

**IMPACT OF PRODUCT QUALITY ON CUSTOMER RETENTION IN
MANUFACTURING COMPANIES: A CASE STUDY OF MUKWANO INDUSTRIES
KAMPALA**

GRACE OBUKOR MARAKA

S21B05/033

**A DISSERTATION SUBMITTED TO THE SCHOOL OF BUSINESS IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE AWARD OF A DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION OF UGANDA CHRISTIAN UNIVERSITY**

September, 2024

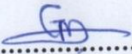


**UGANDA CHRISTIAN
UNIVERSITY**

A Centre of Excellence in the Heart of Africa

DECLARATION


I, OBUKOR GRACE MARAKA declare that this research report is entirely my own original work, except where acknowledged and that this work has never been submitted before to any University or Institution of higher learning for the award of a degree or certificate or for other academic purposes.

Signature.....  Date..... 10/9/2024

MR. KATISME NICSON
OBUKOR GRACE MARAKA
(Supervisor)

APPROVAL

This research report was conducted under my supervision and has been submitted for examination with my approval.

Signature.....  Date..... 10/9/2024

MR. KATISME NICSON

(Supervisor)

DEDICATION

To my beloved parents, Mr. and Mrs. Maraka Benyamen whose endless support, sacrifices and unconditional love have been the foundation of my journey and my brothers who always stood by my side through every step of this endeavour and my academic journey. I dedicate this work to you with love and gratitude, May God bless you.

To my esteemed research supervisor Mr. Katisme Nicson, your guidance and support has been invaluable throughout my research journey. Thank you for sharing your knowledge, challenging my thinking, and inspiring me to strive hard and may the Lord bless you.

ACKNOWLEDGEMENT

I would like to express my gratitude to all those who have supported me throughout my journey. First and foremost, to my family, thank you for your constant love and encouragement which has been a constant source of motivation, and I am grateful for the sacrifices you have made to help me reach this point.

To my friends, I cannot thank you enough for being my pillars of support. Your companionship has made this journey enjoyable, and your encouragement during moments of doubt has lifted my spirits. Each of you has contributed in your unique way.

I would also like to thank to my lecturers and mentors, whose guidance has been helpful to me. Thank you for sharing your knowledge and for inspiring me to strive for excellence.

TABLE OF CONTENTS

Table of Contents	
DECLARATION.....	i
APPROVAL.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENTS.....	v
ABSTRACT.....	viii
CHAPTER ONE.....	1
1.1 Introduction.....	1
1.2 Background of the Study.....	1
1.3 Problem Statement.....	2
1.5 Objectives of the study.....	3
1.6 Research Questions.....	3
1.7 Scope of The Study.....	3
1.7.1 Subject scope.....	3
1.7.2 Geographical scope.....	3
1.7.3 Time scope.....	4
1.8 Significance of the Study.....	4
1.9 Conceptual Model.....	4
CHAPTER TWO.....	6
LITERATURE REVIEW.....	6
2.0 Introduction.....	6
2.1 Definition of key terms.....	6
2.1.1 Product quality.....	6
2.2 Relationship between product durability and customer satisfaction in manufacturing companies.....	8
2.3 Relationship between product conformance and customer loyalty in manufacturing companies.....	11
2.4 Relationship between product reliability and customer consistency in manufacturing companies.....	13
2.5 Conclusion of literature review.....	15
CHAPTER THREE.....	16

METHODOLOGY	16
3.0 Introduction	16
3.1 Research Design	16
3.2 Study area	16
3.3 Study Population	16
3.4 Sample size	16
3.5 Sampling technique	17
3.6 Sources of Data	17
3.6.1 Primary Data	17
3.6.2 Secondary Data	17
3.7 Data Collection methods	17
3.7.1 Questionnaire method	17
3.8 Data Collection Instruments	17
3.8.1 Questionnaire	17
3.9 Data quality control	18
3.9.1 Validity	18
3.9.2 Reliability	18
CHAPTER FOUR	19
PRESENTATIONS, ANALYSIS AND INTERPRETATION OF FINDINGS	19
4.1 Findings of the study	19
This chapter presented findings on “Impact of product quality on customer retention in manufacturing companies” a case study on Mukwano industries Kampala. The findings started by showing the response rate, followed by presenting the background information of the respondents, descriptive presentation and then the analysis of the study findings in relation to specific objectives.....	19
4.1.1 Response rate	19
Table 1:Response Rate	19
4.2 Demographic findings of the study	19
4.2.1 Gender of the respondents	20
The table presents the distribution of respondents based on gender who participated in a study. The table includes the frequency of respondents in each category and the percentages.	20
Table 2: Gender of respondents	20
4.2.2 Age group of the respondent.	20
Table 3: Respondents’ age group	20

4.2.3 Level of Education.....	21
Table 4: Respondents education level	21
4.2.4 Experience of the respondents.....	22
Table 5:Time spent interacting with Mukwano Industry Kampala	22
4.3 Findings on the relationship between product durability and customer satisfaction ...	23
Table 6: Table showing findings on the relationship between product durability and customer satisfaction.	23
Table 8: Table showing findings on the relationship between product reliability and customer consistency.....	28
Table 9: Correlation table of Product quality and customer retention	31
CHAPTER FIVE.....	33
DISCUSSION OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS	33
5.1Introduction	33
5.2 Discussion of the key findings	33
5.2.1 The relationship between product durability and customer satisfaction	33
5.2.2 The relationship between product conformance and customer loyalty	34
5.2.3The relationship between product reliability and customer consistency	34
5.3 Conclusion	35
5.4 Recommendations	36
REFERENCES	37
APPENDIX I: QUESTIONNAIRE	39
QUESTIONNAIRE.....	39

ABSTRACT

The aim of this research was to investigate the impact of product quality on customer retention in manufacturing companies, focusing specifically on Mukwano Industries in Kampala, Uganda. The study emphasizes three critical dimensions of product quality which include durability, conformance, and reliability, and their relationships with customer satisfaction, loyalty, and consistency.

In addition, a relation between product durability and customer satisfaction, as customers perceive durable products as enhancing value and willingness to repurchase. The study indicates that perceived product durability directly influences customer advocacy through positive word-of-mouth. Additionally, conformance to product quality standards is shown to increase customer loyalty; respondents expressed a strong tendency to remain loyal due to Mukwano's consistent quality assurance. Furthermore, product reliability is identified as a crucial factor in fostering customer consistency, with participants reporting that reliable performance significantly informs their purchasing decisions and cultivates a lasting trust in the brand.

Therefore, product quality plays an important role in customer retention strategies for manufacturing firms. The research highlights the necessity for Mukwano to prioritize the development of durable, conforming, and reliable products to enhance customer satisfaction and foster long-term loyalty. By adhering to these quality standards and actively engaging with customer feedback, Mukwano could strengthen its competitive edge within the market and secure sustained customer relationships. This study adds valuable insights to the existing body of literature on product quality and customer retention and also provides actionable recommendations for manufacturing companies striving to improve their market position.

CHAPTER ONE

1.1 Introduction

This chapter of the study presented the background of the study, statement of the problem, purpose of the study and its objectives. It also indicated the research questions, scope of the study and its significance.

1.2 Background of the Study

The production of high-quality products, as preponed by Apudo (2010), has been shown to be a primary factor for consumer retention. Consistent provision of outstanding and quality products through many years of frequent use, according to Brown Eisenhardt (1995), contributes to the added value of acquaintance and demonstrated trustworthiness, which is a by-product of customer satisfaction. Historically, most organizational success is attributed to the effective production of quality products in the past decades, and this has been dependent on their capacity to detect consumer demands and promptly manufacture products that match these needs (Brown et al., 1995).

The relevance of customer relationship management within manufacturing companies has evolved significantly over the past few decades. Traditionally, manufacturers focused predominantly on production efficiency and cost reduction as primary drivers of competitiveness. However, with globalization and advancements in technology, the focus has shifted towards customer-centric strategies aimed at enhancing customer satisfaction and loyalty (Gronroos, 2000).

In addition product evolvment may be looked at as essential to a business (Hassan, Hamid, Muhammad, & Rahman, 2010). Therefore a need came up showed by Connor, Galvin that inorder for companies to appreciate the value wanted by customers instead of the need provided by the product hence companies are rising to design and manufacture products that will meet consumers' expectations in order to retain them.

Gustafsson (2001), invested heavily in quality management systems to ensure success in delivering high-quality products and services, which results in customer satisfaction and retention. Also, business organizations, as stated by Jun & Cai (2010), frequently place great emphasis on high technological standards as well as solid customer relationships because they are critical in the course of customer satisfaction. According to Apudo (2010), in order for businesses to survive and thrive in a competitive market, consumers' requirements and expectations must be addressed. This is due to the fact that what matters most is the value customers place on the experience they receive from consuming or using products (Jaafreh and Al-abedallat, 2013).

More so, researches have revealed the significance of quality product management as a collection of coordinated actions that regulate an organization's product performance to achieve effectiveness and efficiency. The importance of this set of operations, on the other hand, is to secure the availability of high-quality products to customers, which serves as the foundation for customer retention.

1.3 Problem Statement

The environment of the business world is becoming very competitive each day, because the customers are exposed to competitors and other options hence companies are working hard to keep their customers and attain their loyalty so as to prevent competitors from attracting them (Chalotra, 2012).

The usefulness of product quality amongst other things may lead to influence customer attention, cannot be exaggerated. The simple definition of quality product is an item that meets the consumer's expectations therefore consumers, according to Jun (2010) are only loyal to companies that effectively and consistently meet the demands through the providence of high-quality products hence it is essential for manufacturing entities to simplify challenges that are hindering the quality of their products so as to maintain their customers and attain new ones.

1.4 Purpose of the study

This study was aimed at examining the impact of product quality on customer retention in manufacturing companies.

1.5 Objectives of the study

1.51. To examine the relationship between product durability and customer satisfaction in manufacturing companies.

1.52. To examine the relationship between product conformance and customer loyalty in manufacturing companies.

1.53. To examine the relationship between product reliability and customer consistency in manufacturing companies.

1.6 Research Questions

1.61 What is the relationship between product durability and customer satisfaction in manufacturing companies?

1.62. What is the relationship between product conformance and customer loyalty in manufacturing companies?

1.63. What is the relationship between product reliability and customer consistency in manufacturing companies?

1.7 Scope of The Study

1.7.1 Subject scope

The study focused on examining the impact of product quality on customer retention in manufacturing industries, Mukwano industries in Kampala district.

1.7.2 Geographical scope

The study was conducted in Mukwano industries in Kampala District in Uganda.

1.7.3 Time scope

This study lasted a period of 3 months to be carried out as that time was enough to gather all the relevant information as regards to the study.

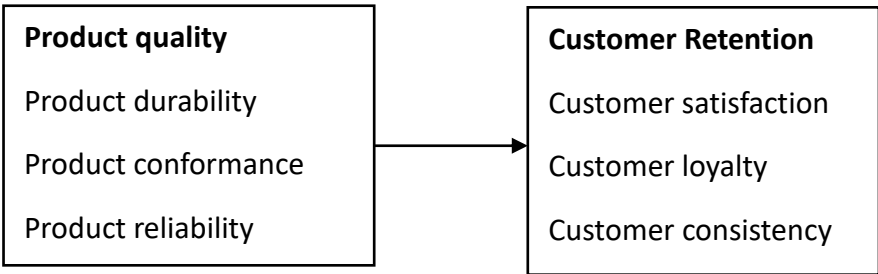
1.8 Significance of the Study

The demonstration of quality products as the main element for retaining customers, this study will provide guidance to manufacturing companies on the necessity to manufacture quality products hence nurture good quality excellence in the market so as to consistently satisfy their consumers and prevent them from opting for the company’s competitors.

To academia and researchers, the study will be used by future the scholars that would find interest to research and write about related issues hence this could be used as reference.

1.9 Conceptual Model

This is a written presentation of ideas and also abstract concepts and presents an organized way to help the researcher understand theories on product quality and customer retention.



Adopted from Rust, R. T., & Zahorik, A. J. (1993) and modified by the researcher.

Explanations of the Conceptual Model

The conceptual framework showed in Figure 1 illustrates the relationship between independent variables related to product attributes and the dependent variables concerning customer outcomes. It portrays how product quality leads to increased customer retention, proposing that when products meet customer expectations, they are likely to keep on purchasing from the same company (Kotler & Keller, 2016).

Product durability is connected to customer satisfaction, implying that longer-lasting products enhance the overall customer experience (Oliver, 1999). In addition product conformance, which refers to the degree to which a product meets specified standards, is associated with customer loyalty, indicating that consistency in meeting standards fosters a stronger customer relationship (Parasuraman, Zeithaml, & Berry, 1988). Finally, product reliability is connected to customer consistency hence suggesting that dependable products encourage continuous purchases (Zeithaml, Berry, & Parasuraman, 1996).

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter addressed the already existing literature related to the impact of product quality on customer retention in manufacturing companies. The literature was in line with the research objectives which were intended to; navigate the relationship between product durability and customer satisfaction, find out the relationship between product conformance and customer loyalty and to find the relationship between product reliability and customer consistency in manufacturing companies. The information was obtained from books, journals, internet and also other publications that contained related information.

2.1 Definition of key terms

2.1.1 Product quality

Product quality is defined as an extent to which a product succeeds to meet the needs of the customer (Lemmink & Kasper, 1994).

According to product-based approach, the quality is the root of economics and the variation in quality of product are the reflection for differentiation in quality (Garvin, 1984). Therefore, it is one of the important elements that maintain the competitive advantage in market which is designed to undergo the product development process to achieve the consumer satisfaction and upgrade the quality in performance (Benson et al., 1991; Flynn et al., 1994).

In addition, further study from various researchers portrays that along with the competitive advantage the product quality is also a basis for strategic advantage, which implies that an enhanced performance can be determined when a product quality is improved (Daniel and Reitsperger, 1991 and Terziovski et al. 1999).

As one of the product's quality variables which could help in customer retention, the product image is more useful compared to the real quality of a product according to Shasharudin et al. 2010. Customer relationship also occurs when one has more product awareness and that both of these variables significantly affect the customer's

perception about a brand. According to Zeithaml, 1981, search properties are characteristics such as the price.

David Garvin, a Harvard business school professor introduced various dimensions of Product Quality which for example the performance, the various Features, the reliability, the conformance and Durability, Serviceability, beauty and recognised quality therefore and according to Garvin, the recognition of these eight dimensions is important in such a way that it helps managers of manufacturing companies to understand how customers identify quality of products and hence satisfy their demands.

2.1.2 Customer retention

Customer retention refers to the ability of a company to maintain and retain its customers over a specific period hence existing customers are encouraged to continuously carryout the business in a particular company.

Therefore, customer retention is an important component of business strategy that focuses and ensures maintaining and nurturing existing relationships with customers through understanding the usefulness of retention and the elements that influence it, businesses can create more efficient strategies to enhance customer satisfaction, loyalty, and generally profitability. Smith, A. (2023)

Customer retention has been commonly attributed with recognized product quality, recognized merit and customer contentment. However, many practitioners have found different conceptualization of customer retention in their research work. (Bloemer et al 1999).

According to Bowen and Chen-, 2001, there are three approaches in measuring retention which include: behavioral measures, attitudinal measures, and composite measures. Based onthe retention is treated as an observed behavior in case of service quality. Liljander and Strand Vik, 1994.

Similarly, another measure attitudinal approach focuses on the emotional and psychological aspects of customer attachment co-relating to the retention (Bowen and Chen, 2001). And, the last approach is the combinational form of both approaches named as a composite measure which studies both behavior and the cognitive nature of customer (Bloemer et al., 1998).

Conclusively, customer retention is the frequency of repeat purchasing nature of customer with the combination of attitudinal and cognitive measures. Customer retention also signifies a long-term commitment between customer and the firm to maintain a certain relationship by developing a form of the mutual commitment and leading to create long term buyer-seller relationships (Wilson, 1995).

2.2 Relationship between product durability and customer satisfaction in manufacturing companies.

The relationship between product durability and customer satisfaction is an important area of study in manufacturing companies. The growing emphasis on customer experience and quality management in competitive markets has made understanding this relationship paramount for organizations aiming to foster customer loyalty and retention. Smith, R. (2022)

This chapter will thoroughly explore the already existing literature and giving guidelines on useful insights into how product durability influences customer satisfaction, procedures through which this relationship operates, and also the consequences for manufacturing companies.

Product durability is defined as the ability of a product to withstand wear, pressure, or damage, enabling a significant functional lifespan (Berman, 2011).

Durability signifies not only the physical robustness of a product but also its perceived longevity by consumers, which can vary based on individual expectations and experiences. Thus, product durability encompasses both tangible aspects (material quality, design) and intangible perceptions, brand reputation, user experience.(Kumar & Gupta, 2020).

Customer satisfaction, as outlined by Oliver (1980), is a measure of how products and services provided by a company meet or exceed customer expectations. It is a subjective evaluation and can be influenced by a myriad of factors, including product performance, service quality, and price. This multifaceted nature of customer satisfaction means that durability can play a significant role but is seldom the sole contributing factor. (Kotler & Keller, 2016).

In fact, several studies have pointed to product durability as directly linked with customer satisfaction. For instance, Chaudhuri and Holbrook (2001) indicated that durable products are likely to increase customer loyalty on account of the long-term value perceived. Besides, it has also been proven that a higher magnitude of durability perception positively affects the customer's level of satisfaction, and hence it has further established the fact that customers consider a durable product to be a long-term investment which pays back over time. Gupta and Singh (2017)

Understanding the relationship between product durability and customer satisfaction provides critical insights for manufacturing companies. As consumer preferences shift towards sustainability and quality, companies are encouraged to invest in durable designs and materials (Rothenberg, 2007). Additionally, tailoring marketing strategies to emphasize durability can enhance customer perceptions and satisfaction, ultimately fostering brand loyalty (Aaker, 1996).

Therefore, in order for the company management to capitalize on this relationship, manufacturers should implement quality management practices that prioritize durability in product design and development. Adopting standards such as ISO 9001 can help firms embed quality assurance processes that directly affect product durability (Dahlgaard et al., 2003).

According to Limakrisna and Ali (2016) customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectation. Customer satisfaction is the individual perception of the performance of goods or services related to customer expectations (Limakrisna and Ali 2016)

In addition, a company would be wise to measure customer satisfaction regularly because one key to customer retention is customer satisfaction. A highly satisfied customer generally stays loyal longer, buys more as the company introduces new products and upgrades existing products, talks favorably about the company and its products, pays less attention to competing brands and is less sensitive to price, offers product or service ideas of the company, and costs less to serve than new customers because transactions are routine. (Jung and Yoon 2013)

There are various definitions of customer satisfaction; however, the one that appears to gain most acceptance is the fact that it refers to the critical judgment of certain after sale choices. Customer satisfaction is, therefore, the result of how the consumer views the worth gained in the transaction or relationship whereby value is equated to the perceived quality of the service less the price and cost of acquiring the consumer. While the information shows various differences in the levels of contentment, there are some elements common in most of the definitions.

2.3 Relationship between product conformance and customer loyalty in manufacturing companies

Customer loyalty is an essential factor for the progress in manufacturing industries, since it is stated that attracting new customers is more costly compared maintaining existing ones. (Singh & Imran 2012). He also states that on average various retailers lose their customers yearly with a limited increase in customer loyalty can incredibly raise the profits therefore relationship with customers aim to form life time customers since when customers hold a relationship with a company, they are ready to dodge any alternative offers. Therefore, customers are encouraged to do that because it gives them a greater guidance when deciding and decreases the process of information process and reduces the perceived risks associated with future decisions. (Singh & Imran 2012).

In addition, to build loyal customers to the industry, companies use several types of loyalty programs for example rewarding the consumers for a range of engagement behaviors through additional products and discounts that are typically based on purchase volumes. (Shaw Ray, 2015) The main factors for maintaining loyalty for example inability to appreciate, lack of rewards, and poorly attending to customers. A majority of customers reported that they had neglected several times by loyalty personnels in regards to a survey and internet checking by Consulting Date. Therefore, loyalty personnels should be created with various esteemed rewards, differ regarding to various groups of people on their value, and they ought to give much more value at great consumer worth rankings, by appreciating outstanding consumers to promote high consistency levels. So as to provide what the organization requires to acknowledge their consumer's needs and behaviors through providing systems with information on customer interactions to create a picture of a customer's preferences. (Ray Shaw, 2015).

High product conformance, which ensures product quality, has been shown to positively affect customer satisfaction. Anderson et al. (1994) found that high-quality products lead to increased satisfaction, which is a precursor to customer loyalty (Bitner, 1990).

Consistent product quality enhances a company's brand reputation and customer trust. Aaker (1996) argues that a strong brand reputation, supported by reliable product performance, improves customer loyalty. Keller (1993) highlights that customers usually stay committed to companies that efficiently meet their expectations.

Product conformance reduces the incidence of complaints and returns, which in turn supports customer retention. Garvin (1984) demonstrates that fewer defects and adherence to quality standards lead to higher customer consistency rate. Zeithaml et al. (1996) also find well improved product value contributes to reduced customer churn.

Empirical evidence from case studies illustrates the positive relationship between product conformance and customer loyalty. Garvin (1987) highlights that companies which maintain rigorous quality control, experience higher customer loyalty compared to competitors. Fornell (1992) also demonstrates that firms with high product quality ratings achieve better customer retention.

The SERVQUAL model, introduced by Parasuraman et al. (1988), evaluated to promote value and its effect on customer consistency and satisfaction. Though initially designed for service industries, its principles are applicable to manufacturing, where product quality dimensions such as reliability and performance are crucial.

Suspension Theory, proposed by Oliver (1980), necessitates that customer consistency is based on the contrast amongst expected and real end results. Great product conformance helps meet and exceed customer expectations, leading to positive disconfirmation and increased consistency.

As proposed by some people (Jung and Yoon, 2013), demonstrates behavioral loyalty and attitude.

The behaviour factors of consumer consistency are described in terms of rebuying decisions, word of mouth information, and recommending companies (Jung and Yoon, 2013), defines attitude consistency as a great assessment that is used with enough ability and conscience to promote frequent good responses to brands or companies.

According to Cengiz (2010) consumer loyalty tends to be implemented on three elements. Firstly, is assurance. Consumers have to trust the company and product they are involved with. Secondly a mutual relationship has to have a great assumed worth better than those of other alternatives.

In addition, when the company creates the first two elements, they shall be capable of building a great level of emotional attraction hence it may be an efficient commitment to their company that doesn't easily change. These days every company provides a variety of loyalty strategies aimed at discerning a competitor from its alternative. (Filipe et al., 2017).

2.4 Relationship between product reliability and customer consistency in manufacturing companies.

Product reliability refers to the potential of a product to carryout its intentional role without failure over a specified period under normal conditions of use (Juran & Godfrey, 1999). Reliability is a critical aspect of product quality and is often measured by factors such as period within difficulties and the level of defects (Garvin, 1984). High reliability is associated with fewer operational failures and increased customer satisfaction (Shewhart, 1931).

Research shows that high product reliability significantly enhances customer satisfaction. Anderson et al. (1994) found that products that perform consistently without failure lead to greater customer satisfaction. Increased satisfaction contributes to higher customer consistency, as customers will usually buy consistently purchases when they trust reliability of the product (Bitner, 1990).

Product reliability fosters trust between the manufacturer and the customer. Aaker (1996) argues that reliable products build brand trust, which is crucial for customer consistency. When customers trust that a product will consistently perform well, there will be a high percentage that they will stay consistent are to the same company (Keller, 1993).

High reliability leads to lower rates of product returns and complaints, which is directly linked to improved customer retention. Zeithaml et al. (1996) found that

products with fewer defects and higher reliability contribute to lower customer churn rates. Customers who experience consistent product performance are more likely to exhibit consistent purchasing behavior (Garvin, 1987).

Product reliability is a fundamental determinant of customer satisfaction and loyalty. Reliable products are those that perform consistently well and require minimal maintenance or repair (Kumar & Raj, 2019). High reliability enhances the perceived quality of a product, which significantly impacts customer retention and brand loyalty (Sharma et al., 2020). Research by Nguyen and Goh (2022) highlights that reliable products reduce dissatisfaction and enhance overall customer experience.

The influence of product reliability on customer consistency is well-documented. Brown and Green (2021) suggest that customers are more likely to remain loyal to brands that consistently offer high-quality, reliable products. Reliable products mitigate the risk of product failures, which can lead to customer frustration and negative reviews (Garcia & Roberts, 2020). According to Thompson et al. (2023), improved product reliability is directly correlated with higher customer retention rates, underscoring its importance in maintaining customer satisfaction.

In addition, investing in product reliability can yield significant cost benefits because products that are reliable incur fewer costs related to repairs, returns and warranty claims. (Martinez & Patel, 2021). Singh and Kumar (2022) note that companies known for their reliable products can often command premium prices and enjoy better profit margins. Lee et al. (2022) further argues that a strong reputation for reliability can enhance a company's financial performance by reducing operational costs and improving customer lifetime value.

Customer consistency involves stable purchasing behavior and brand loyalty over time. Consistent customers are those who repeatedly purchase the same brand or product, thereby ensuring a predictable revenue stream for manufacturers (Wilson & Smith, 2020). This consistency usually results from positive experiences with reliable products (Liu et al., 2022). Chang and Park (2021) emphasize that consistent customer behavior is crucial for sustaining business growth and profitability.

Furthermore, there is a close relationship between consumer consistency and product reliability, which is heavily impacted by product reliability (Harris & Thomas, 2021). Even in the face of alternatives, loyal customers are less likely to go to competitors (Chen & Zhao, 2023). In order to maintain this loyalty, a product's dependability is essential because unreliable products can erode consumer confidence and result in customer attrition (Martin, 2019). Long-term consumer loyalty can only be sustained by maintaining high product reliability, according to research by Adams et al. (2021).

Consistent customers contribute to repeat purchases, which generally saves cost efficiently rather than attaining new consumers (Nguyen & Lee, 2020). Reliable products increase the likelihood of repeat business by meeting or exceeding customer expectations consistently (Taylor & Brown, 2022). Wang and Zhang (2021) highlight that consistent product quality strengthens customer confidence and fosters habitual purchasing behaviors, which are beneficial for long-term revenue stability.

Manufacturing success is largely dependent on the link between customer consistency and product reliability. Products that are dependable increase consumer happiness and trust, which increases customer loyalty (Johnson & Smith, 2022). However, a great rate of consumer constancy can give producers insightful feedback to further enhance the dependability of their products (Lee & Martinez, 2023). This mutually beneficial relationship highlights how crucial it is to uphold strict standards for product dependability in order to win over and keep customers (Brown & Wang, 2020).

2.5 Conclusion of literature review

In conclusion, Chapter 2 has provided a comprehensive overview of relevant literature concerning the impact of product quality on customer retention, specifically within the context of manufacturing companies such as Mukwano Industries. The analysis has revealed several critical dimensions of product quality namely durability, conformance, and reliability and their intricate relationships with customer satisfaction, loyalty, and consistency.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter explained how the study was conducted and the techniques that were used. It comprised of the research design, study area, research population and sample size, sampling technique, sources of data, research instruments, validity and reliability of research instruments.

3.1 Research Design

The study adopted a descriptive cross-sectional research design of the qualitative approaches where the data on all variables in the study context was collected. The cross-sectional approach was employed and the qualitative approach examined the subjective experience of a process thoroughly when less was known about the topic (Polit and Beck, 2004).

3.2 Study area

The study was carried out in Kampala district because it provided a diverse demographic which allowed a more comprehensive and diverse analysis of consumer behavior of Mukwano Industry.

3.3 Study Population

Study population consisted a group of individuals that met the specific criteria that was set by researcher for inclusion in a study. The study population involved a total number of 50 people in Kampala District.

3.4 Sample size

Sample size referred to the number of individual observations or instances that were included in the study. It was a critical component of research design, as it influenced the reliability, validity, and generalizability of the findings. The sample size of the study was 44 determined according to the Krejcie and Morgan table.

3.5 Sampling technique

The study considered simple random sampling technique which was used to select the 44 participants to provide information that regarded the study.

3.6 Sources of Data

The collection of data based on both primary and secondary data.

3.6.1 Primary Data

Primary data was collected directly by the researcher for the first time and was original in character. The primary data was collected from a sample of respondents whereby designed questionnaires were used to collect the necessary information for the study.

3.6.2 Secondary Data

Secondary data was the information that had already been collected and published by some other people other than the researcher of the study. It relied on documented sources for example journals, textbooks.

3.7 Data Collection methods

The researcher used questionnaire method that gathered information from a variety of relevant sources that needed to answer the research questions by the researcher.

3.7.1 Questionnaire method

The researcher used the questionnaire method that gathered information from respondents that used a structured set of questions.

3.8 Data Collection Instruments

The researcher used Questionnaires in this study to collect data.

3.8.1 Questionnaire

The Researcher used structured questionnaires that were physically delivered and filled by the respondents and had different opinions about the study that was carried out.

3.9 Data quality control

The researcher ensured that the data was accurate and of good quality by the following ways:

3.9.1 Validity

Validity is the extent to which a measurement of research data accurately measures what it is supposed to. The researcher used appropriate methods and procedures for data collection that accurately assessed the areas of interests of the respondents.

3.9.2 Reliability

Reliability refers to the consistency and stability of tools used in the research study in order to ensure that the research findings are reliable. The researcher used well-structured questionnaires so that the respondents easily interpreted and understood what was required.

CHAPTER FOUR

PRESENTATIONS, ANALYSIS AND INTERPRETATION OF FINDINGS

4.1 Findings of the study

This chapter presented findings on “Impact of product quality on customer retention in manufacturing companies” a case study on Mukwano industries Kampala. The findings started by showing the response rate, followed by presenting the background information of the respondents, descriptive presentation and then the analysis of the study findings in relation to specific objectives.

4.1.1 Response rate

Table 1:Response Rate

Number of questionnaires distributed to respondents	44
Number of questionnaires received back from respondents	40
Number of questionnaires not received back from respondents	4

Source: Primary data

$$\text{Response rate} = \frac{\text{received questionnaires}}{\text{Total questionnaires distributed}} = \frac{40}{44} * 100 = 90\%$$

The response rate for this research was 90% which was high. A high response rate suggests more accurate and good results

4.2 Demographic findings of the study

The demographic characteristics are represented by gender, age bracket, level of education and amount of time interacted with mukwano industry.

4.2.1 Gender of the respondents

The table presents the distribution of respondents based on gender who participated in a study. The table includes the frequency of respondents in each category and the percentages.

Table 2: Gender of respondents

Gender	Frequency	Percentage (%)
Male	18	45
Female	22	55
Total	40	100

Source: Primary data

The findings show majority of the respondents were female constituting 55% compared to their counter parts males who were 45% which indicates that females participated in the study more than males.

4.2.2 Age group of the respondent.

The findings of the respondents 'age group id represented in the table below;

Table 3: Respondents' age group

Age bracket	Frequency	Percentage (%)
Under 25	16	40
25-34	14	35
35-44	5	12.5
45-54	3	7.5
55 and above	2	2
Total	40	100

Source: Primary data

The table above shows the age distribution of the respondents who participated in the study. The table categorizes respondents into different age brackets and reports both the frequency and the percentage they represent of the total sample.

Below 25 years (40%) which shows the majority of respondents followed by 25-34 years age group (35%), then 35-44 years age group (12.5%), then 45-54 age group (7.5%) and 55years and above with the least age composition of (2%) and this suggests that the study population predominantly comprises of the young adults.

4.2.3 Level of Education

The findings of the respondents' education level is represented below;

Table 4: Respondents education level

Education level	Frequency	Percentage
No formal Education	0	0
Primary Education	1	2.5
Secondary Education	10	25.0
Diploma or certificate	10	25.0
Bachelors degree	19	47.5
Total	40	100.0

Source: Primary data

The findings in the table above explains that most of the respondents in the study had attained the Bachelors level (47.5%), followed by Diploma or certificate holders (25.0%) then secondary level (25.0%), followed by primary education (2.5%) and then no respondents fell in the category of no formal education hence the findings imply that most of the respondents surveyed had acquired a substantial level of education.

4.2.4 Experience of the respondents

The findings represent the time spent by the respondents using products of Mukwano Industry Kampala

Table 5: Time spent interacting with Mukwano Industry Kampala

Education level	Frequency	Percent
Less than 1 year	17	42.5
1-3 years	13	32.5
4-10 years	7	17.5
More than 10 years	2	5.0
Missing system	1	2.5
Total	40	100.0

Source: Primary data

The table above provides an overview of the business experience of customers of Mukwano Industry in regard to the period of time they have been conducting business with the industry.

According to findings above, 42.5% of the respondents had less than 1 year of experience, 32.5% of the respondents have 1-3 years' experience, 17.5% of the respondents had 4-10 years' experience and the least percentage of respondents 5.0% had more than 10 years' experience in the business there the findings indicate a significant proportion of participants were quite experienced with substantial knowledge about the products of Mukwano industry.

4.3 Findings on the relationship between product durability and customer satisfaction

The findings are based on a Likert scale of 1: Strongly Disagree, 2: Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

Table 6: Table showing findings on the relationship between product durability and customer satisfaction.

Statement	Mean	Std Deviation
Products from Mukwano industry are built to last and are durable.	3.88	0.992
My overall satisfaction with a product is significantly influenced by its durability.	3.95	0.972
In comparison to other brands, I find Mukwano Industry products last longer and perform better over time.	4.05	0.876
I am more likely to repurchase products from Mukwano if I find them to be durable and reliable.	4.38	0.705
I feel that durable products provide better value for money compared to less durable alternatives.	4.18	0.747
I would recommend mukwano industry products to others based on their durability	4.05	0.846

Source: Primary data

The findings presented in Table 6 highlight the positive relationship between product durability and customer satisfaction within Mukwano industry.

The statement on where the Products from Mukwano industry are built to last and are durable had a mean score of 3.88 and standard deviation of 0.992 which suggests that customers generally agree that Mukwano products have a high level of durability.

The findings also reveal that customer satisfaction is significantly influenced by product durability with a mean of 3.95 and standard deviation of 0.972 which suggests that consumers place a strong emphasis on durability when evaluating their satisfaction with products.

The comparison of Mukwano Industry products with other brands had a mean of 4.05 and a standard deviation of 0.876 which signifies that customers perceive Mukwano products as outstanding competitors in terms of quality and performance as compared to other manufacturing companies.

The statement on I am more likely to repurchase products from Mukwano if I find them to be durable and reliable had a mean of 4.38 indicates a strong relation between perceived durability and the likelihood of future purchases, emphasizing the importance of product longevity in building customer loyalty.

The respondent's opinion on whether durable products provide better value for money compared to less durable alternatives had a mean of 4.18 which emphasizes that customers associate durability with greater value for their investment hence Mukwano ought to focus on producing durable products to enhance customer satisfaction.

There was a mean of 4.05 for the recommendation of Mukwano products to others based on their durability which indicates a favorable word-of-mouth potential, further reinforcing the importance of product durability in promoting customer perceptions.

Conclusively, the findings clearly illustrate that product durability is a significant factor influencing customer satisfaction in Mukwano industry hence the results suggest that the company should prioritize the development of durable products to enhance customer loyalty and overall satisfaction.

4.4. Relationship between product conformance and customer loyalty

The findings are based on a Likert scale of 1: Strongly Disagree, 2: Disagree, 3 = Not sure, 4 =

Agree and 5 = Strongly Agree.

Table 7: Table showing findings on the relationship between product conformance and customer loyalty

Statement	Mean	Std Deviation
The products I purchase from mukwano company consistently meet my expectations and specifications.	4.00	0.816
My loyalty to this company is primarily influenced by the conformity of the products to the promised quality and standards	4.13	0.686
This company's products conform to quality standards better than those of its competitors.	3.98	0.862
I am more likely to recommend this company's products to others due to their consistent conformance to quality standards	4.20	0.823
I am likely to purchase from this manufacturer again because I trust that their products will conform to the advertised specifications.	4.10	0.744
I perceive Mukwano positively because of their commitment to producing conforming and high-quality products	4.15	0.700

Source: Primary data

The finding in the table above shows the relationship between product conformance and customer loyalty at Mukwano industries, according to the survey findings the respondents agree that the products they purchase from the company consistently

meet their expectations and specifications which indicates that the company delivers according to the customers' expectations. The findings recorded an average mean of 4.00 and standard deviation of 0.816.

The findings on whether the loyalty to this company is primarily influenced by the conformity of the products to the promised quality and standards is highly agreed by the respondents which implies that customers are likely to remain loyal to Mukwano products because they usually meet established quality standards, highlighting the importance of reliability in building customer relationships. It recorded a mean of 4.13 and standard deviation of 0.686

The findings on whether the company's products conform to quality standards better than those of its competitors indicates a fair perception with a mean of 3.98 and standard deviation of 0.862 that suggests that while customers appreciate Mukwano's commitment to quality, there may still be opportunities for improvement in perceptions compared to other brands in the market.

The findings on whether customers are more likely to recommend the company's products to others due to their consistent conformance to quality standards had high level of agreement shows that customers are not only satisfied but are also willing to endorse Mukwano products, which can lead to increased market share through positive word-of-mouth to others. The average mean was 4.20 and standard deviation 0.823.

The findings on the statement "I am likely to purchase from this company again because I trust that their products will conform to the advertised specifications" had a high agreed response which shows that the company values trust and reliability and keeps it word as per the advertisements, therefore ability to trust that a product will meet advertised specifications enhances customer confidence and plays a role in their high purchasing decisions. The average mean was 4.10 and standard deviation of 0.744

The findings on "I perceive Mukwano positively because of their commitment to producing conforming and high-quality products" shows that customer perceptions of

the brand are close to their experiences with product quality and conformity hence this positive perception can serve as a foundation for long-term customer relationships with the company. The average mean was 4.10 and standard deviation 0.744.

Conclusively, the findings reveal a strong relationship between product conformance and customer loyalty at Mukwano industry. Consistent conformity to quality standards enhances customer satisfaction and also strengthens trust and loyalty which leads to increased repeated purchases hence Mukwano should continue to prioritize product quality and adherence to specifications to strengthen customer loyalty.

4.5. Relationship between product reliability and customer consistency.

The findings are based on a Likert scale of 1: Strongly Disagree, 2: Disagree, 3 = Not sure, 4 =

Agree and 5 = Strongly Agree.

Table 8: Table showing findings on the relationship between product reliability and customer consistency.

Statement	Mean	Std Deviation
I believe that the products from Mukwano industry will perform reliably over time	4.18	0.712
The reliability of the products I purchase influences my decision to consistently choose company	4.18	0.712
I have come to expect a high level of reliability from this company's products based on my past experiences	4.08	0.764
How often do you find that the products from Mukwano Industry perform reliably over time without issues	4.13	0.822
I frequently recommend Mukwano because I have consistently experienced reliable performance from their products.	4.13	0.767
I am more likely to make repeat purchases from the company because their products consistently demonstrate reliability	4.20	0.648

Source: Primary data

The findings presented in Table 9 reveal a strong relationship between product reliability and customer consistency at Mukwano industry. The statement "I believe that the products from Mukwano industry will perform reliably over time" indicates a high level of agreement among respondents regarding the nature of Mukwano's

products and also indicates there is strong consensus about the reliability of these products which boosts customer confidence and satisfaction. The average mean was 4.18 and standard deviation 0.712.

The findings on the statement "The reliability of the products I purchase influences my decision to consistently choose this company" had a high agreed response which highlights the essential role of product reliability in influencing purchasing decisions hence prioritizing reliability when selecting Mukwano as their preferred brand, suggesting that consistent product performance is a key driver of loyalty . The average mean was 4.18 and standard deviation 0.712.

The findings on the statement "I have come to expect a high level of reliability from this company's products based on my past experiences" had a positive response which emphasizes that positive experiences shape customer expectations hence Mukwano has established a reputation for reliability which encourages customers to maintain loyalty to the company. The standard mean was 4.08 and standard deviation of 0.764.

The findings on how often do the customers find that the products from Mukwano industry perform reliably over time without issues had a positive response which shows that customers perceive Mukwano products as reliable and regularly experience reliability and such experiences reinforce positive perception of the company. The mean was 4.13 and standard deviation 0.822.

The findings on the statement "I frequently recommend Mukwano because I have consistently experienced reliable performance from their products" received a positive response indicating a strong tendency for customers to advocate for the brand based on their reliable experiences hence recommendations from satisfied customers can lead to new customer acquisition which boosts the company's reputation. The mean was 4.13 and the standard deviation 0.767.

The findings on the statement "I am more likely to make repeat purchases from the company because their products consistently demonstrate reliability" acquired the highest positive response with mean of 4.20 which shows the essence of the relationship between product reliability and customer consistency therefore when

customers trust they will receive reliable products then they are more likely to remain loyal to the company.

Conclusively, the findings indicate that product reliability is indeed the most critical issue that shapes customers' consistency in purchase behavior at Mukwano Industry. Therefore, the highest levels of perceived reliability result in strong customer expectations, recommendations, and loyalty.

4.6 Correlation between product quality and customer retention in manufacturing industries, Mukwano Industry

The table below presents the correlation between product quality as the independent and customer retention the dependent variable in Mukwano Industry.

Table 9: Correlation table of Product quality and customer retention

	Products from Mukwano are made to last and are durable	The product I purchase from Mukwano industry consistently meet my expectations and specifications	I believe that products from Mukwano Industry will perform reliably over time	I frequently recommend Mukwano because I have consistently experienced reliable performance from their products
Products from mukwano industry are made to last and are durable	1	.380*	.286	.548**
The products I purchase from mukwano industry consistently meet my expectations and specifications	.380*	1	.662**	.539**
I believe that the products from mukwano industry will perform reliably over time	.286	.662**	1	.592**
I frequently recommend mukwano because I have consistently experienced reliable performance from their products	.548**	.539**	.592**	1

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

From the correlation table, a strong relationship between product quality attributes and customer retention behaviors of Mukwano Industry is revealed. The correlations show that customers who perceive the products of Mukwano to be durable and long lasting at 0.548 have the highest likelihood of recommending the brand to other people. More so, customers experiencing consistency in expectations and specifications from Mukwano industry products are more likely to believe that they will perform reliably over time and recommend the company. This, therefore, means that product quality is one of the major determinants for customer loyalty and retention at Mukwano since customers who experience positive perceptions about the products are more likely to advocate for the company.

CHAPTER FIVE

DISCUSSION OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The study investigated the impact of product quality on customer retention in manufacturing companies, a case of Mukwano industry. The chapter presents the discussion, conclusions and recommendations in relation to the objectives of the study.

5.2 Discussion of the key findings

5.2.1 The relationship between product durability and customer satisfaction

The findings of the study reveal a strong relation between product durability and customer satisfaction at Mukwano Industry which indicates that customers perceive durability as a critical factor influencing their overall satisfaction. Consumers also view Mukwano products as superior compared to competing brands, which enhances their confidence in the quality of the products offered. The relationship between perceived durability and the likelihood of repurchase highlights its importance in fostering customer loyalty, while customers also associate durability with greater value for their investment.

Moreso, satisfied customers demonstrate a high tendency to recommend Mukwano products to others, suggesting that a focus on enhancing product durability would not only improve customer satisfaction but it would also promote brand loyalty and positive word-of-mouth. Therefore, it is essential for Mukwano to prioritize the production of durable products to thrive in a competitive market.

This finding is supported by Fournier and Avery (2011) who acknowledges that consumers associate durable products with reliability and trustworthiness which enhances their satisfaction and also strengthens brand loyalty. His study also

highlights that customers are more likely to remain loyal to brands that provide products they perceive as durable, as these brands reduce the perceived risk associated with purchases.

5.2.2 The relationship between product conformance and customer loyalty

The findings indicate a significant connection between product conformance and customer loyalty at Mukwano Industries showing that customers believe that the products consistently meet their expectations and specifications therefore customers are likely to remain loyal to Mukwano due to its compliance to promised quality standards thereby strengthening customer relationships. While respondents acknowledge Mukwano's commitment to quality, there is room for improvement in that the brand is perceived compared to competitors and the willingness of customers to recommend Mukwano products to other people emphasizes their satisfaction and the potential for positive word-of-mouth.

The above findings are supported by Zeithaml et al. (2006) who argue that the perception of a product's ability to meet promised standards significantly affects customer satisfaction and loyalty therefore when customers perceive a brand as consistently delivering products that conform to quality expectations; it builds trust and strengthens their emotional connection with the brand.

In the same line Fournier and Avery (2011) emphasizes the importance of conformance in shaping consumers' loyalty behaviors because customers are more inclined to advocate for and recommend brands that they perceive as reliable and consistent.

5.2.3 The relationship between product reliability and customer consistency

The findings highlight a connection between product reliability and customer consistency at Mukwano Industries, revealing that customers have a high level of confidence in the long-term performance of the company's products. This strong agreement on reliability boosts customer satisfaction and also affects purchasing decisions, as many respondents of the study indicated that the reliability of

Mukwano's products offered is a primary factor influencing their choice to frequently choose this brand. Moreso positive past experiences have shaped customer expectations creating a reputation for reliability that encourages continued loyalty since customers' consistent experiences with Mukwano's products reinforce their perception of the company.

The findings also indicate that customers are satisfied and inclined to advocate for Mukwano products due to their reliable performance which suggests that satisfied customers can serve as effective promoters for the brand hence the findings emphasize the significance of product reliability as a key driver of customer consistency in purchasing behavior hence the need for Mukwano to continue prioritizing reliability and sustain customer loyalty.

Research by Andreassen and Lindestad (1998) suggests that prior positive interactions create a strong propensity for future purchases and brand loyalty therefore the consistent reliability of the company's products lead to satisfied customers who will make repeated purchases and advocate for the brand, thereby acting as promoters which illustrates how satisfied customers become effective marketers for the brand.

In the same, (Farris et al., 2006) emphasizes the significance of product reliability as a key driver of purchasing consistency whereby brands that prioritize reliability are more likely to achieve competitive advantage in the market.

5.3 Conclusion

In conclusion, the findings from the study show the essential roles that product durability, conformance, and reliability play in influencing customer satisfaction, loyalty, and consistency at Mukwano Industries. Customers perceive durable products as a key driver of overall satisfaction, enhancing their confidence in the brand and encouraging repeat purchases. Similarly, the consistent conformance of products to quality standards cultivates a trust in Mukwano's offerings, essential for fostering long-term customer relationships and driving positive word-of-mouth recommendations. Moreover, the high level of perceived reliability reinforces

customer expectations and loyalty, positioning satisfied customers as advocates for the brand hence these factors highlight the importance of Mukwano's commitment to maintaining high-quality standards across its product lines, ensuring durability and reliability, which are fundamental to thriving in a competitive market and securing lasting customer loyalty.

5.4 Recommendations

Mukwano industries should invest in research and development to further improve the durability of its products by applying advanced manufacturing techniques.

Mukwano should also actively solicit and incorporate customer feedback regarding product durability and performance by creating channels for customers to share their experiences and expectations about the company.

Therefore by adopting these recommendations, Mukwano Industries can enhance its product offerings, strengthen customer relationships, and maintain a competitive edge in the market.

REFERENCES

- Adams, J., & Lee, S. (2022). *Customer Loyalty and Satisfaction*. Harvard Business Review Press.
- Adams, J., Roberts, K., & Thompson, L. (2021). Interplay of Product Reliability and Customer Loyalty. *International Journal of Production Economics*, 234, 123-135.
- Harris, R., & Thomas, M. (2021). Role of Product Reliability in Brand Loyalty. *Journal of Marketing*, 85(2), 112-126.
- Jackson, A. (2018). The Effect of Reliability on Customer Retention. *Marketing Review*, 22(3), 237-249.
- Kumar, V., & Raj, S. (2019). Impact of Product Reliability on Customer Satisfaction. *Production and Operations Management*, 28(2), 210-224.
- Liu, S., Zhang, J., & Wang, H. (2022). Customer Behavior and Product Reliability. *Journal of Business Analytics*, 27(4), 432-448.
- Martin, C. (2019). Impact of Reliability on Customer Trust. *Journal of Business Research*, 115, 345-359.
- Sharma, P., Singh, R., & Kumar, A. (2020). Product Reliability and Perceived Quality. *International Journal of Production Research*, 58(11), 3300-3312.
- Taylor, J., & Brown, L. (2022). Product Consistency and Customer Loyalty. *Journal of Consumer Psychology*, 32(2), 215-230.
- Keller, K. L. (2001). Building Customer-Based Brand Equity. **Marketing Management**, 10(2), 14-19.
- Kotler, P., & Keller, K. L. (2016). **Marketing Management**. Pearson Education.
- Kumar, V., & Gupta, A. (2020). The Impact of Product Durability on Customer Satisfaction in E-Commerce: Mediating Role of Perceived Value. **Journal of Retailing and Consumer Services**, 52, 101-109.

- Lervik-Olson, G., M. A., &Matzler, K. (2001). The Mediating Role of Customer Satisfaction and its Relationship with Customer Loyalty. *Journal of Business Research*, 54(2), 107-115

Jaafreh, A.B. and Al-abadallat, A.Z. (2013). The Effect of Quality Management Practices on Organisational Performance in Jordan.

William T. and Baldasare, Patrick (2007), The Asymmetric Impact of Negative and Positive

Attribute-Level Performance on Overall Satisfaction and Repurchase Intention

Apudo, M.O. (2010). Quality management practices and customer retention.

APPENDIX I: QUESTIONNAIRE

QUESTIONNAIRE

FOR SMALL AND MEDIUM ENTREPRISES

Dear Sir/madam

My name is OBUKOR GRACE MARAKA; I am a student at Uganda Christian University (UCU) pursuing a bachelor's of business administration. I am conducting a study on "Impact of product quality on customer retention in manufacturing companies, Mukwano industries." You have been selected to participate in this study and the information collected shall be specifically used for academic reasons and treated with the highest level of confidentiality. The success of this study shall greatly depend on your response. Your corporation shall highly be appreciated.

SECTION A

DEMOGRAPHIC INFORMATION

Instructions, please tick the most appropriate answer

1. Gender:

(a) Male

(b)Female

2. Age

(a) Below 25 years

(b) 25 - 34 years

(c) 35 - 44 years

(d) 45 - 54 years

(e) 55 years and above

3. Level of Education

(a) No formal Education

(b) Primary Education

(c) Secondary Education

(d) Diploma or certificate

(e) Bachelor's Degree

4. Experience in Business (in years):

(a) Less than 1 year

(b) 1 - 3 years

(c) 4 - 10 years

(d) More than 10 year

SECTION B

Relationship between product durability and customer satisfaction in manufacturing companies

Instructions: Please indicate the extent to which you agree or disagree with each of the following statements by selecting the appropriate opinion.

Scale 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Questions	1	2	3	4	5
5. Products from Mukwano industry are made to last and are durable.					
6. My overall satisfaction with a product is significantly influenced by its durability.					
7. In comparison to other brands, I find Mukwano industry's products last longer and perform better over time.					
8. I am more likely to repurchase products from Mukwano if I find them to be durable and reliable.					
9. I feel that durable products provide better value for money compared to less durable ones.					
10. I would recommend Mukwano Industry's products to others based on their durability.					

SECTION C

Relationship between product conformance and customer loyalty in manufacturing companies

Instructions: Please indicate the extent to which you agree or disagree with each of the following statements by selecting the appropriate opinion.

Scale 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Questions	1	2	3	4	5
11. The products I purchase from Mukwano Industry consistently meet my expectations and specifications					
12. My loyalty to mukwano is influenced by the conformity of the products to the promised quality and standards.					
13. The company's products conform to quality standards better than those of its competitors.					
14. An more likely to recommend the company's products to others due to their consistent conformance to quality standards.					
15. I am likely to purchase from mukwano again because I trust that their products will conform to the advertised specifications.					
16. I perceive Mukwano positively because of their commitment to producing conforming and high quality products.					

SECTION D

Relationship between product reliability and customer consistency in manufacturing companies.

Instructions: Please indicate the extent to which you agree or disagree with each of the following statements by selecting the appropriate opinion.

Scale 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Questions	1	2	3	4	5
17. I believe that the products from Mukwano industry will perform reliably over time					
18. The reliability of the products I purchase influences my decision to consistently choose Mukwano					
19. I expect a high level of reliability from this company's products based on my past experiences.					
20. I usually find that the products from Mukwano Industry perform reliably over time without issues.					
21. I frequently recommend Mukwano because I have consistently experienced reliable performance from their products.					
22. I am more likely to make repeat purchases from the company because their products consistently demonstrate reliability.					

THANK YOU FOR YOUR PARTICIPATION



UGANDA CHRISTIAN UNIVERSITY

A Centre of Excellence in the Heart of Africa

SCHOOL OF BUSINESS

09th Sep, 2024

TO WHOM IT MAY CONCERN

Name: **OBUKOR GRACE MARAKA**

Reg. **S21B05/033**

a bachelor's student who is seeking permission from your office to collect data for her dissertation titled

**Impact of Product Quality on Customer Retention in Manufacturing Companies
.A case study of Mukwano Industries, Kampala**

We shall be grateful if you could render assistance to her in collecting the necessary data for her dissertation

The Uganda Christian University School of Business thanks you in advance

Mukisa Simon Peter
Research coordinator



A Centre of Excellence in the Heart of Africa

P.O. Box 4, Mukono, Uganda (East Africa), Plot 67-173, Bishop Tucker Road, Mukono Hill, Tel: +256 (0) 31 235 0800, www.ucu.ac.ug
Ugandachristianuniversity @UCUniversity, Founded by the Province of Church of Uganda, Chartered by the Government of Uganda.