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IMPACT OF BRAND IMAGE PRODUCT QUALITY AND PRICE ON CUSTOMERS SATISFACTION IN NURSOWEL GLOBAL COMPANY

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ABSTRACT
The study examined the impact of brand image, product quality and price on customer satisfaction of Nursowel Global Company in Ado-Ekiti. The study determined the effect of brand image on customer satisfaction; evaluated the effect of product quality on customer satisfaction and examined the price on customer satisfaction.
A descriptive survey research design was adopted for the study. The population of the study consisted the staff of Nursowel Global Comapy in Ado-Ekiti. The sample size was 78 using census sampling. Primary data used for the study were gathered through structured questionnaire. Data gathered were analyzed using multiple regression.
The result showed that brand image positively affects customer satisfaction as it was significant on customer satisfaction; Furthermore, showed that product quality positively affects customer satisfaction as it was significant on customer satisfaction; and finally, price has a significant effect on customer satisfaction as it was significant on customer satisfaction all at 0.05 level of significance. Thus, the study concluded, that brand image, product quality and price statistically and significantly affects customer satisfaction.

Keywords:
Product quality, Brand, Image, Price, customer satisfaction, brand Loyalty.

INTRODUCTION
Increased competitions in many industries and rapid technological developments have changed the point of view of company's sustainable growth. In the past, company's financial indicators were tracked primarily to ensure the continuity of the company in the long run. However, in addition to these indicators in today's markets, more abstract concepts such as customer satisfaction, brand loyalty scores and brand image are measured and tracked very closely to understand the future of the companies. (Cetin, Kuscu, Ozcam & Erdem, 2016). As with the long-term growth indicators, companies developed different strategies increase market share as it is not enough to acquire new customers for increasing market share in a competitive environment. Companies have to look for ways to attract and retain customers in the long run to attain the basic business goals of survival and growth. This implies that companies with a loyal customer portfolio have an important competitive advantage due to repeated purchase behavior, willingness to recommendation to others, emotional attachment and price tolerance. Thriving businesses all over the world have the widespread goal of strengthening their brand image (Hussani, Karim, & Siddiqui, 2012). In Nigeria, many companies are facing tough brand war among each other for getting maximum market share. A

company can get maximum share with the help of offering best product brand with affordable price. Through providing best quality brand, companies can get a positive brand image with the help of proper and adequate brand positioning through advertisement. Apparently, from the study of malik and Ghatar (2012), which found that these three variables, (brand image, product quality and product price) over customer satisfaction in Pakistan were positively related from their findings. However, this study will also replicate the various components (brand image, product quality and price) in Nigeria context with reference to nursowel global company in Ado-Ekiti which becomes the need for this study.

Customer satisfaction is a critical element for the long-term success of any business, as it directly influences customer loyalty, repeat purchases, and word-of-mouth promotion. In an increasingly competitive business environment, companies must understand and leverage the key factors that drive customer satisfaction. Among these factors, brand image, product quality, and price are frequently cited as significant determinants (Kotler & Keller, 2016).

Brand image refers to the collective perception of a company's brand in the minds of consumers. It encompasses all experiences, marketing communications, and public perceptions that contribute to how the brand is viewed. A strong and positive brand image can foster trust and emotional connections with customers, ultimately enhancing their satisfaction and encouraging loyalty (Aaker, 1996; Keller, 2013). For Nursowel Global Company, maintaining a strong brand image is crucial for sustaining a competitive advantage in the market.

Product quality is another key driver of customer satisfaction. High-quality products that meet or exceed customer expectations are likely to result in higher satisfaction levels and greater customer retention. According to Parasuraman, Zeithaml, and Berry (1988), the perceived quality of a product directly impacts how satisfied customers are with their purchases. This is particularly relevant for Nursowel Global Company, as product quality can distinguish it from competitors and build long-term relationships with customers.

Price, while often seen primarily as a financial consideration, also plays a pivotal role in customer satisfaction. Price not only reflects the perceived value of a product but also influences customers' purchase decisions and their perception of fairness. Monroe (1990) highlighted that customers often use price as a cue for product quality, where higher prices may suggest better quality. However, for pricing to positively affect customer satisfaction, it must be perceived as fair and aligned with the quality and brand image of the product (Zeithaml, 1988; Varki & Colgate, 2001).

Nursowel Global Company operates in a market where brand perception, product quality, and price sensitivity are essential factors influencing customer satisfaction. Understanding how these elements interact to affect customer satisfaction can help the company develop strategies to enhance its market position and customer base. This study aims to investigate the impact of brand image, product quality, and price on customer satisfaction at Nursowel Global Company, providing insights that may help inform strategic decisions aimed at enhancing overall customer experience and loyalty.

Literature Review
Customer satisfaction is a multifaceted concept influenced by several factors, including brand image, product quality, and price. These factors play critical roles in shaping customer perceptions and experiences, ultimately impacting their loyalty and purchasing behavior. This literature review examines these elements and their collective impact on customer satisfaction, with a specific focus on Nursowel Global Company.

Brand image is certain characteristics of product and service that required to be assured in customer mind. Brand image, refers to the different perceptions that consumers hold in their mind (Keller, 1993) resulted from

communicating the brand identity to the market (Kapferer, 2004; Stern, Zinkhan & Jaju, 2001). The previous research suggests that parent brand experience improves the brand extension evaluation (Swaminathan, 2003) and avoids the risk of brand image dilution (Alexander &Colgate, 2005). This indicates that brand image has positive relation with brand experience. On the other side, Eva, Tereza, and Jose, (2009) Found that brand image has positive influence to brand loyalty. This also indicates that brand image has a strong influence to customer satisfaction. When a consumer feels good about the relationship and appreciates the product or brand, a high level of commitment and loyalty results (Anderson & Sullivan 1993; Mittal & Kamakura 2001).

Factors Affecting Brand Image
A positive brand image is created by strong and favorable marketing programs and unique associations (Keller, 2003). There are three main elements of brand image i.e. Logos is a means to indicate origin, ownership and association of products or services. There are many types of logos, such as corporate names or trademarks written in a distinctive form; Slogans are short sentence that communicate information about the brand. Slogans are powerful branding tools because they are efficient to build brand equity; Image identifiers are other devices to communicate a brand such as brochures, advertising media, business card, truck signage, website, and every single piece of communication to customers and prospects.

Brand Awareness, Recognition and Knowledge.
Brand knowledge consists of Brand awareness and Image (Pappu & cooksay, 2005). Previous researchers such as Esch and Langner, Schmitt and Geus (2006) have observed that Brand Image has direct effect on customer purchases while brand awareness has indirect affect. Brand awareness is defined by Keller (1993) as, how a consumer can effortlessly memorize the brand when he is intended for purchase a product/brand. He further stated that brand awareness is directly associated with Brand Image and Brand Awareness cannot be created without the help of Brand Image.

Brand Experience
Brand experience refers to subjective, internal customer responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments (Brakus, Schmitt & Zarantonello, 2009). In other words, brand experience means the experiential aspects consisting of the sum of all points of contact with the brand (Wikipedia, 2011). The customer's perception of a brand is related with customer experience (Cliffe & Motion, 2004). Therefore, marketers have to understand customer experience about their brands for developing marketing strategies. In brand strategy, brand experience is an important thing and becomes paramount. They suggest ''marketing and external communications help to build the brand, but nothing is more powerful than the customer's actual experience'' (Berry, 2000).

Factors Affecting Brand Experience
A brand experience includes the use of product or service directly as well as relates to brand image, brand association and events (Cliffe & Motion, 2004). Some marketing research have shown that experience occurs when customers search product, receive services, and consume products (Arnould, Price, & Zinkhan, 2002; Brakus, Schmitt, & Zhang, 2008; Holbrook, 2000). Product experience happens when customers have a direct interaction with a product such as searching a product, examining and evaluating that product (Hoch, 2002). Shopping experience happens when customers have direct interactions with a store's physical environment (Hui & Bateson, 1991; Kerin, Jain & Howard, 2002). In addition, Aaker (1997) suggests that brand experience not only happen when consumption and after consumption, but also whenever a direct or indirect interaction with a brand exists. There are some previous studies that describe about factors affecting brand experience as well as how brand experience affects customer satisfaction and relationship between brand experience and brand image. Ismail (2007) analyzed that brand experience affected brand personality, brand image and brand love to formulate positive word of mouth. Positive word of mouth indicates the positive response of customer and also has an influence to build customer satisfaction. According to a recent research, there are four dimensions that can be used to measure brand experience (Brakus, Schmitt & Zarantonello, 2009). Sensory: using a sense of customers to measure the customer experience. Affective: using feelings and emotional of customer the customer experience. Intellectual: using the ability of the brand to engage customers.   Behavioral: using bodily experience, lifestyles and interactions with the brand to measure the customer experience.

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Brand Image and Loyalty

Previous authors Keller (2003) stated that a positive Brand Image creates when a customer associate him/herself with a particular brand with unique association and that person could recommend that brand to another person and hold a positive attitude towards that brand. This brand Image has a direct impact on the purchase behavior of the consumer. Nasar, Hussani, Karim, Siddiqui,(2012) stated in their research study that a number of companies give valuable consideration for building brand image and utilize capital for formulating and executing marketing strategies and practices. They further argued that Brand image is one of the most powerful aspects that establish the reputation of a specific brand in the marketplace. Without a positive and strong Brand Image, companies cannot get a great part of the market share. For that, companies frequently observe their marketing and branding strategies and practices. Bondesson (2012) stated that loyalty can be measured through various methods. He further stated that one can measure Brand Loyalty with the help of measuring purchase intension and recommendation. He further observed that brand equity largely focuses on two kinds of brand strength. One is brand loyalty, which is empirically captured by such measures as recommendation, preference, and purchase intention. Second one is customers' willingness to pay a price premium for a specific brand on the other hand Fouladivanda, Pashandi, Hooman, Khanmohammadi (2013) claimed that brand loyalty has the ability to effect both positively and negatively on the quality of a brand

The concept of brand image refers to the perception customers have about a company and its products based on their experiences, marketing communications, and overall brand reputation. According to Keller (2013), a positive brand image can create a strong emotional connection between the brand and its customers, enhancing satisfaction and loyalty. This is supported by studies that indicate a well-established brand image can lead to higher customer trust and repeated purchases (Aaker, 1996).

Nursowel Global Company, like other businesses, relies heavily on its brand image to distinguish itself in the marketplace. A study by Wang and Tsai (2014) found that brand image significantly affects customers' perceptions of product quality and value, contributing to overall satisfaction. For Nursowel, maintaining a positive brand image through consistent marketing and corporate social responsibility initiatives could strengthen its relationship with customers and improve their satisfaction levels.

Brand Image and Customer Satisfaction

The concept of brand image refers to the perception customers have about a company and its products based on their experiences, marketing communications, and overall brand reputation. According to Keller (2013), a positive brand image can create a strong emotional connection between the brand and its customers, enhancing satisfaction and loyalty. This is supported by studies that indicate a well-established brand image can lead to higher customer trust and repeated purchases (Aaker, 1996).

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Product Quality

The definition of product quality may be rather wide as it is a nebulous concept. It may be regarded as the overall or specific aggregate value of satisfaction of the functions and characteristics of a product. The quality of a product is usually relative. There is no standard measure though rules are in place to ensure minimum quality standards are complied with by manufacturers.(jing Hu,Xin Liu,Sijun Wang,Zhilin Yang,2012)

Product quality may be viewed in three different perspectives:

Customer: Product quality to a buyer will refer to its appeal, functionality, durability, and reliability of a product.

Manufacturer: Quality will be viewed as engineering, the type of raw materials used and packaging practices used in the production of a specific good.

Product: This is more of an objective test of a product's durability and reliability.

Product quality is very important for the company. Maintenance of high-quality products secures a high level of demand and patronage by end users while poor quality products affect the consumer's confidence, reputation, and sales of the company. The focus is on product quality, pre-production, during and post-production. It is needless to say that it is essential for every company to ensure better quality products to their consumers who pay for them and expect to receive the best-quality products. If this satisfaction is not met, competing products may be opted for. (Acuff D 1997)

Product Quality and Customer Satisfaction

Product quality is a critical determinant of customer satisfaction. Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model, which outlines the importance of product and service quality in influencing customer satisfaction. High-quality products meet or exceed customer expectations, leading to positive experiences and satisfaction (Kotler & Keller, 2016). In the case of Nursowel Global Company, ensuring that product quality aligns with customer expectations is essential for sustaining customer satisfaction. Research by Anderson, Fornell, and Lehmann (1994) demonstrates that there is a direct correlation between the perceived quality of a product and the overall satisfaction of the consumer. If Nursowel's products consistently meet high-quality standards, the company is likely to see an increase in customer retention and loyalty.

Price and Customer Satisfaction

Price is another key factor that impacts customer satisfaction. According to Monroe (1990), customers often use price as an indicator of product quality, with higher prices sometimes being associated with superior quality. However, the perceived fairness of price is essential; if customers believe that a product is priced appropriately in comparison to its quality, their satisfaction increases (Zeithaml, 1988). For Nursowel Global Company, setting competitive yet reasonable prices is crucial. Research by Varki and Colgate (2001) suggests that price perception significantly influences customer satisfaction, especially in markets where price sensitivity is high. When customers perceive that they are getting good value for their money, their satisfaction and likelihood of repeat purchases improve.

Product price

Pricing can be defined as a process of determining the value that is received by an organization in exchange of its products or services. It acts as a crucial element of generating revenue for an organization. Therefore, the pricing decisions of an organization have a direct impact on its success. The price of a product is influenced by a number of factors, such as manufacturing cost, competition, market conditions, and quality of the product. An organization, while setting the prices of its products, needs to ensure that prices must cover costs incurred for producing products and profit margins. If the price of a product does not cover costs, then financial resources of the organization would exhaust, which would ultimately result in the failure of business.

Customer Satisfaction

Customers face a multi-faceted range of products to satisfy specific needs, and to satisfy their needs, customers will choose among a lot of these products. In order to win the competition, company should really have the ability to provide satisfaction to its customers. Satisfaction is the output of marketing activities and serves as a link in the purchase process. Consumer satisfaction is a function of the expectations of the buyer of the products/services with perceived performance. Kotler and Keller (2006), states that customer satisfaction in one's feel of happiness or upset as a result of a comparison between the performance of a product and his/her expectation. If the performance fails to meet expectations, the customer is not satisfied, if the performance in accordance with expectation, then the customer is satisfied and if the performance exceeds expectations, the customer was very satisfied. Satisfaction can also be defined as the evaluation of the alternative selected to meet or surpass expectations (Engel, 1993). Customer satisfaction can be measured by three indicators: (1) overall satisfaction, (2) confirmation of expectation, the level of compatibility between the performance expectations, and (3) comparison to the ideal, namely the performance of the product in comparison with the ideal product according to consumer perceptions (Fornell , 1996).

Customer Loyalty is retaining and making the customers loyal towards a brand or a product. loyalty is based on customer experiences also based on their level on satisfaction. Loyalty directly impacts companies sales. loyalty is important for successful business, it represent favorable attitude. It explains different business have different types of requirement to make their customer loyal. It's also explained as the value you are giving to your customers, loyalty is close to psychological process and commitment.

Interrelationship Between Brand Image, Product Quality, and Price

These three factors—brand image, product quality, and price—are interrelated in their influence on customer satisfaction. A study by Chattopadhyay, Shivani, and Krishnan (2009) highlights that brand image can amplify the perceived quality of a product, making customers more tolerant of higher prices. In contrast, if product quality is perceived as low, even an attractive brand image may not be enough to maintain customer satisfaction. For Nursowel Global Company, an integrated approach is necessary. Building a strong brand image that aligns with high product quality and fair pricing can create a cohesive strategy that enhances customer satisfaction. This aligns with the findings of Sweeney and Soutar (2001), who emphasized that perceived value is a critical driver of customer satisfaction and is influenced by how customers view the combination of quality, price, and brand image.

Conceptual Framework
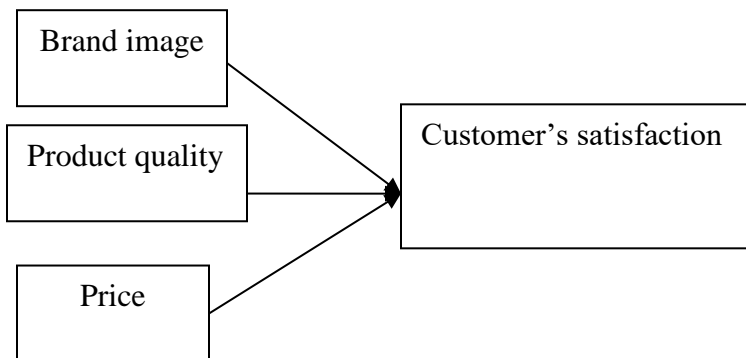
Source: Author's Conceptualization, 2024

This shows the relationship among the four key variables in this study. Brand image, product quality and product price is the independent here as we are going to study its impacts on the other variable which is customer satisfaction. Customer satisfaction is the Moderating variable as it has a contingent effect on the Dependent-Independent relationship. The existence of this variable modifies the originally likely relationship between the independent variables. And at the end customer satisfaction is the dependent variable as it is expected to vary along with any changes in the brand image i.e. the independent variable. This is the basic issue of interest in our entire study.

Theoretical Literature

The Nicosia Model Theory

In Nicosia (1969) view as cited in Goodhope (2013), a consumer is an individual who purchases, or has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants or desires. According to Schiffman and Kanuk (1987), the Nicosia focuses on the relationship between the firm and its potential consumers. The firm communicates with the consumers through its marketing messages (advertising) or inscriptions on the packaging and consumers also communicate with the firm been their purchase responses. The Nicosia model is interactive in design. Nicosia model is divided into four major fields (Schiffman & Kanuk, 1987; Goodhope, 2013) namely: the consumer's attitude based on the firm's message, search and evaluation, the act of purchase and feedback.

The first field involves the marketing environment, the marketing strategies like the communication efforts that affect consumer attitudes and consumer characteristics that mediate reception of the firm's promotional messages.

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The output of this field is an attitude towards the product based on the consumer's behaviour interpretation of the message. The second field which is the search and evaluation deals with the search for relevant information and evaluation of the firms brand in comparison with alternative brands. The output at this stage is motivation to purchase the firm's brand. Even though the model only illustrates a positive response of consumers, evaluation of a product could also lead to rejection of the firm's brand. The third field, which is the Act of purchase, deals with the actual purchase of the brand from a specific retailer based on the motivation gotten from the evaluation in field two. The fourth field which is the feedback stage contains two important types of feedback from the purchase experience. The first feedback is to the firm in form of sales data to indicate either good or bad signals. The second feedback is to the consumer in the form of experience gotten from the use of the product to signal satisfaction or dissatisfaction. This study draws its assumptions from this model in that, packaging information and attributes are part of communication to consumers which the firms hope could influence consumers to patronize their product. Consumers in turn, are becoming sophisticate in their search for correct information that can aid their buying decisions.

Kotler's Behaviour Choice Model Theory
The Kotler's Behaviour choice model illustrates consumer decision making process in four process paths; namely: inputs, channels, processor, and output. The inputs or buying influence in this model include communication from the firm or marketer about available brands, their prices, qualities, availability, service, styles, options and images. The channels or media through which the information reaches the buyer; this could be impersonal communication such as advertising media, salesmen or promotion; or interpersonal communication (word of mouth) such as acquaintances, the buyer's family and his person observations. The consumer processes all information he has received before taking rational decision. After processing the inputs in the model, the buyer's responses are manifested in the form of decisions regarding product choice, dealer choice, quantities to buy and frequency of purchase (Oladele, Olowookere, Okolugbo & Adegbola, 2015).

RESEARCH METHODS
Research Design
For the purpose of this study, the research design used a descriptive survey. The research design allowed for contact with otherwise inaccessible participants. It has been observed that a survey is feasible when the population is small and variable. When all items of the population are covered, no element of chance is left and highest accuracy is obtained. Cooper and Emory (1985) contend that surveys are more efficient and economical than observations. The primary data questionnaire is structured to obtain relevant information for the research work only. The structured questions are so designed to have options Strongly Agree, Agree, Uncertain, Disagree and Strongly Disagree to tick wherever applicable by the respondents. The questionnaire is divided into five sections, A, B, C, D and E. Section A was to determine the demographic data of the respondents. Section B was to elicit information on brand image, section C was use to elicit information on product quality, section D contains information on product price and section E was to elicit information on customer satisfaction.

Method of Data Collection
The study will employ primary source to generate data through self-administered questionnaires. Structured questionnaire consisting closed ended questions designed to elicit specific responses for qualitative and quantitative analysis respectively was used. This tool was used because it is a strong method to gather the attitudes and opinions of the respondents in an economic way. The questionnaire employed was five point likert scale in nature where respondents can tick from the various alternative on each measures.

Population of the Study
Eheduru (2005) defined it as the "totality of all cases which possesses a set of well-defined characteristic or conform to some design." it is the entire group of items which the researcher wishes to study and plan to generalize on. In view of this, Population can be defined as the total number of persons in a universe. The firm has 78 recorded customers that patronize them often while other customers were not recorded due to non-frequent patronage. However, the recorded customers was used as the study population in order to gather enough information. Therefore the population of this study were seventy eight respondents (78).

Sampling Technique

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Sampling is the act, process, or technique of selecting a suitable sample, or a representative part of a population for the purpose of determining parameters or characteristics of the whole population (Salant & Dillman, 2010). The participants will be selected on the basis of customer's records. A sample of seventy eight (78) respondents which is the entire number of recorded customers will employed using census sampling.

Research Instrument
Research instrument for this study was structured questionnaire. The structured questions are so designed to have options Strongly Agree, Agree, Uncertain, Disagree and Strongly Disagree to tick wherever applicable by the respondents. The questionnaire is divided into five sections, A, B, C, D and E. Section A was used to determine the demographic data of the respondents. Section B was consisted questions on brand image, section C was used to elicit information on product quality, Section D was used to elicit questions on price while section E was consisted of questions on customer satisfaction.

3.7 Validity and Reliability of Research Instrument
Validity is important in determining whether the statement in the questionnaire instrument is relevant to the study. Content and Face validity were obtained. Face validity was done by giving the questionnaires to expert in the field to judge the appropriateness of the wordings while the expert's corrections and with the supervisors were subjected to content in order to determine the relevance of the item.

Reliability is the ability of a research instrument to consistently measure characteristics of interest over time. It is the degree to which a research instrument yields consistent results or data after repeated trials. In other word to ascertain the reliability of the instrument, questionnaires have been used by several researchers who have come out with reliable solution to the problems. Cronbach alpha reliability coefficients of one dependent, one independent variable broken down to three hypotheses were obtained, the alpha value of the research instrument is expected to exhibit an acceptable degree of reliability (alpha >68).

3.8 Method of Data Analysis
The data generated for this study was analysed using descriptive and inferential statistic. However, descriptive statistic were used to analyze the demographic information of the respondents through the use of tables, simple percentages and charts while inferential statistic were used to analyze the effect of the explanatory variables on consumer satisfaction based on the objectives. Therefore, the specific objectives was analysed using multiple regression analysis and the significant level was determined through the F- Statistic at 0.05 level of significance. Therefore, the regression line is stated below:

$Y = b_o + b_1x_1 + b_2x_2 + b_3x_3 + U_i$

$Y = F'(X)$

Y = (Customer Stisfaction) Dependent Variable

X = (Brand Image, Product Quality and Product Price) Independent Variable

CS = f(X1, X2, X3)

CS = F' (BI, PQ, PP)

Where:

BI........................ Brand Image

PQ........................ Product Quality

PI........................ Product Price

B0= Intercept/ Constant

Ui= Error Term

DATA ANALYSIS AND INTERPRETATION
Description of Respondent Distribution of Respondent by Sex shows 46.2% (36) of the respondents are Male and 58.8% (42) of the respondents are Female which implies most of the respondents are Female.

Sex Distribution

	Frequency	Percent	Valid Percent	Cumulative Percent

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	Male	36	46.2	46.2	46.2
Valid	Female	42	53.8	53.8	100.0
	Total	78	100.0	100.0	

Source: Field survey, 2024

Distribution of Respondent by Marital Status: shows that 73.1% (57) of the respondents were single and 26.9% (21) of the respondents were married thus imply majority of the respondent were single.

Table 4.2 Marital Status Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
	Single	57	73.1	73.1	73.1
Valid	Married	21	26.9	26.9	100.0
	Total	78	100.0	100.0	

Source: Field survey, 2024

Distribution of Respondent by Level of Educational shows that 30.8% (24) of the respondents were WAEC/NECO holder, 29.5% (23) of the respondents were OND/NCE holder, 24.4% (19) of the respondents were HND/B.Sc holder and 15.4% (12) of the respondents were Other qualification holder and other degree thus implies that majority of the respondent were WAEC/NECO holders.

Academic Qualifications Distributions

		Frequency	Percent	Valid Percent	Cumulative Percent
	WAEC/NECO	24	30.8	30.8	30.8
	ND/NCE	23	29.5	29.5	60.3
Valid	HND/BSc	19	24.4	24.4	84.6
	Others	12	15.4	15.4	100.0
	Total	78	100.0	100.0	

Source: Field survey, 2024

Distribution of Respondent by Work Experience shows that 17.9% (14) of the respondents falls below 2 years of experience, 46.2% (36) of the respondent falls between 2-4 years of experience and 35.9% (28) of the respondent falls between 4-6 years of experience thus implies that majority of the respondent falls between 2-4 years of experience.

Work Experience Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 2	14	17.9	17.9	17.9

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2-4	36	46.2	46.2	64.1
4-6	28	35.9	35.9	100.0
Total	78	100.0	100.0	

Source: Field survey, 2024

Discussion of Findings Based of Specific Objectives

Hypothesis One

Brand image has no significant effect on customer satisfaction of Nursowel Global Company in Ado-Ekiti.

Co-efficient of Multiple Determinants revealed that the regression co-efficient between customer satisfaction and the explanatory variable on brand image show a positive figure of 0.581, this indicates that there is a strong relationship between brand image and customer satisfaction which implies that the explanatory variable has a positive effect on customer satisfaction. The co-efficient of multiple determinant (R^2) with a co-efficient of 0.338 shows that the explanatory variable can explain 33.8% of the behaviour of customer satisfaction while the remaining 66.2% can be explained by the stochastic variable or other variables that were not put into consideration. The adjusted R^2 further confirms the result of the R^2 with a co-efficient of 0.311, which shows 31.1% explanation of the behaviour of the customer satisfaction by the explanatory variables after adjustment while the remaining 68.9% is explained by the error term.

NOTE: the value of R^2 test for the goodness of fit i.e How fitted the data is which is 0.338 (33.8%)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Sig
					R Square Change	F Change	
1	0.581[a]	0.338	0.311	0.590	0.338	12.580	0.000

Source: Field survey, 2024

From the table it can be deduced that the value of constant parameter is given as 2.332 and brand image construct value are advertisement 0.236, brand image 0.311 and brand name 0.398 respectively.

Therefore, the regression line is stated below: Y= 2.332 + 0.236x1+ 0.311x3 + 0.398+Ui

The regression result above shows that customer satisfaction is constant at 2.332; this implies that if the explanatory variable is held constant, customer satisfaction will increase by 2.332%. The co-efficient of   brand image are given as are 0.236, 0.311 and 0.398 respectively, this shows that the brand image is positively related to customer satisfaction and therefore implies that an increase in brand image will result in to 23.6%, 31.1% and 39.8% all at 0.05 level of significance increases on customer satisfaction.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.332	0.653		3.569	0.001
	Advertisement	0.236	0.107	0.212	2.200	0.031
	Brand Image	0.311	0.115	0.288	2.692	0.009

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	Brand Name	0.398	0.110	0.389	3.614	0.001

Source: Field survey, 2024

DECISION RULE:

If F cal is less than F tab: Accept H0 and reject H1

Consider F-cal as 12.580 and F-tab 1.670

Therefore, we accept alternate hypothesis. Hence brand image has significant effect on customer satisfaction.

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13.129	3	4.376	12.580	0.000[b]
	Residual	25.743	74	0.348		
	Total	38.872	77			

Source: Field survey, 2024

Hypothesis Two

Product quality has no significant effect on customer satisfaction of Nursowel Global Company in Ado-Ekiti.

Co-efficient of Multiple Determinants

Table 4.8 revealed that the regression co-efficient between customer satisfaction and the explanatory variable on product quality show a positive figure of 0.545, this indicates that there is a strong relationship between product quality and customer satisfaction which implies that the explanatory variable has a positive effect on customer satisfaction. The co-efficient of multiple determinant (R^2) with a co-efficient of 0.298 shows that the explanatory variable can explain 29.8% of the behaviour of customer satisfaction while the remaining 70.2% can be explained by the stochastic variable or other variables that were not put into consideration. The adjusted R^2 further confirms the result of the R^2 with a co-efficient of 0.269, which shows 26.9% explanation of the behaviour of the customer satisfaction by the explanatory variables after adjustment while the remaining 73.1% is explained by the error term.

NOTE: the value of R^2 test for the goodness of fit i.e How fitted the data is which is 0.3298(29.8%)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Sig
					R Square Change	F Change	
1	.545[a]	.298	.269	.680	.298	10.446	.000

Source: Field survey, 2024

The table 4.9 gives a summary of the regression result of the ordinal least square using SPSS 20.0 software. From the table it can be deduced that the value of constant parameter is given as 0.919 and product quality construct value are durability 0.072, timely production 0.370 and high quality 0.318 respectively.

Therefore, the regression line is stated below:

Y= 0.919 + 0.072x1+ 0.370x3 + 0.318+Ui

The regression result above shows that customer satisfaction is constant at 0.919; this implies that if the explanatory variable is held constant, customer satisfaction will increase by 0.919%. The co-efficient of   product   quality are given as are 0.072, 0.370 and 0.318 respectively, this shows that the product quality is positively related to customer satisfaction and therefore implies that an increase in product quality will result in to 7.2%, 37.0% and 31.8% all at 0.05 level of significance increases on customer satisfaction.

Coefficients[a]

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Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.919	0.644		1.427	0.158
	Durability	0.072	0.096	0.080	0.744	0.459
	Timely Production	0.370	0.111	0.330	3.329	0.001
	High Quality	0.318	0.094	0.367	3.393	0.001

Source: Field survey, 2024
DECISION RULE:
If F cal is less than F tab: Accept H0 and reject H1
Consider F-cal as 10.446 and F-tab 1.670
Therefore, we accept alternate hypothesis. Hence product quality has significant effect on customer satisfaction.
ANOVAª

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14.494	3	4.831	10.446	0.000[b]
	Residual	34.224	74	0.462		
	Total	48.718	77			

Source: Author's field survey 2018
Hypothesis Three
Price has no significant effect on customer satisfaction of Nursowel Global Company in Ado-Ekiti.
Co-efficient of Multiple Determinants revealed that the regression co-efficient between customer satisfaction and the explanatory variable on price show a positive figure of 0.599, this indicates that there is a strong relationship between price and customer satisfaction which implies that the explanatory variable has a positive effect on customer satisfaction. The co-efficient of multiple determinant (R^2) with a co-efficient of 0.359 shows that the explanatory variable can explain 35.9% of the behaviour of customer satisfaction while the remaining 64.1% can be explained by the stochastic variable or other variables that were not put into consideration. The adjusted R^2 further confirms the result of the R^2 with a co-efficient of 0.333, which shows 33.3% explanation of the behaviour of the customer satisfaction by the explanatory variables after adjustment while the remaining 66.7% is explained by the error term.
 NOTE: the value of R^2 test for the goodness of fit i.e How fitted the data is which is 0.359 (35.9%)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Sig
					R Square Change	F Change	
1	0.599ª	0.359	0.333	0.742	0.359	13.793	0.000

Source: Field survey, 2024

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The table 4.6 gives a summary of the regression result of the ordinal least square using SPSS 20.0 software. From the table it can be deduced that the value of constant parameter is given as 0.577 and price construct value are cheaper 0.333, reasonable price 0.332 and quality dictates price 0.182 respectively.

Therefore, the regression line is stated below:

$Y= 0.577 + 0.333x_1 + 0.332x_3 + 0.182 + U_i$

The regression result above shows that customer satisfaction is constant at 0.577; this implies that if the explanatory variable is held constant, customer satisfaction will increase by 0.577%.

The co-efficient of price are given as are 0.333, 0.332 and 0.182 respectively, this shows that the price is positively related to customer satisfaction and therefore implies that an increase in price will result in to 33.3%, 333.2% and 182% all at 0.05 level of significance increases on customer satisfaction.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.577	0.657		0.879	0.382
	Cheaper	0.333	0.092	0.364	3.617	0.001
	Reasonable Price	0.332	0.091	0.363	3.652	0.000
	Quality dictates price	0.182	0.113	0.161	1.611	0.112

Source: Field survey, 2024

DECISION RULE:

If F cal is less than F tab: Accept H0 and reject H1

Consider F-cal as 13.793 and F-tab 1.670

Therefore, we accept alternate hypothesis. Hence price has significant effect on customer satisfaction.

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22.787	3	7.596	13.793	0.000[b]
	Residual	40.751	74	0.551		
	Total	63.538	77			

Source: Field survey, 2024

Discussion of Findings

Brand Image:

The study findings showed that brand image is significant and positively related to customer satisfaction of Nursowel Global Company in Ado-Ekiti. However, brand image scored on three variables which are: advertising, brand image and brand name. The unstandardized β co-efficient of advertising gives a positive value of 0.236 with t= 2.200 and (P= 0.031 < 0.05). This showed that advertising has a significant effect on customer satisfaction. This means that respondents' reason for customer satisfaction is positively influenced by advertising. Moreso, The unstandardized β co-efficient of brand image gives a positive value of 0.311 with t= 2.692 and (P= 0.009 < 0.05). This showed that brand image recruitment has a significant effect on customer satisfaction. This means that respondents' reason for customer satisfaction is positively influenced by brand image. Furthermore, The

unstandardized β co-efficient of brand name gives a positive value of 0.398 with t= 3.614 and (P= 0.001 < 0.05). This showed that brand name has a significant effect on customer satisfaction. This means that respondents' reason for customer satisfaction is strongly and positively influenced by brand name. In view of the above fact, this shows that the brand image is positively related to customer satisfaction and that brand name has the highest significant value on customer satisfaction among other brand image constructs. Therefore implies that an increase in brand image will result to increases in customer satisfaction at 0.05 level of significance.

This finding is consistent with the research carried out by Saeed, Lodhi, Mehmood, Ishfaque, Dustgeer, Sami, Mahmood and Ahmad (2013) evaluated the effect of brand image on brand loyalty and the moderating role of customer satisfaction in it in Pakistan. The study revealed that positive and significant relation exists between Brand Image and Brand loyalty and Customer Satisfaction also has a positive moderating effect on this relation. Moreso, Baig and Batavia (2014) identified the impact of brand image, customer satisfaction and advertisements on brand loyalty of Sting (energy drink) with special focus on Karachi and this impact has been seen by the data obtained from the consumers of Karachi, Pakistan. The study revealed that customer satisfaction is strongly positive correlated and has huge impact on the brand loyalty of Sting (energy drink) and people like and buy Sting (energy drink) those who like it but PepsiCo need to be work hard for making it best.

Product Quality:
The study findings showed that product quality is significant and positively related to customer satisfaction of Nursowel Global Company in Ado- Ekiti. However, product quality also scored on three variables which are: durability, timely production and high quality. The unstandardized β co-efficient of durability gives a positive value of 0.072 with t= 0.744 and (P= 0.459 < 0.05). This showed that durability has no significant effect on customer satisfaction. This means that respondents' reason for customer satisfaction is not influenced by durability. Moreso, The unstandardized β co-efficient of timely production gives a positive value of 0.370 with t= 3.329 and (P= 0.001 < 0.05). This showed that timely production has a significant effect on customer satisfaction. This means that respondents' reason for customer satisfaction is positively influenced by timely production. Furthermore, the unstandardized β co-efficient of high quality gives a positive value of 0.318 with t= 3.393 and (P= 0.001 < 0.05). This showed that high quality has a significant effect on customer satisfaction. This means that respondents' reason for customer satisfaction is strongly and positively influenced by high quality. In view of the above fact, this shows that the product quality is positively related to customer satisfaction and that timely production has the highest significant value on customer satisfaction among other product quality constructs. Therefore implies that an increase in product quality will result to increases in customer satisfaction at 0.05 level of significance. This finding is consistent with the research carried out by Dimyati and Subagio (2016) on the effect of service quality, price, and brand image on customer satisfaction in Indonesia. The study showed that good quality of service that meets customer expectations significantly affects customer satisfaction and loyalty.

Price:
The study findings showed that price is significant and positively related to customer satisfaction of Nursowel Global Company in Ado-Ekiti. However, price also scored on three variables which are: cheaper, reasonable price and quality of material dictates price. The unstandardized β co-efficient of cheaper gives a positive value of 0.333 with t= 3.617 and (P= 0.001 < 0.05). This showed that cheaper has a significant effect on customer satisfaction. This means that respondents' reason for customer satisfaction is positively influenced by cheaper. Moreso, The unstandardized β co-efficient of reasonable price gives a positive value of 0.332 with t= 3.652 and (P= 0.000 < 0.05). This showed that reasonable price has a significant effect on customer satisfaction. This means that respondents' reason for customer satisfaction is positively influenced by reasonable price. Furthermore, the unstandardized β co-efficient of periodic evaluation gives a positive value of 0.182 with t= 1.611 and (P= 0.112 < 0.05). This showed that quality of material dictates price has a significant effect on customer satisfaction. This means that respondents' reason for customer satisfaction is strongly and positively influenced by quality of material dictates price. In view of the above fact, this shows that the quality of material dictates price is positively related to customer satisfaction and that relatively cheaper has the highest significant value on customer satisfaction among other price constructs. Therefore implies that an increase in price will result to increases in customer satisfaction at 0.05 level of significance.

This finding is consistent with the research carried out by Al-Msallam (2015) on the effects of price fairness on customer satisfaction and Brand loyalty in Syria-Damascus. The study revealed that price fairness affect Brand loyalty. Customer perception of price fairness is almost equally to build up the satisfaction. In the same view, Malik, Ghafoor and Iqbal (2012) evaluated the impact of brand image, service quality and price on customer satisfaction in Pakistan Telecommunication Sector. The study found that this research are favourable and will help the telecom service providers to shape their products and pricing policies in such a way that they could maximize customer satisfaction and maintain their customers in order to achieve higher market share.

Conclusion

The literature confirms that brand image, product quality, and price are fundamental components influencing customer satisfaction. For Nursowel Global Company, understanding and strategically managing these factors is essential to maintaining and improving customer satisfaction. Brand image should be enhanced through consistent branding efforts, product quality should be maintained at a high standard, and pricing strategies should reflect the perceived value of the products offered.

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