CONSUMER PURCHASE DECISION-MAKING AT STORE RETAILERS: A SURVEY OF ROBAN STORES IN SOUTH-EAST REGION OF NIGERIA

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ABSTRACT

The study is on consumer purchase decision-making at store retailers. Roban stores activities as operators of store retailers were surveyed with emphasis on its operations at Abakaliki, in Ebonyi state, Enugu, in Enugu state and Nnewi, in Anambra state all in South-Eastern Region of Nigeria. As an emerging frontiers and a profound transformation in retailers' store, the three locations of the company were chosen as the main areas of the study. Objectives are to ascertain consumers' purchasing decisions and their reasons and preference in making purchases from the wide range varieties of product offered in the stores. Two hypotheses were tested on the above issues and the results were further subjected to statistical test using chi-square. At **HO_2** $_{\textbf{less}}$ than **$XC_0^{2,}$** the Null hypotheses **(HO_2 a&b)** as well as **d1-4** were rejected and the Alternative hypotheses **(HI_1 a&b)** and **d1-4** accepted as an indication that consumers' preference for purchasing on the range of product offering in the company is an evidence of consumers' satisfaction, convenience, etc and also their loyalty and staff commitment and dedication to duty. The methodology, presentation and data analysis centred on 120 questionnaires administered to consumers for which 103 were returned and the 30 questionnaire administered to the personnel of Roban stores all at her three locations in the South-East Region of Nigeria. All the data were duly analyzed using tables and percentages. Major findings show that more active consumers are in business with Roban stores and also most of their workforce are in active age bracket of not more than 30 years old and this has enhanced the stability and development of the store. The author conclude that consumers prefers to make purchases on the wide range of products offered due to satisfaction derived on the varieties of available goods and services and again this action have an impact and contribution on the growth of Roban stores. Major recommendations were made which suggested that management should employ more educated personnel so as to match the growing prowess of more educated consumers around and also to expand their operational locations to other major cities in the Region and beyond in order to enable more consumers patronize them.

Keywords: Store retailers, consumers. Personnel, purchase decisions, Department store

1.0. INTRODUCTION

This study attempts to look at the activities of Roban stores in the three locations it operates in the South-East Region of Nigeria. As an aspect of marketing activities and also a profound transformation in retailing activities in this part of the country, the following areas have to be looked into as types of store retailers; Kotler, 1989, 1998, Kotler & Keller, 2009 list these areas to include**: i. Specialty stores and Super specialty stores** which specializes on carrying deep assortment within a narrow line of goods such as furniture stores etc. **ii. Department stores**; which is noted for carrying a wide range of merchandise than most other stores and yet offer 2. items in separate department within the store environment. **iii. Super market-which is** characterized by having large facilities as its features with enough and very spacious in size with enough items in its holding (Kotler 2009, in Okoro 2014). **iv. Convenience stores**; This form of stores are usually located near residential areas and perhaps in relatively small outlets that can open and operated for longer hours in its service to consumers**. v.Super stores, hypermarkets, and combination stores** are quite unique in its retailing merchandising. Within an average facility, the store can handle many consumers' needs especially grocery stores etc.**vi. Discount stores-**This stores sells its merchandises at below manufacturer's price and it is famous and popular means of retailing business as its approach is most suited for hard goods or consumer durables like household electrical appliances and also soft goods like clothing. **vii. Off-price Retailers:** Kotler, 1989 & 1999 asserted that this form of retailers offer different approaches to discount retailing as discount houses tries to increase service offering just to upgrade. These forms of retailers often carry changing collections of left over goods with more emphasis on clothing, footwear and accessories industries. With due regards and permission from Professor Philip Kotler & Keller, K.L. the author is highly grateful as some of their works reflected in the theoretical framework for this study.

2.0. THEORETICAL FRAMEWORK

Roban store retailer outfit has become one of the leading retailers in Nigeria by adopting variety of retail model to serve consumers.

Retailing which is the merchandising aspect of marketing now includes all the activities that is actually required to sell directly to consumers for their personal and or non-business use (Kotler, 1989 & 2009). However, businesses that are classified as retailers must in essence secure the vast majority of their sales volume from store-based retailing.

For many years back, most merchandise were sold in market places or by peddlers, but, today though most items are still being sold this way, there is an innovation and revolution on the method of retailing. All these culminate into building shopping malls, corporate and business plazas across every society as an emerging frontiers in retail transformation (Port Harcourt Mall Bet, 2021, Nigeria Mall Pipeline, 2021 and Paitika Mall Brief, 2021).

Shopping malls a late 20th–century development in retail practices (though very new in Nigeria) were created to provide for a consumer's every need in a single, self contained shopping area (Nkamnebe, 2014). In Nigeria presently, there is profound transformation in the informal and formalized market place and as well to modernize and revolutionalized retailing environment (Okoro, 2014). Retailing activities are emerging with different and enhanced dimension as one of the next frontiers of growth and development among most Nigerians. Kotler, 1998 in Okoro, 2021 further looked at retail businesses as a great variety of enterprises and thereafter classified retailing into three main types, namely-store retailers, non store retailers, and retail organizations. For the purpose of this study, the central areas of discuss will focus only on store retailers.

2.1: Store retailers

According to Kotler (1998), several types of stores exist and actively participate in retail merchandising in the country now. These types of store retails include the following:

2.1.1: **Specialty Store and Super Specialty Stores:** It carries a deep assortment within a narrow line of goods like; furniture stores, sporting-goods, stores, florists and bookstores. For 3.super specialty stores, it includes athlete's foot wears (sports shoes) e.g. Adidas wears and clothing.

2.1.2: **Department Stores:** these stores are noted for carrying a wider range of variety of merchandize than most others but offer items in separate departments within the store vicinity. These departments usually include home furnishings and household goods and clothing (Okoro, 2014). These departments may be sub-divided according to gender and age.

Departments within each store are usually operated as separate entities, each with its own buying, promotions, and staff service. Departments like restaurants and beauty parlours or hair-cares are usually leased out to external providers.

Departments stores generally accounts for a very manute percnetgae of a country's total retail sales, but they draw large number of customers in urban areas example, Roban stores at Enugu, Abakaliki and Nnewi areas in the South-East Region of Nigeria.

2.1.3: **Super Markets:** this type of stores has large facilities as its features with enough space with more than 12,000 items in its holding but with low profit margins (Kotler, 2009 in Okoro, 2014). It usually maintains or stores high volumes, and operations that serve the consumer's total needs for items like food (groceries, meats, produce, and dairy products, baked goods) and household items. Super markets are organized according to product departments and operate primarily on a self-serviced base. Super market generally offers greater variety and convenience all at a better price.

2.1.4: **Convenience Store:** This form of stores are primarily locate near residential areas and it is relatively small outlets that are open for longer hours and it carry a limited line of high-turnover convenience products at a very high prices. It somehow stock most products need by the neighborhood.

2.1.5: **Superstores:** Superstores, hypermarkets and a combination stores are very unique retail merchandisers. With an average facilities, the types of store can meet a lot of consumers' needs for food and non-food items by housing a full-service grocery store and also other services like dry cleaning, laundry, shoe repair, and cafeterias. Combination stores typically combine a grocery store and a drug store in one facility. Hypermarkets combine supermarket, discount, and warehousing retailing principles by going beyond routinely purchased goods to include furniture, clothing appliances, and other items. Depending on the size, hypermarkets display products in bulk quantities that require minimum handlings of store staff.

2.1.6: **Discount Stores:** Because it sells merchandise at below manufacturer's list price, discount store is very famous and popular means of retailing. This approach is suitable for hard goods or consumer durables like electrical household appliances but soft goods like clothing can as well be successful in this area. This groups of discount stores are usually located some distance away from major metropolitan areas with such facilities that distinguish it from other standard shopping malls. Specialty discount operations have grown significantly in electronics items, sporting goods and books.

2.1.7: **Off-Price Retailers:** This form of retailers offer a different approach to discount retailing because as discount houses tries to increase services offering in order to upgrade, off-
price retailers invade this low-price, high-volume sector. Off-price retailers purchase at below-wholesale prices and charge less than retail prices. Off-price retailers carry a constantly changing collection of overruns, irregulars, and left over goods and they have made their largest forays in the clothing, footwear, and accessories industries. The three primary examples of Off-price retailers are factory outlets, independent carriers, and warehouse, clubs. Independent Off- price retailers carry a rapidly changing collection of higher-quality merchandise and are typically owned and operated by entrepreneurs or divisions of larger retail companies.

3.0. AREAS OF THE STUDY

The areas of this study centered on the store retailers as emerging frontiers in retailing revolution and transformation in Nigeria. Hence, Roban stores which has its operational location base at Abakaliki, Ebonyi State, Enugu, in Enugu State and Nnewi town in Anambra State all in South-East Region of Nigeria was chosen for the study as it fitted into this study.

4.0. OBJECTIVES OF THE STUDY

This study attempts to study and ascertain consumers' purchasing or buying decisions and their reasons and preferences in making their purchasing from the varieties of goods ranging from groceries, furniture, electronic appliances etc at Roban stores location in the three metropolitan and commercial towns in South-East Region of Nigeria.

5.0.: RESEARCH HYPOTHESES

HO_1 (a): Consumers/buyers' preference for making purchases on the range of product offering of Roban stores is not an evidence of satisfaction.

HI_1 (a): Consumers/buyers' preference for making purchases on the range of product offering of Roban stores is evidence of satisfaction.

HO_2 (di-4): Consumers/buyers' activities, loyalty, staff commitment/dedication and consumers cordial relationship with staff personnel have no impact and does not contributed to the development of Roban stores.

HI_2 (di-4): Consumers/buyers' activities, loyalty, staff commitment/dedication and consumers

cordial relationship with staff personnel have impact and contributed favourable to the development and growth of Roban stores.

6.0. RESEARCH METHODOLOGY

The study makes use of questionnaires (Primary data) as the only instrument used for data collection taking cognizance from Anyanwu 2000, Ezejelue & Ogwo 1990, & Eboh 2009. The author administered the questionnaires using the personnel of the Roban Stores in their three locations at Abakaliki, Enugu and Nnewi. It was designed in two set for both consumers and staff personnel and further designed in four sub-section A, B, C and D for both the personnel and buyers. While section A of the (buyers) deals with demographic characteristics of the respondents, section B centered on their preferred reasons for purchasing at Roban stores located at Abakaliki, Enugu, and Nnewi towns at Ebonyi State, Enugu State and Anambra State, all in South-East Nigeria respectively. Hence, section C and D was used to analyse staff response. A total of 120 consumer/buyers' questionnaire were administered equally to each of the three locations of Roban Stores at an equal proportion of 40 to each location and one hundred and three (103) were returned/ and or recovered correct in the following proportion: (i) Roban Stores, Abakaliki 36, (ii) Roban Stores, Enugu 39 and Roban Stores, Nnewi 28. Further, a separate questionnaire which was administered to the personnel of Roban Stores at the three locations as well which stood at 10 for each location i.e. 30 in all was fully recovered. The essence of personnel' questionnaire is to ascertain their views on the level of these consumers' satisfaction on the services offered to them. All the respondents filled and returned their questionnaire 100% (one hundred percent). However, in these questionnaires, buyers and staff personnel were asked the following questions as depicted in table 1, 2, 3, 4 and 5 and were asked to tick positively based on their opinions on the question asked.

7.0. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Data presented here are the consumers/buyers' and the staff personnel responses based on the retrieved 103 questionnaires (consumers/buyers) and 30 questionnaire from the staff-personnel of Roban Stores. These questionnaires were distributed and thereafter recovered from the respondents in the three locations of Roban Stores at Abakaliki, Enugu and Nnewi Metropolitan cities respectively. The questionnaires were divided into two sections and sub-sections. Section A consists of demographic characteristics of the respondents and section B contains questions on the opinions that meet consumers/buyers' desire(s) for purchasing or buying preferred items, and on the side of staff-personnel, the customers impact and contribution on the growth of Roban Stores. Staff personnel questionnaire was presented and analyzed under section C and D respectively.

Section A: Analysis of Data

Table 1. Consumer Demographic Characteristics

S/N	Age	Frequency	Percentage (%)
a)	Less than 18 years	19	18.45
b)	18 years – 25 years	37	35.92
c)	26 years – 35 years	35	33.98
d)	36 years and above	12	11.65
	Total	**103**	**100.0**
S/N	**Education**	**Frequency**	**Percentage (%)**
a)	Non formal education	11	10.68
b)	Primary education	19	18.45
c)	Secondary education	37	35.92
d)	Tertiary education	36	34.95
	Total	**103**	**100.0**
S/N	**Income**	**Frequency**	**Percentage (%)**
a)	Earning ₦50,000.00	3	2.91
b)	Earning ₦51,000.00 – ₦100,000.00	8	7.77
c)	Earning ₦101,000.00 – ₦250,000.00	12	11.65
d)	Earning ₦251,000.00 – ₦500,000.00	39	37.86
e)	Earning ₦500,000.00 and above	41	39.81
	Total	**103**	**100.0**

Source: Field Survey, 2021.

Section B: Consumers/Buyers' Opinions and their Desires

Table 2: Consumer preference for making purchases due to convenience, better prices, location/nearness, available facilities, no pressure selling and easy of goods/service selection

S/N	Income	Frequency	Percentage (%)
a)	Strongly agree	53	51.46
b)	Agree	31	30.10
c)	Strongly Disagree	11	10.68
d)	Disagree	5	4.85
e)	Undecided	3	2.91
	Total	**103**	**100.0**

Source: Field Survey, 2021.

Table 3: Consumer preference for specialist purchases of durable items (groceries, electrical appliances, clothing, laundry/dry cleaning services and furniture)

S/N	Income	Frequency	Percentage (%)
a)	Strongly agree	49	47.57
b)	Agree	32	31.07
c)	Strongly Disagree	12	11.65
d)	Disagree	6	5.83
e)	Undecided	4	3.88
	Total	**103**	**100.0**

Source: Field Survey, 2021.

Section C: Analysis of Data for Staff Personnel Questionnaire

Table 4. Personal Data – Staff Personnel

1.	Sex	Frequency	Percentage (%)
a)	Male	13	43.33
b)	Female	17	56.67
	Total	**30**	**100.0**
2.	**Marital Status**		
a)	Married	12	40.00
b)	Single	16	53.33
c)	Divorced	–	–
d)	Widow/widower	2	6.67
	Total	**30**	**100.0**
3.	**Age**	**Frequency**	**Percentage (%)**
a)	Less than 19 years	3	10.0
b)	20 years – 30 years	16	53.33
c)	31 years – 40 years	9	30.0
d)	41 years and above	2	6.67
	Total	**30**	**100.0**
4.	**Education**		
a)	FSLC	3	10.00
b)	SSCE	18	60.00
c)	National Diploma	6	20.00
d)	HND/First Degree	3	10.00
	Total	**30**	**100.0**
5.	**Number of Questionnaires Distributed and actually retrieved from members of staff personnel in the three locations – Abakaliki, Enugu and Nnewi:**		
a)	Management personnel	3	10.00
b)	Seniors personnell	6	20.00
c)	Junior personnel	21	70.00
	Total	**30**	**100.0**

Source: Field Survey, 2021.

Section D: Analysis of Data: Questionnaire for Staff Personnel

Table.5.d.1: Staff Personnel/opinions on the impact of consumers/buyers contribution to the growth of Roban Stores

Table 5.1.1:	**What impact does the activities of consumer purchases have on the growth and stability?**	**Frequency**	**Percentage (%)**
a)	Positive	21	70.00
b)	Negative	7	23.33
c)	Undecided	2	6.67
	Total	**30**	**100.0**
Table 5.d,.2:	**Due to the level of customer loyalty to the company, is staff welfare is highly improved?**		
a)	Yes	22	73.33
b)	No	6	20.00
c)	Undecided	2	6.67
	Total	**30**	**100.0**
Table 5.d.3:	**Due to staff personnel commitment and dedication, consumers/buyers are highly satisfied on the services offer to them?**	**Frequency**	**Percentage (%)**
a)	Yes	23	76.67
b)	No	5	16.67
c)	Undecided	2	6.66
	Total	**30**	**100.0**
Table 5.d.4:	**In your opinion, is consumer/buyers' relationship with staff personnel cordial because of satisfactory services rendered?**		
a)	Yes	24	80.0
b)	No	5	16.67
c)	Undecided	1	3.33
	Total	**30**	**100.0**

Source: Field Survey, 2021.

From table I above, consumers demographic characteristics), the age brackets of consumers/buyers show that out of the 103 respondents sampled, 19 (18.45%) are less than 18 years of age, 37 (35.92%) are within the age of 18–25 years, while 35 (33.98%) fall within the age of 26–35 years, whereas the remaining 12 (11.65%) stood within the age of 36 years and above, the analysis shows that highest respondents fall within the age bracket of 18–35 years – an active age group.

Further, the educational attainment shows that 11(10.68%) have no formal education, while 19 (18.45%) have primary education, whereas 37 (35.92%) of the respondents have secondary school education and the remaining 36 (34.95%) have tertiary education. This shows that more educated groups/respondents carry out business with Roban stores.

On the level of income of the respondents, that patronize Roban Stores, 3 (2.91%) earns less than ₦50, 000.00, 8 (7.77%) earn between ₦51,000.00 to ₦100,000.00, 12 (11.65%) earn between ₦101,000.00 to ₦250,000.00, 39 (37.8%), earn between ₦251,000.00 to ₦500,000.00 and finally, 41 (39.81%) earn ₦500,000.00 and above. This shows that the majority of the respondents belong to the well to do and the rich in the society.

Table two (2) of the consumers/buyers' opinions on an issues shows that of the 103 respondents sampled on consumer preference for making their purchases due to convenience, better prices, no pressure selling and easy of goods/service selection etc, 53 (51.46%) strongly agreed, another 31 (30.10%) agreed while 11 (10.68%) and 5 (4.85%) strongly disagreed and disagreed respectively, and the remaining 3 (2.91%) failed to take decision. In other words, very high majority of the sampled respondents were all positive on their assertion.

Table 3 which dwelt on consumers/buyers' for specialist items like durable goods, groceries, electrical appliance etc shows that 49 (47.57) were affirmative by strongly agreed and 32 (31.07) followed closely by agreeing while 12(11.65) and 6(5.83) strongly disagreed and disagreed whereas the remaining 4(3.88) did not make decision on the matter. The table 4.1 the personnel data shows that of the 30 respondents in all, 13

(43.33%) are male while 17 (56.67%) are female, this shows that Roban Stores have more female personnel than male on their employment.

Further, on the marital status of the respondents (4.2). 12 (40.0%) are married, 16 (53.33%) are single whereas 2 (6.07%) are widows. This also show that majority of the work force centered on single and married personnel.

For age of the respondent (4.3) 3 (10.0%) are less than 17 years, 16 (53.33%) aged between 20 to 30 years, while 9 (30.0%) aged between 31 years to 40 years and the remaining 2 (6.67%) aged 41 years and above. This results shows that the company have more active personnel in their workforce.

On the educational background of the respondents (4.4) 3 (10.0%) hold First School Leaving Certificate (F.S.L.C.) while 18 (60.0%) have Senior School Certificate of Education (SSCE) whereas 6 (20.0%) hold National Diploma (ND) and another 3 (10.9%) have Higher Qualifications, (Higher National Diploma – HND and or First Degree. In all people with Senior School Certificate Education, are more on the employment of Roban Stores.

For purpose of distribution and recovery of staff questionnaire (4.5) 3 (10.0%) were given to management personnel, 6 (20.0%) to senior personnel and 21 (70.0%) were administered to junior personnel. However, the entire questionnaire were fully received and analysed as well. This result shows that Robanm Store have more junior staff on their employment.

Table 5 (d.1) shows that 21 (70.0%) were affirmative by indicating Yes in their opinions on the impact of consumers/buyers' contribution to the growth of Roban Stores whereas 7 (23.22%) were otherwise by indicating No and the remaining 2 (6.67%) remain undecided.

On the level of consumers' loyalty to the company for improved staff welfare, (d.2) 22 (73.33%) were of the opinion that it has improved by indicating 'Yes' while 6 (20.0%) said No and only 2 (6.67%) could not take decision.

Table 5 (d.3) on personnel commitment and dedication, 23 (76.67%) were affirmative that consumers/buyers are highly satisfied on the services offered to them in the company, while 5 (16.67%) did not believe that and only 2 (6.66%) of the respondents failed to take decision.

Finally, on table 5 (d.4) 24 (80.0%) were of the opinions that consumers/ buyers' relationship with staff personnel is cordial, 5 (16.67%) were otherwise and only 1 (1.33%) respondents did not make decision.

7.2: Testing of Hypotheses 1 (a and b)

HO_1 (a): Consumers/buyers preference for making purchases on the range of product offering of Roban stores is not an evidence of satisfaction.

HI_1 (a): Consumers/buyers preference for making purchases on the range of product offering of Roban stores are evidence of satisfaction.

(a) Table 2: Consumer preference for making purchases due to convenience, better prices, location/nearness, available facilities, no pressure selling and easy of goods/service selection is hereby represented.

S/N	Alternative	Frequency	Percentage (%)
a)	Strongly agree	53	51.46
b)	Agree	31	30.10
c)	Strongly Disagree	11	10.68
d)	Disagree	5	4.85
e)	Undecided	3	2.91
	Total	**103**	**100.0**

Source: Field Survey, 2021.

Table 3: Consumer preference for specialist purchases of durable items (groceries, electrical appliances, clothing, laundry/dry cleaning services and furniture) is hereby represented.

S/N	Alternative	Frequency	Percentage (%)
a)	Strongly agree	49	47.57
b)	Agree	32	31.07
c)	Strongly Disagree	12	11.65
d)	Disagree	6	5.83
e)	Undecided	4	3.88
	Total	**103**	**100.0**

Construction of Contingency Table for Hypothesis 1 (a and b)

i. Computation for Table (a)

S/N	Alternative	No. of respondents	(%)	oi	ei
a)	Strongly agree	53	51.46	50.96	20.06
b)	Agree	31	30.10	5.25	20.06
c)	Strongly Disagree	11	10.68	4.47	20.06
d)	Disagree	5	4.85	11.81	20.06
e)	Undecided	3	2.91	15.04	20.06
	Total	**103/5=20.6**	**100.0**	**87.53**	**103.0**

ii. Computation for Table (b)

S/N	Alternative	No. of respondents	(%)	oi	ei
a)	Strongly agree	49	47.57	39.15	20.06
b)	Agree	32	31.07	6.31	20.06
c)	Strongly Disagree	12	11.05	3.59	20.06
d)	Disagree	6	5.83	10.35	20.06
e)	Undecided	4	3.88	13.38	20.06
	Total	**103/5=20.6**	**100.0**	**72.78**	**100.0**

iii. Test of Statistics (X^2_{o}-)

$$\sum_{T} = \sum_{t=1}^{K} \left(\frac{oi - ei}{ei}\right)^2$$

(a) = $\frac{87.53}{20.6}$ $Xc^2 = 4.25$

(b) = $\frac{72.78}{20.6}$ $x_c^2 = 3.53$

iv. Degree of Freedom K – 1 5 – 1 = 4

v. Critical value (x_c^2)

(a and b) $x_o^2.95 = 9.488$ (9.49) table value

K number of oi.

Decision: Since x_o^2 is greater than x_c^2 for both a and b test results, the researcher reject the null hypothesis (HO_1 (a and b) and accept the alternative hypothesis (HI_1 a and b) which states that consumers/buyers' preference for making purchases on the range of product offering of Roban Stores is indeed an evidence of consumers' satisfaction. Thus, the result of the hypothesis clearly shows that consumers prefer to make purchases from Roban Stores due to convenience, better prices of items, availability of facilities (Parking spaces), no pressure selling, location/nearness, easy of goods/services selection and the availability of specialist/durable items, example: groceries, electrical appliances, clothing, laundry and dry cleaning services.

12.

Testing of Hypothesis II (d1 – 4)

HO_2 (di-4): Consumers/buyers activities, loyalty, staff commitment/dedication and consumers cordial relationship with staff personnel have no impact and does not contributed to the development of Roban stores.

HI_2 (di-4): Consumers/buyers activities, loyalty, staff commitment/dedication and consumers cordial relationship with staff personnel have impact and contributed favourable to the development and growth of Roban stores.

Table 5.d.1: Staff Personnel/opinions on the impact of consumers/buyers' contribution to the growth of Roban Stores: what impact does the activities of consumer purchases have on the growth & stability of Roban stores is hereby represented

	Alternative	Frequency	Percentage (%)
a)	Yes	21	70.00
b)	No	7	23.33
c)	Undecided	2	6.07
	Total	**30**	**100.0**
Table 5 (d..2)	**Due to the level of customer loyalty to the company, staff welfare is highly improve**		
a)	**Yes**	**22**	**73.33**
b)	**No**	**6**	**20.00**
c)	**Undecided**	**2**	**6.67**
	Total	**30**	**100.0**
Table 5 (d.3)	**Due to staff personnels commitment and dedication, consumers/buyers are highly satisfied on the services offer to them?**	**Frequency**	**Percentage (%)**
a)	**Yes**	**23**	**76.67**
b)	**No**	**5**	**16.67**
c)	**Undecided**	**2**	**6.66**
	Total	**30**	**100.0**

Table 5 (d.4)	**In your opinion, is consumer/buyers' relationship with staff personnel cordial because of satisfactory services rendered**	**Frequency**	**Percentage (%)**
a)	Yes	24	80.0
b)	No	5	16.67
c)	Undecided	1	3.33
	Total	**30**	**100.0**

Construction of Contingency Tables for Hypothesis ii (d1 – 4)

Computation for Table C (d1 – 4)

(d.1)	**Alternative**	**No. of Respondents**	**%**	**oi**	**ei**
a)	Yes	21	70.00	12.1	10.0
b)	No	7	23.33	0.9	10.0
c)	Undecided	2	6.07	6.4	10.0
	Total	**30** **2 = 10.0**	**100.0**	**19.4**	**30.0**
(d.2)	**Alternative**	**No. of Respondents**	**%**	**oi**	**ei**
a)	Yes	22	73.33	14.4	10.0
b)	No	6	20.00	1.6	10.0
c)	Undecided	2	6.67	6.4	10.0
	Total	**30** **2 = 10.0**	**100.0**	**22.4**	**30.0**
(d.3)	**Alternative**	**No. of Respondents**	**%**	**oi**	**ei**
a)	Yes	23	76.67	16.9	10.0
b)	No	5	16.67	2.5	10.0
c)	Undecided	2	6.66	6.4	10.0
	Total	**30**	**100.0**	**25.8**	**30.0**
(d.4)	**Alternative**	**No. of Respondents**	**%**	**oi**	**ei**
a)	Yes	24	80.0	19.6	10.0
b)	No	5	16.67	2.5	10.0
c)	Undecided	1	3.33	8.1	10.0
	Total	**30**	**100.0**	**30.2**	**30.0**

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iii. Test of Statistics (X^2_{o}-)

$$\sum_{T}^{2} = \sum_{t=1}^{K} \left(\frac{oi - ei}{ei}\right)^2$$

(d.1) = $\frac{19.4}{10.0}$ $X_c^2 = 1.94$

(d.2) = $\frac{22.4}{10.0}$ $x_c^2 = 2.24$

(d.3) = $\frac{25.8}{10.0}$ $X_c^2 = 2.58$

(d.4) = $\frac{30.4}{10.0}$ $x_c^2 = 3.02$

iv. Degree of Freedom K – 1 3 – 1 = 2

v. Critical value (x_c^2)

(d.1-4) $x_o^2.95 = 5.991$ (5.89) table value each

K number of observed frequencies for all (d1-4) respectively..

Decision: Since x_o^2(d1-4) are greater than x_c^2 for both results, in hypothesis 11 test, the researcher reject the null hypothesis (HO_2 (d1 – 4) and accept the alternative hypothesis (HI_2 (d1 – 4) which states that consumers/buyers' activities, loyalty, staff commitments to duty/dedication, cordial relationship degree of consumers' satisfaction on the level of services offered to them have positive impact and as well contribute highly to the development of Roban Stores.

8.0. GENERAL DISCUSSIONS

The study which is targeted at store retailers merchandisers as an aspect of marketing covers the following activities mainly needed to sell goods and services to final consumers for their usage according to Kotler, & Keller, 2009. However, there is a profound transformation in modern day retailing especially now in Nigeria (Okoro, 2014). Philip Kotler has earlier elaborated severally in his work since 1989 to 2009 his on what should be regarded as store retailers and the types that exist and actually participate retailing merchandise globally. This study takes an insight at this elaboration by Kotler as the major formation for the theoretical framework of this study. In 1989, Philip Kotler came up and listed out what should be taken as store retailers to include the following: Specialty stores and Super specialty stores, Department stores, Super markets, convenience stores, super stores, Discount stores, and Off-price stores. In terms of the area of study, the author looked at Roban stores as emerging frontiers in retailing transformation and revolution in Nigeria and surveyed its activities and operations at the three locations at Abakaliki, Enugu and Nnewi all in three different states in South-Eastern Region of Nigeria. The objectives of the study therefore is targeted towards ascertaining consumers' purchase or buying decisions, their reasons and preference in making such purchases within the varieties of available goods and services at Roban stores.

Further, two hypotheses were tested under null and alternative hypotheses. This is to determine statistical relevance of this study. The test was however on consumers/buyers' preferences for making purchases on the range of goods offering and also on consumers/buyers' activities, loyalty, personnel commitment/dedication and consumers' cordial relationship with staff-personnel to ascertain whether these activities have impact and contribute favourable to the

development growth of Roban stores. Both test show positive results which enabled the researcher to reject null hypothesis and accept alternative hypothesis.

In terms of methodology, the author used questionnaires designed in two sets to gather information from both the consumers and the personnel. Of the 120 questionnaire administered to consumers at the three locations, 103 were recovered. On the side of the personnel, 30 questionnaire were administered at the three locations of Roban stores and all were fully recovered. In other words, data was presented making use of the 103 questionnaire recovered from consumers and the 30 questionnaire recovered from the personnel of Roban stores and all were analyzed in tabular form and percentage- see table 1-5 for details. This were also followed with detailed interpretation.

9.0. FINDINGS

The following findings were ascertained based on the results from the analysis, This includes:

1. One of the findings shows that Roban stores maintain strong and active partners on their business transaction as majority of their consumers/buyers fall within the active age range of between 18 to 30 years.
2. Another finding from the study shows that Roban Stores have more educated consumers doing business with them and also most of these consumers earn higher income and belong to the well to do in the society.
3. On the side of staff-personnel, the study finds that there are more female employees than their male counterpart working for Roban stores and also there are more single personnel in the workforce of the stores than other categories but still maintain an active workforce as majority of them falls within the active age range of less than19 and also 30 years old.
4. The study also finds that majority of the personnel are not educated beyond secondary school education and as such they have more junior personnel in their employment.
5. The findings equally shows that consumers/buyers are highly satisfied on the services rendered to them and as a result, the relationship between them and the personnel are cordials.

10.0. CONCLUSION

Based on the general discussions and the results of the hypotheses tested, the author conclude that consumers indeed prefer to make purchases on the range of product offered as an evidence of satisfaction on conveniences, better prices of items, availability of space (parking spaces), no pressure selling and also that consumers activities, personnel commitment/loyalty and dedication have impact and has contributed to the growth and development of Roban stores' operations.

11.0. RECOMMENDATIONS

Based on the findings from the study, the author offers the following recommendations:

1. Management of Roban stores should take steps to employ more educated people in order to match the growing prowess of their highly educated consumers/buyers doing business with them.
2. Management should also expand their operations to other major cities in Nigeria in order to reach many Nigerians desirous of consuming their goods and services as well as patronizing the stores.
3. Although there is relative degree of satisfaction among the personnel, management should also include more incentives, fringe benefits and retirement scheme so as to attract credible and educated people in their workforce.
4. Management should as a matter of fact run an inclusive business to give more rooms in order to accommodate more less income earners in the society as one of the findings show that majority of consumers/buyers are the elites who belong to higher income earners.
5. Finally, the level of growth and satisfactory development through the efforts of consumers and the personnel contributions shuld be highly maintained.

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