dependent variable (brand performance) and the independent variables (perceived value, service responsiveness, service assurance and service reliability). This was used in achieving the objectives stated in the first chapter. The second model is the Pearson product-moment correlation which was used in achieving all objectives also. The functional form of the multiple regression model is presented as follows CL = F (PV, SRP, SA, SRA).

The following model specification was developed;
BPer= F(ME,)
BPer = α + β_1PV+ β_2SRP+ β_3SA+ β_4SRA+ε
Where:
PV – Perceived Value

SRP – Service Responsiveness

SA – Service Assurance

SRA – Service Reliability

Method of Data Analysis

The questionnaire collected was coded to allow for analysis. The SPSS package was used to analyze the data collected after coding. The bio-data of the respondent was analyzed with the frequency and simple percentage. To achieve the objectives of the study in terms of the level of prediction of the independent variable on the dependent variable, multiple regression technique was used. Also, the hypotheses were addressed with the use of Pearson product-moment correlation techniques.

RESULTS AND DISCUSSION
This chapter focuses on the presentation and analysis of data and information collected through sets of questionnaire administered on the employee of selected retail firms (Kleason Distillers, Delta Roack Trading, Fine Trading International, Robans Stores, Gabs, Shoprite, Anny Stores, Edewor Brewery Ltd and J JOCAC NIG LTD in Delta State. The data presented and analyzed in the study was categorized into three parts; the first is the descriptive analysis of respondents' profile with percentage weighting attached. The second is the correction analysis of the research questions and their respective variables. The third is the testing of hypotheses formulated for the study with the use of multiple regression analysis. According to Nwadinigwe (2002), data analysis is the engine room of every research, this is because if it is done properly the researcher is likely to reach conclusions that are valid and could lead to a good decision.

Out of the one hundred and eighteen (118) sets of questionnaire administered on the employees of the selected retail, one hundred and thirteen (113) were returned, five (5) were wrongly filled and were rejected, while one hundred and eight (108) were usable. Therefore, the analysis of this chapter is based on the sample size of one hundred and eight (108) copies.

Analysis of Respondents profile
Table 4: Gender of Respondents

Gender	Frequency	Percentage %
Male	84	77.8
Female	24	22.2
Total	108	100

Source: Analysis of Field Survey, 2024

From table 4 above, 84(77.8%) were male respondents and 24(22.2%) were female respondents. This indicates that male respondents were more in number than the male respondents.

Table 5: Marital Status of Respondents

Status	Frequency	Percentage %
Single	82	75.9
Married	26	24.1
Total	108	100

Source: Analysis of Field Survey, 2024

Table 5 above indicates the marital status of the respondents. It was observed that 82 (75.9%) of the respondents were single while 26(24.1%) were married.

Table 6: Age Distribution of respondents

Age Range	Frequency	Percentage %
21 – 30	56	53.7
31 – 40	47	43.5
41 – 50	8	7.4
51 and above	6	5.6
Total	108	100

Source: Analysis of Field Survey, 2024

From table 6 above, the age distribution of respondents which was spread across various age brackets show that the highest concentration of respondents fell within the age bracket of 21–30 years with 56(57.3%) of respondents. The categories of respondents between 31–40 years' accounts for 47(43.5%). 8(7.4%) of the respondents fell under 41–50 years. While 6(5.6%) respondents fell under 51 years and above.

Table 7: Working Experience of Respondents

Work Experience	Frequency	Percentage %
0-5 years	75	69.4
6-10 years	18	16.7
11-15 years	9	8.3
Above16 years	6	5.5
Total	108	100

Source: Analysis of Field Survey, 2024

It shows from the above table 7 that greater part of the respondents 75(69.4%) had 0-5 years working experience followed by 6-10 years 18(16.7%), those respondents that have 11-15 years working experience were 9(8.3%), and above holders and those 21 years and above accounted for 6(5.5%) of the respondent.

Correlation matrix studied variables

		Brand performance	Perceived Value	Service Responsiveness	Service Assurance	Service Reliability
Brand performance	Pearson correlation	1				
	Sig.(2-ailed)					
	No.	285				
Perceived Value	Pearson correlation	.507**	1			
	Sig.(2-ailed)	.000				
	No.	285	285			

Service Responsiveness	Pearson correlation	.222**	.450**	1		
	Sig.(2-ailed)	.000	.000			
	No	285	285	285		
Service Assurance	Pearson correlation	.349**	.218**	.294**	1	
	Sig.(2-ailed)	.000	.000	.000		
	No	285	285	285	285	
Service Reliability	Pearson correlation	.479**	.249**	.359**	.146**	1
	Sig.(2-ailed)	.0000	.000	.000	.000	
	No	285	285	285	285	285

**Correlation is significant at the 0.01 level (2-tailed)
*Correlation is Significant at the 0.05 level (2-tailed)

From the above table, it indicated positive correlation coefficients of the indicators of Brand performance, an indication that they are good measures of perceived service quality. The findings indicated that perceived value correlated positively with Brand performance (r= .507**, 0.01).
The second variable being service responsiveness correlated positively with Brand performance (r= .222**, 0.01).
The third variable being Performance appraisal correlated positively with Brand performance (r= .349**, 0.01).
The fourth variable being service reliability correlated positively with Brand performance (r= .479**, 0.01).

Table 9: Multiple Regression Analysis of Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (constant)	6.678	1.875		3.562	.000
Perceived Value	0 .143	.066	.136	2.155	.001
Service Responsiveness	0.266	.068	.259	3.892	.000
Service Assurance	.076	.065	.075	1.159	.002
Service Reliability	.143	.071	.130	2.016	.001

a. Dependent Variable: Brand performance

Table 10: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.978[a]	0.956	0.914	1.8948

.a Predictor: (constant) Perceive Value, Service Responsiveness, Service Assurance and Service reliability
.b Dependent variable: Brand performance
Source: Analysis of Field Survey, 2024

The multiple regression analysis was adopted to test the relationship of Perceive Value, Service Responsiveness, Service Assurance and Service reliability and Brand performance. The results were shown in table 10: From the data shown, the correlation R=.978 means that the four (4) factors have high relationship with Brand performance. In this regression, the independent variables at 91.4% (R square= 0.914), ANOVA statistics (F=10.702, p<.05) indicated that the overall model is statistically significant and has Std. Error of the estimate at ± 1.8948. When considering the regression data of independent variables. I found that Perceived Value (B=.143, $SE_{b1=}$ .066, β= .136, t=2.155, P=.001), Service Responsiveness (B=.226, $SE_{b1=}$ .068, β= .259, t=3.892, P=.000), service assurance (B=.076, SE_{b1}=. 065, β= .075, t= 1.159, P=.002) and service reliability (B=.143, $SE_{b1=}$ .071, β= .130, t=2.016, P=.001) predicted Brand performance with a statistically significant at 0.05. Therefore, I accept Ho_1, Ho_2, Ho_3 and Ho_4 which means that Perceive Value, Service Responsiveness, Service Assurance and Service reliability are positively related to Brand performance.

Table 11:   ANOVA [a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	176.330		38.423	10.702	
	Residual	925.733	4	3.590		0.000 [b]
	Total	1102.063				
			280			
			284			

. a. Dependent variable: Brand performance
. b. Predictors (constant), Perceive Value, Service Responsiveness, Service Assurance and Service reliability
Source: SPSS Version 23.0, 2024

The F-ratio in the ANOVA Table tested weather the overall regression model is a good fit for the data. The table showed that the independent variables (Perceive Value, Service Responsiveness, Service Assurance and Service reliability) significantly predict the dependent variable (Brand performance), since F(4, 280) = 10.702, p<.005, the regression model is good for the data.

Hypotheses Testing

The multiple regression analysis was adopted as an analytical tool for testing the hypotheses. Hypotheses' testing is really a systematic way for testing claims or ideas about any given parameter in a population using data measured in a sample. The p-values reported in the regression coefficient table are used for testing the study hypotheses.

The Decision Rule

The null hypothesis is the central in research and is the hypothesis that is usually tested. If the probability value calculated is greater than the critical level of significance, then the null hypothesis will be accepted while the alternate hypothesis is rejected and vice versa. If the probability value is .000 is smaller than the critical value of 5% (ie .000 < 0.05), we conclude that the given parameter is statistically significant. In this situation, it is accepted that there is need to reject the null hypothesis and to accept the alternate. Gujarati & Porter (2009), observed that when we reject null hypotheses, we say that our findings are statistically significant and vice versa. Gujarati and Porter (2009), also posited that it is preferable to leave it to the researcher to decide whether to reject the null hypotheses at the given value. Note, the p-value is also known as the observed or exact level of significance or the exact probability of committing a type 1 error. More technically, the p-value is the lowest significance level at which a null hypothesis can be rejected (Gujarati & Porter, 2009). Thus the p-value is at 0.05 (5%)

Hypothesis One

$H0_1$: Perceive value does not have significant effects on Brand performance.
From the coefficient table; Performance goals exhibited positively with Brand performance given the Beta value (β=136, p<.001). The regression analysis for Perceive value and Brand performance on the test of hypothesis one, indicated that the exact level of significant calculated (.001) is less than the probability of committing a type one error (.05). Giving the result, the null hypothesis is rejected to accept the alternate hypothesis thereby implying that Perceive value have significant effect on Brand performance.

Hypothesis Two

$H0_2$: Service responsiveness does not have significant effect on Brand performance.
The coefficient table showed the extent to which Service responsiveness positively affects Brand performance. Given the Beta value (β=259, p<.000). The regression analysis for Service responsiveness and Brand performance on the test of hypothesis one, table 4.2.7 indicated that the exact level of significant calculated (.000) is less than the probability of committing a type one error (.05). Giving the result, the null hypothesis was rejected to accept the alternate hypothesis thereby implying that Service responsiveness do have effect on Brand performance.

Hypothesis Three

$H0_3$: Service assurance does not have significant effect on Brand performance.
The coefficient table showed the extent to which Service assurance positively affects Brand performance. Given the Beta value (β=075, p<.002). The regression analysis for Service assurance and Brand performance on the test of hypothesis one, table 4.2.7 indicated that the exact level of significant calculated (.002) is less than the probability of committing a type one error (.05). Giving

the result, the null hypothesis was rejected to accept the alternate hypothesis thereby implying that Service assurance do have significant effect on Brand performance.

Hypothesis Four

H0$_4$: Service reliability does not have significant effect on Brand performance.

The coefficient table 4.2.5 showed the extent to which Service reliability positively affects Brand performance. Given the Beta value (β=130, p<.001). The regression analysis Service reliability and Brand performance on the test of hypothesis one, table 4.1.3 indicated that the exact level of significant calculated (.001) is less than the probability of committing a type one error (.05). Giving the result, the null hypothesis was rejected to accept the alternate hypothesis thereby implying that Service reliability does have significant effect on Brand performance.

Discussion of Findings

In conformity with the data analyses carried out in chapter four and the review of extent literature in chapter two, the discussion of the findings of this research study is accordingly presented below:

Perceived Value and Brand performance

From the results of data analyzed in table 4.2.6 it was reported that the overall positive correlation coefficient values among variables of perceived value is indicative that they are appropriate indicators and dimensions of perceived service quality. It showed the extent to which perceived value accounted for change in Brand performance (β= .136, P< 0.01). This shows that there is significant positive effect between perceived value and Brand performance. The analysis showed that the Adjusted R^2 reported 545(54.5%) of the change in Brand performance is explained by perceived value. This result agreed with the finding of Saiful, Jasman, Mirza and Nurdasila (2019) identified (1) the influence of shopping experience and the perceived value toward customer satisfaction (2) the influence of shopping experience, the perceived value and customer satisfaction toward customer loyalty (3) the indirect influence of shopping experience and perceived value toward customer loyalty at minimarkets in Aceh evaluated through customer satisfaction. The research was conducted at minimarkets in Aceh. The objects of the study are: Shopping experience role, and the perceived value between consumer loyalty and customer satisfaction which become the mediating variables. The study identifies that the shopping experience and perceived value have positive and significant impact on customer satisfaction and shopping experience, moreover, the perceived value and customer satisfaction provide positive and significant impact toward the customer loyalty. In addition, the shopping experience and the perceived value indirectly give positive impact and significantly influence the customer loyalty of minimarkets in Aceh which shown through thee customer satisfaction.

Service Responsiveness and Brand performance

The result obtained from table 4.2.6 portrayed an overall positive correlation coefficient values among variables that measure brand performance, and this point out the fact that they were all appropriate measures of service responsiveness. It showed that the (β= .259, P< 0.00) indicates that service responsiveness has significant positive relationship and accounted for variance in Brand performance. Also analysis showed that the Adjusted R^2 reported 545(54.5%) of the change in Brand performance is explained by service responsiveness. This supports the findings of Ofosu-Boateng and Acquaye (2020) investigated the effects of service quality and customer satisfaction on customers' loyalty in the hospitality industry in Cape Coast, Ghana. It was recommended that the firms in the hospitality industry in Cape Coast, Ghana, should strive to continue the delivery of quality service to ensure loyalty. This can be done by maintaining consistent quality service performance. Also, it was recommended that the firms in the hospitality industry in Cape Coast, Ghana, should continue to endeavour to meet customers' expectation since it engenders loyalty. Periodic market research is imperative to help identify emerging needs of customers so as to enhance the loyalty

Service Assurance and Brand performance

The result from the regression on table 4.2.6 revealed that service assurance has significant positive effect on Brand performance. It showed that the (β= .075, P< 0.02) shows the extent to which service assurance accounted for change in Brand performance. In table 4.2.8, it showed that the Adjusted R^2 reported 545(54.5%) of the change in Brand performance is explained by service assurance. More so, the result of hypothesis tested showed that there is significant positive effect between service assurance and Brand performance. The study is in support with Kostas, Efthalia and Dimitris (2012) conducted an analysis of 143 firms in the Greek manufacturing and service sectors reveals that adopters of ISO 9000 quality assurance schemes are larger companies producing intermediate goods, but less portable and with higher leverage than their non-adopter counterparts. The effects of adopting an ISO 9000 scheme on from performance and especially on certain dimensions of profitability are not significant in a period of 5-6 years after adoption. Evidence suggests that the adoption of an ISO 9000 quality assurance scheme, being a continuous process of improvement, is beneficial in the long term and does not necessarily improve financial ratios in the short term. Active support policies for the promotion and dissemination of quality standards in the manufacturing and service sectors of Greece can be reconsidered and a more targeted policy should be implemented.

Service Reliability and Brand performance

From the results of data analyzed in table 4.2.6, it was revealed that the overall positive correlation coefficient values among variables of service reliability are indicative that they are appropriate measures of service reliability. It showed the extent to which Performance feedback accounted for change in Brand performance (β=.130, P< 0.01). This shows that there is significant positive effect between service reliability and Brand performance. Similarly, in table 4.2.7, it showed that the Adjusted R^2 reported 545(54.5%) of the change in Brand performance is explained by service reliability. The result of hypothesis tested reported that there is significant positive effect between service reliability and Brand performance. This supports the findings of Ronny (2022) examined the effect of security, reliability, convenience, aesthetics, and responsiveness on customer satisfaction using mobile banking. The result shows that the variables of aesthetics, ease, and security had a significant effect on customer satisfaction using mobile banking. It implies that the banks should strengthen and improve the aesthetic quality of mobile banking applications so that they can make the customers attractive to use it. Besides, they should also always provide convenience for customers to use mobile banking while maintaining the security of customer data.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

The study examined the effect of performance management system on Brand performance in the selected retail outlets in Delta State. This session focused on summary of the findings from the analysis of data in chapter four, drawing conclusion on the basis of the findings and making appropriate recommendations. It also provided room for contributions to knowledge and suggestion for further studies.

Summary

The main objective of the study was to assess the effect of performance management system on brand performance of selected retail firms in Delta State. Perceived service quality seems to have been identified as the engine that can drive brand performance. Four objectives were proposed with the intention of addressing the four research questions raised. Four hypotheses were consequently proposed and tested in line with the objectives presented in the research.

Descriptive survey research design was adopted in this study. Cronbach's alpha (α) coefficient was used for testing the reliability of the research instrument (questionnaire) and the finding from this test revealed that the items were reliable and valid at an overall Cronbach's alpha value

The results of the regression analyses of the variables revealed that perceived service quality dimensions have positive effects on brand performance and the strength of the positive effect is as follows from the highest; service responsiveness (β = .259, P < 0.00), Perceive value (β = .136, P < 0.01), service assurance (β = .130, P < 0.01) and lastly service reliability (β = .075, P < 0.02).

The result of the hypotheses testing revealed that indeed, general view of perceived service indices accounted for brand performance. Therefore, giving the Adjusted R^2 reported 545(54.5%) of the change in brand performance is explained by perceived service quality. This implied that;

    i.   perceived value does have significant effect on brand performance of retail products in Delta State
    ii.   service responsiveness does have significant effect on brand performance of retail products in Delta State
    iii.   service assurance does have significant effect on brand performance of retail products in Delta State
    iv.   service reliability does have significant effect on brand performance of retail products in Delta State

Conclusion

Based on the findings of the study, the following conclusions were consequently reached.

This study concludes that perceived service quality has a significant positive effect on brand performance. The better the quality of retail services, the higher the performance of the brand. Perceived value has a significant positive effect on brand performance; the better the level of service quality, the stronger the feeling of consumers to bond with the company's brand.

Also, service assurance has a significant positive effect on brand performance; the higher the level of assurance to the brand, the higher the intention to repurchase. Consequently, service assurance plays a role in mediating the effect of service quality on brand performance. The higher the quality of service implemented by the company, the more the attachment of the customer's brand to the company, and subsequently encourages a stronger repurchase. With these conclusions the researchers suggest to increase service responsiveness through service quality and brand engagement where service quality needs to be realized by hotel managers with implementations such as: offering timely services such as check-in and check-out, fast service to customers and courtesy.

Recommendations

In accordance with the review of the findings and conclusion of the study, the following recommendations are made:

    i.   The study recommends that perceive value needs to be realized by brand managers in the manufacturing/retail sector by implementing actions such as: increasing customer pride when choosing brands, and providing a pleasant experience for customers. Perceived value can be strengthened by the way the retail is able to create a feeling of pleasure, comfort, and provide an interesting experience to customers.
    ii.   The study recommends that the management of retail companies should develop policies on how to neutralizes the dominance of one interactive quality against the other and also adopt best practices in service quality of brands.

iii.   In addition, the management should also give equal opportunity to enable them feel the need to improve in their various services, in order for all employee irrespective of outcome quality to enhance effectiveness of various brands, which may resulted into stimulating customer retention.

iv.   Reliability is the dominant perceived service quality dimension which has an incredible effect on brand performance. Managers of retail should therefore work on the indicators of this dimension that is it should invest on trainings and technology to enhance dependability in handling customer service issues, performing service right at first time among other things to ultimately increase the performance of their brands.

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