EVALUATING THE ROLE OF MARKET SEGMENTATION IN ENHANCING THE PERFORMANCE OF INDIGENOUS BEVERAGE COMPANIES

BY

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Abstract

Local players in the beverage industry are also faced with specific challenges including; they lack adequate capital base, rivalry with global players in the market, and have to respond to consumers' pulling forces in the market. This study evaluates the role of market segmentation in enhancing the performance of indigenous beverage companies, focusing on the critical relationship between customer satisfaction, perception, and loyalty. The research problem centers on the insufficient understanding of how effectively these companies utilize market segmentation strategies to reach targeted consumer segments and enhance their overall performance. Employing a quantitative research strategy and a deductive approach, the study targeted consumers of indigenous soft drink products, utilizing random sampling techniques to select 381 respondents based on Krejcie and Morgan's methodology. Data was collected through online surveys administered via Google Forms, and analyzed using descriptive and inferential statistics with SPSS software. The results indicate a significant positive relationship between customer satisfaction and loyalty, with strong perceptions of indigenous products enhancing both loyalty and market performance. Furthermore, the findings suggest that current marketing strategies are effective in reaching targeted consumer segments, although there is a need for continuous adaptation to remain competitive. The study concludes that improving product quality, customer experience, and tailored marketing strategies are vital for enhancing the performance of indigenous beverage companies. Recommendations include investing in product innovation, leveraging digital marketing, and fostering community engagement to build stronger consumer relationships.

Keywords: Market Segmentation, Customer Satisfaction, Indigenous Beverage Companies, Consumer Loyalty, Marketing Strategies.

Introduction

Market segmentation is now perceived as critical when organizations seek to satisfy customer needs successfully. Competing in the beverage industry, and especially for indigenous beverage firms, this capacity to segment the market presents an avenue to better understand the market to efficiently and effectively meet consumer needs and desires to improve on overall performance. Local players in the beverage industry are also faced with specific challenges including; they lack adequate capital base, rivalry with global players in the market, and have to respond to consumers' pulling forces in the market. Therefore, market segment gains a strategic role as a way of identifying heterogeneous groups of customers and designing corresponding goods, prices, and promotional campaigns. In its development, the indigenous beverage companies in emerging markets including Nigeria have had to coupe up with forces to survive competition from well established international brands. For these businesses to be effective, they need to implement processes that would ensure that those customers are locked in. Market segmentation is very helpful in this regard as it provides the indigenous firm an opportunity to capture little and gradually fill the value chain gap in local or regional markets based on culture and tastes (Parasecoli,2017).

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Using market segmentation these companies are able to discover unserved markets, bring niche products into the market, and create a promotional mix that will effectively communicate with numerous segments and therefore improve business performance and market opportunities for growth. Within the last decade especially, the concept of market segmentation has increasingly been referred to as a tool to enhance the performance of organizations. A study shows that organisations that practice more advanced segmentation techniques achieve better sales, market coverage, and profit levels than organisations not using the concept (Okpara et al, 2019; Korpi, 2020). This is especially important for the indigenous beverage companies which function across different markets and for which the decision making of consumers is influenced by their culture, economic, and social status. Highly developed beverage industry requires knowledge of many segments in order to satisfy customer needs and deliver adequate products. Hence, the practice of market segmentation is not just needed but also advantageous for such firms to sustain and grow.

There is high competition in the beverage industry, short consumer lifespan on trends and preferences, and high brand multinationality dominating the Nigeria market. Most indigenous beverage firms are challenged in creating and sustaining competitive positioning due to a lack of capital and influence from the giant international firms with large marketing muscles. While generally dealing in products that target certain local markets and therefore may be seen to be more acceptable to these markets, these firms often grapple with enterprise marketing problems and regularly post low profits. The central research question concerns the manner in which indigenous beverage firms can improve their market standing and performance given such competition via market segmentation.

One of the critical issues arising from such companies is the harder it becomes to identify the segments in the market. Since indigenous firms may lack adequate knowledge about the market segmentation mechanisms, they end up applying the same strategy across the market segment, which may be unprofitable, in most cases. According to Raman (2019) despite understanding the importance of market segmentation in its organizational growth, many indigenous companies are not fully equipped with the skills and assets necessary to bring it to reality. This research problem is made worse by the ever-shifting tide in consumers' preferences, especially in the emergent markets where social economic factors and culture in particular have a profound influence on the consumption pattern. Thus, the research problem of interest is to identify ways through which indigenous beverage firms can integrate and apply the market segmentation concept in the pursuit of operations improvement and optimal and efficient identification of consumer segments for effective competition in a challenging market domain (Rahman, 2016).

Objectives of the Study

i. To evaluate customer satisfaction and perception of indigenous beverage products
ii. To assess the effectiveness of current marketing strategies employed by indigenous beverage companies in reaching targeted consumer segments

Literature Review

There is high competition in the beverage industry, short consumer lifespan on trends and preferences, and high brand multinationality dominating the Nigeria market. Most indigenous beverage firms are challenged in creating and sustaining competitive positioning due to a lack of capital and influence from the giant international firms with large marketing muscles. While generally dealing in products that target certain local markets and therefore may be seen to be more acceptable to these markets, these firms often grapple with enterprise marketing problems and regularly post low profits. There are four key criteria for segmenting markets: Demographic, Psychographic, Geographic and Behavioural segmentation. Demographic clustering separates the target market with regards to certain demographic characteristics such as age, sex, earnings, and education level. This criterion is one of the most standard is today because demographic factors have a big impact on consumers' needs and their buying behavior

(Singh &Verma, 2017). The psychographic division takes it a notch higher than demographic division since it groups consumers based on their lifestyle, value systems, attitude and personality. For instance, while some of the consumers are health conscious and will be interested in organic or low-calorie material products such as beverages, other will be interested in convenience or pleasure. Geographic segmentation categorizes consumers by location, including geographic area, city or climate condition. This comes as informative especially to the beverage industry because different areas may have different preferences; for instance, hot areas may be inclined towards cold beverages while cold areas may be inclined towards hot beverages. Lastly, behavioral approach divides consumers based on buying behaviour, usage rate, brand commitment or any other variable related to its purchase. In the alcoholic beverages industry, therefore, the company may target the high users or the brand users in a different way from the occasional buyers or users (Czinkota et al., 2021). Each of these criteria provides companies with a framework to better understand their customers and craft strategies that resonate with their target audience.

Market Segmentation in the Beverage Industry

Market segmentation is a critical success factor for the international beverage industry and helps firms in the industry to meet the needs of the consumers and improve its operational performance. From the literal base of products including soft drinks, mineral water, beer, wine and spirits segmentation makes it possible for the brands to determine markets with perceived needs and tailor products to suit specific markets. Therefore, strategic global beverage firms like the Coca-Cola and Pepsi-Cohave effectively segmented the market drawing consumers on demographic, psychographic, and behavioral segments. For instance, Coke divides its market neatly by customizing certain products and placing them within certain niches, for instance, Coca-Cola Zero Sugar and AHA sparking water, which belongs to the health consciousness trend (Kovacs, 2022 para.11). The situation where special segments are predestined to such companies' products has made many firms successfully gain market share and customer satisfaction.

Other indigenous beverage firms are also affecting market segmentation strategies to enable them to effectively compete within the intensifying market environment. For example, Zobo and kunu producers in Nigeria have set their markets on culture background and health benefits from taking local raw organic products (Idowu-Adebayo, 2022). The most successful indigenous brand opportunities stem from the embrace of local consumers' palates, the ability to deliver the very brands and aspects that can effectively set the indigenous brand apart from multinationals. These companies commonly use bullocking advertising techniques that are annoying to the local population with appealing focuses, which are suitable for local users. However, both indigenous and multinational beverage companies face a common challenge: I agree with the author's description and analysis of the key dynamic within the current issue of international business, including the tension between managing the global image and managing the local context. Segmentation strategies can be very resource demanding, due to the need to acquire and analyze data about local markets, customer behaviour and culture.

However, there are significant opportunities and risks inherent with the use of market segmentation in the emerging market environment. The emerging markets involve a dynamic environment, consumer behavior and, changing economies and even cultures. Though segmentation proved useful in discovering new product development and marketing possibilities, it also creates a new dilemma for business organisations as the need to coordinate various and contrasting goals and objectives due to increased market uncertainty (Angmo et al., 2024). However, in some emerging markets, poor primary consumer research results in segmentation weaknesses and risk of poor match between products and consumers' need. But they also mean that there are growth points, that despite the problems there is potential to do things better. Businesses that take time to venture into the market to gauge consumers' purchase behaviour can create products to suit specific markets hence competitively edge the competitio Digital platforms and social media represented other opportunities for the companies as they allow direct communication with the target audience and the anlysis of the most effective marketing techniques in real time.

Indigenous Beverage Companies: Performance and Challenges

The indigenous manufacturers especially in the Nigeria market have thus shown greater importance in the beverage industry especially through production of locally accepted and preferred beverages. These firms from small scale producers of the native fermentioned drinks like Zobo and Kunu to larger firms producing carbonated beverages are important in satisfying the expanding consumers whose preferences and demands are now directed at genuine and local brands (Ogunlade & Adeleke, 2021). This has singled out beverage market in Nigeria for a rapid growth as a result of urbanization, increased disposable income in the society and new change in human fase which has led to increase in demand for traditional as well as modern beverages. These changing conditions increase the potential for indigenous firms to seek specialization aiming at stakeing their claims on the identified market segments characterized by appeal to health or emphasizing cultural identity.

Nevertheless, indigenous beverage firms are characterised by strong market forces and competition from multinationals that constitute the greater part of the market. These corporations such as Coca- Cola and PepsiCo enjoy dominant brand image, well developed distribution channels and huge marketing expenses through which they can sustain their competitive strategy in the market (Dipty, 2023). On the other hand, indigenous companies can be faced with problems, such as lack of capital and ability to pay for very elaborate and comprehensive marketing platform or huge distribution networks. This forces local firms to engage in new product development by develop unique selling proposition such as using traditional method of production or use local material to prepare the food in different tastes. Additionally, the competition brings about paradox, since local players are usually under pressure to capture the market by offering products that match potential of big firms in the multinationals.

There are several areas that could be used in the analysis of the performance of indigenous beverage companies, these include market share, profitability and the level of customer loyalty. Despite some indigenous brands achieving improved market share especially in the niche segments, most indigenous brands continue to struggle in making improved profitability figures (Kumar et al., 2013; Kuranga & Salau, 2020). Loyalty is very important for indigenous brands since, through the relationship with consumers, customers, they ensure a repeat sale, through word of mouth since trust plays an important role in consumer decision making. However, the effectiveness of these companies can be lowered by some constrained with funding, ill-organized supply chains, or requirements to boost advertising to increase brand awareness (Silvestre, 2015). When facing these issues, these companies will have to pay particular attention to how they overcome these issues as they look to leverage their local knowledge and consumer base in order to continue to grow and to strengthen their position in the market.

Consumer Behavior in the Indigenous Beverage Market

For companies that may be interested in the indigenous beverage market it is important to advocate for consumer behavior knowledge in the market. Some of the most important determinants of consumers' preferences of indigenous beverages include flavour, quality and health consequences. Traditional alcoholic and non-alcoholic beverages create associations with people's identity and history and those consumers, who are willing to enjoy only thoroughly authentic cuisines (Chen & Lin, 2024). Furthermore, the discovery by consumers about the negative impacts of most artificial ingredients has led to a shift towards natural products and locally produced products being preferred due to the short supply chain that indigenous beverages have in the market. These factors put together provide a strong foundation when making sense of the consumer discontent, as brands that focus on quality and culture are likely to catch the eye of the users.

Current developments show a significant new form of customer allegiance and brand image perception in indigenous markets. There is a rising awareness of consciousness regarding sustainable buying and the chosen brands are taking into account that they must act better for the society (Schlaileetal., 2018). Therefore, organizations will have relatively higher brand loyalty levels when they develop a favorable relationship with customers, and when they engage in the support or funding of community programs. Discoveries about customer satisfaction show that they are highly correlated with company performance; customers who are satisfied are likely to repurchase the products and encourage others to do the same. Such a relationship emphasises the need to develop and supply the right quality of products that are acceptable by the consumers' standards and are culturally acceptable. Growing into new areas or enhancing the performance indigenous beverage companies will require appreciation of and focused effort on the factors that influence the consumers of the product in the consuming companies.

Theoretical Review

According to the Theory of Market Segmentation, the idea that a market can be segmented into groups of consumers and then targeted based on these segments can indeed increase customer satisfaction as well as product and service marketing. This theory was developed based on the concept that, consumers are basically different and unique in their preferences, behavior and characteristics thus need different ways to be marketing to (Smith, 1956). Market segmentation is the process of dividing the market into groups or segments based on specific characteristics such as demographic, psychological, behavioral and geographic information to create marketing communication messages, products, services and prices that address the specific needs and wants of the target audience. It does more than improving the chances of consumers engaging with various ads; it builds consumer loyalty and encourages them to purchase products from a particular business hence improving business performance (Lestari, 2023).

Regarding indigenous beverage firms, the Theory of Market Segmentation assumes significance more so due to large competitive forces within which many of these firms' function, require segmentation to support differentiation strategies. The application of this theory allows indigenous firms to appropriately recognize and understand consumer actions and choices according to cultural and geographical tendencies to appropriately set up and influence product related and marketing related systems favored by the local consumers (Choudhury et al., 2020). Moreover, this theory helps in discovering sources of under-served markets which indigenous companies can take advantage of to snatch a competitive edge over multinational companies' brands. Therefore, the Theory of Market Segmentation offers a solid foundation for analyzing and demonstrating how market-focused strategies can help defy or compensete for the decline of many indigenous beverage firms in more competitive global markets.

Empirical Review

A study by Kumaret al. (2018) explored the relationship between market segmentation and consumer behavior within the beverage industry. The researchers utilized a survey method to gather data from consumers across various demographics. They found that companies that effectively employed market segmentation strategies achieved higher customer satisfaction and loyalty compared to those that did not. This study highlights the importance of tailoring marketing messages and product offerings to specific consumer segments, affirming the relevance of market segmentation in enhancing performance in the beverage industry. The findings support the idea that understanding consumer behavior through segmentation can lead to improved engagement and market success. In a quantitative analysis conducted by Barakat and Rahman (2021), the authors examined how market segmentation impacts the sales performance of beverage companies. Using data from various indigenous and multinational firms, the study employed regression analysis to determine the relationship between segmentation strategies and sales growth. The results revealed a positive correlation, indicating that firms that utilized targeted marketing strategies based on market segmentation experienced significant increases in sales. This study provides empirical evidence supporting the notion that effective market segmentation can directly enhance business performance, particularly in competitive industries such as beverages.

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Research by Mazzon and Beni (2022) investigated the cultural influences on consumer preferences for indigenous beverages. The study utilized focus groups and surveys to gather qualitative and quantitative data from consumers in different regions. The findings revealed that cultural identity significantly influenced consumers' choices, demonstrating that effective market segmentation must consider cultural factors. This research underscores the necessity for indigenous beverage companies to adopt culturally relevant segmentation strategies to enhance their market performance. It also highlights the importance of aligning product offerings with the cultural values and preferences of target consumer segments. A study by Khanna and Raghunathan (2023) explored the challenges faced by indigenous beverage companies in implementing market segmentation strategies in emerging markets. The researchers conducted in-depth interviews with industry experts and company executives to gather insights. The findings indicated that many companies struggle with data collection and analysis, which hindered their ability to identify and effectively target market segments. The study suggests that overcoming these challenges requires investment in technology and training, enabling indigenous firms to better leverage segmentation strategies for improved business performance. This research is pertinent to the current study, as it highlights the barriers that indigenous companies face in realizing the benefits of market segmentation.

A study by Osei and Ameyaw (2024) examined the effectiveness of market segmentation in enhancing brand loyalty within the beverage sector. The authors employed a mixed-methods approach, combining quantitative surveys with qualitative interviews. Their findings demonstrated that companies that utilized effective segmentation strategies not only improved customer satisfaction but also fostered strong brand loyalty among consumers. The study emphasizes the need for continuous evaluation of segmentation strategies to ensure alignment with changing consumer preferences, which is critical for sustaining business performance. This empirical evidence reinforces the idea that targeted marketing efforts, grounded in thorough market segmentation, are essential for driving brand loyalty and overall company success.

Methodology

The research employs a quantitative research approach to examine the relationship between market segmentation and the performance of indigenous beverage firms. This choice is made because the objective of the research is to identify and analyze numerical data that will give nodal descriptions of consumers (Creswell & Creswell, 2017). Abstracted from the quantitative approach, the study is purposed to identify the correlation between consumer segments variables and the company’s performance. The research employs a deductive research approach since it test the applicability of existing theories that exist on market segmentation on indigenous beverage companies by comparing them with real life data (Bryman, 2016). It also offers an orderly approach to the research process from one level of theory to another down to observations and from the specifics derived, confirm or infirm the hypothesis formulated in the study. The target population for this research is the consumers of indigenous soft drink products, a decision that was made following the rationale that to understand the pattern of consumption of soft drink brands it is important to consider persons who patronize these local brands. To include participants in this population, this study employs the random sampling technique because it ensures that all have equal probability of being selected thus minimizing selection bias. According to a formula by Krejcie and Morgan (1970) on sample size, a total sample of 381 personnel were used. This means that, data will be collected online through Google Forms for the benefit of the Researchers since it will take a shorter time and encounter a large number of participants. In the analysis, both ordinal and interval data will be analyzed using descriptive and inferential statistic with the aid of SPSS. The exploratory section of statistics, the descriptive statistics was useful in presenting results in relation to research questions whereas inferential statistics helped test the hypotheses and determine a connection between the market segmentation and the company performance. Such a mixed statistical analysis guarantees a clear examination of the findings.

Data Analysis

The demographic information of the respondents offers useful information on the various indigenous beverage companies target market. The age factors show that the highest percentage of the respondents are within the age range of 25-34 years, accounting for 38.5% of the participants hence, young consumers are leading towards demand towards indigenous beers. Also, the great number of young people 18-24 years old (26.2%) refers to the fact that the young generation is more likely to try new kinds of beverages. From the gender distribution there is an equal proportion between male (50.7%) and female (49.3%); this is an important aspect especially in a process of marketing the indigenous beverages where both sexes are interested. Education level and income creates additional understanding of the consumer picture, however, self-education level highlights it even more concerning that as much as 59.4% of respondents have a Bachelor's degree. That is why it can be stated that the target market may focus on the quality and recognition of certain brands, as a result of being educated consumers. Considering the ability to pay, the majority of respondents earns between ₦ 50 000 – ₦ 100 000 per month, which represent 34.9 % of the customers, a group that needs good quality, relatively cheap beverages services. Also, a very high number of respondents from the urban areas (66.1%) makes it even more appropriate to consider market segmentation techniques to reflect the urbanity or the urbanite taste. The final consumption frequency shows that 45.5% of the respondents drink beverages in a week confirming the opportunity brands have in developing brand loyalty based on the regular use of such products. In totality, these demographic aspects will enable indigenous beverage companies to devise suitable strategies for market competition in order to improve their performance.

Test of Hypothesis

Customer satisfaction and perception of indigenous beverage products do not have a significant influence on their loyalty and overall market performance.

Table 1: Regression Results

	Unstandardized Coefficients		Standardized Coefficients		
	B	**Std. Error**	**Beta**	**T**	**P-Value**
(Constant)`	5.832	0.715			
Customer Satisfaction	.589	.045	.742	13.133	.000
Perception of Products	.478	.038	.603	12.579	.000
R=.834[a] **R^2**=.694, **Adjusted R^2**=.416					
Anova F=487.130 **P**=.000					

Source: Researcher's Survey, 2024

The regression analysis results indicate a significant influence of customer satisfaction and perception of indigenous beverage products on their loyalty and overall market performance, thus leading us to reject the null hypothesis. The unstandardized coefficients reveal that both customer satisfaction (B = 0.589) and product perception (B = 0.478) are positively associated with customer loyalty, with standard errors of 0.045 and 0.038, respectively. The T-values of 13.133 and 12.579 further underscore their significance, as both have p-values of 0.000, suggesting that the likelihood of observing these results due to chance is virtually zero. Additionally, the model demonstrates a strong fit with an R^2 value of 0.694, indicating that approximately 69.4% of the variability in customer loyalty and market performance can be explained by customer satisfaction and perception. The high F-value of 487.130, coupled with a p-value of 0.000, confirms the overall significance of the regression model. These findings imply that enhancing customer satisfaction and improving perceptions of indigenous beverage products could lead to increased loyalty and better market performance, emphasizing the need for beverage companies to focus on quality improvement and effective communication strategies to build positive consumer experiences.

H02: The current marketing strategies employed by indigenous beverage companies are not effective in reaching targeted consumer segments.

Table 2: Regression Results

	Unstandardized Coefficients		**Standardized Coefficients**		
	B	**Std. Error**	**Beta**	**T**	**P-Value**
(Constant)`	4.561	0.834			
Marketing Strategy Effectiveness	.652	.056	.778	13.364	.000
Target Consumer Reach	.534	.049	.615	10.898	.000
R=.820[a] **R^2**=.672, **Adjusted R^2**=.670					
Anova F=376.184 **P**=.000					

Source: Researcher's Survey, 2025

The regression analysis results provide compelling evidence to reject the null hypothesis stating that the current marketing strategies employed by indigenous beverage companies are not effective in reaching targeted consumer segments. The unstandardized coefficients indicate that both marketing strategy effectiveness (B = 0.652) and target consumer reach (B = 0.534) significantly contribute to the model, with standard errors of 0.056 and 0.049, respectively. The T-values of 13.364 and 10.898 are notably high, reflecting the substantial influence of these factors on marketing outcomes, and both have p-values of 0.000, affirming that these results are statistically significant. The model demonstrates a strong explanatory power, as evidenced by an R^2 value of 0.672, which indicates that 67.2% of the variance in effectively reaching targeted consumer segments is accounted for by the marketing strategies assessed. Additionally, the ANOVA results show an F-value of 376.184 with a p-value of 0.000, confirming the overall significance of the regression model. These findings imply that indigenous beverage companies should prioritize refining their marketing strategies to enhance their reach and effectiveness, as doing so could lead to better alignment with consumer preferences and ultimately improve market performance in a competitive landscape.

Discussion of Findings

The findings from the regression analysis reveal a significant relationship between customer satisfaction and perception of indigenous beverage products, demonstrating that these factors play a crucial role in enhancing customer loyalty and overall market performance. With both customer satisfaction (B = 0.589) and product perception (B = 0.478) yielding statistically significant results (p-value = 0.000), the evidence clearly supports the notion that positive consumer experiences directly contribute to increased loyalty and business success. This aligns with the findings of Oghojafor et al. (2021), who assert that customer satisfaction is pivotal in influencing consumer loyalty within the Nigerian beverage market. Their study emphasizes the importance of understanding consumer preferences and delivering high-quality products to foster loyalty. Conversely, a study by Adetunji et al. (2022) challenges this perspective by suggesting that while customer satisfaction is essential, it is not the sole driver of loyalty in the beverage sector. Their research highlights that brand reputation and effective marketing strategies also significantly influence consumer retention, indicating that beverage companies must adopt a multifaceted approach to ensure long-term loyalty. However, the current findings reinforce the assertions of Adeleke et al. (2023), who found a direct correlation between consumer satisfaction and loyalty in emerging markets, suggesting that improving product quality and consumer perceptions can substantially enhance market performance. Furthermore, the results resonate with the work of Ibrahim and Abiodun (2020), which illustrated that customer perceptions of product

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quality and satisfaction levels are crucial determinants of repeat purchases in the beverage industry. Their findings indicate that enhancing customer satisfaction leads to increased loyalty, supporting the conclusions drawn from the current study. Collectively, these studies underscore the importance of prioritizing customer satisfaction and positive product perception as integral components of effective marketing strategies in the indigenous beverage sector.

The regression analysis findings for the second hypothesis, which examines the effectiveness of current marketing strategies employed by indigenous beverage companies in reaching targeted consumer segments, reveal significant insights. The analysis shows that marketing strategy effectiveness (B = 0.652) and target consumer reach (B = 0.534) have strong and statistically significant coefficients (p-value = 0.000), indicating that these factors are crucial for achieving successful market penetration and engagement. This finding aligns with the study by Ogunyemi and Okoro (2022), which emphasized the importance of targeted marketing strategies in enhancing consumer engagement within the beverage industry. Their research highlights that understanding consumer demographics and preferences is vital for crafting effective marketing campaigns. Contrastingly, a study by Chukwuma et al. (2021) suggests that while marketing strategies are important, their effectiveness can be limited by external factors such as market competition and economic conditions. Their findings imply that indigenous beverage companies must not only focus on their marketing strategies but also adapt to changing market dynamics to effectively reach consumers. Nonetheless, the current results support the conclusions of Adebayo and Alabi (2023), who found that well-designed marketing strategies significantly improved customer engagement and loyalty among consumers in the beverage sector. Their research indicates that targeted marketing efforts enhance brand visibility and strengthen consumer relationships. Moreover, these findings are consistent with Sulaimon et al. (2020), who demonstrated that effective segmentation strategies lead to improved market performance in the Nigerian beverage industry. Their study reinforces the notion that tailoring marketing strategies to specific consumer segments can enhance overall business performance and competitiveness. Together, these studies affirm the importance of developing and implementing effective marketing strategies that resonate with targeted consumer segments, thus contributing to the success of indigenous beverage companies in a competitive marketplace.

Conclusion

Conclusions from the study findings on the first hypothesis which postulates that customer satisfaction and a perception of indigenous beverage products play insignificant roles in their loyalty and overall market performance are as follows. First of all, the investigated hypothesis postulating that there is a positive correlation between the level of customer satisfaction and their loyalty to indigenous beverage products is confirmed. Besides, increased consumers' attitude towards these products leads to high brand loyalty and market performances indicating that quality of products and their image are important factors for the success of businesses. Likewise, the second hypothesis regarding the current marketing strategies that the indigenous beverage firms is able to target the considered consumer segments prove useful. The above analysis reveals that these marketing strategies are useful in increasing interaction and, hence, the market share of consumer segments of interest. That underscores the importance at which beverage companies must target the marketing strategies they use according to the population subgroup and their tendencies, which in turn enhances the brand recognition and customer loyalty. Nevertheless, it is pointed out that the effectiveness of the proposed strategies largely depends on factors outside the organization and its marketing activities, which again raises the issue of the dynamics of marketing activity. Based on the above findings, the study recommends that Indigenous beverage companies should prioritize product quality by investing in research and development to innovate and improve existing product lines. This could involve exploring new flavors, healthier options, or sustainable packaging to meet evolving consumer preferences. Regular quality assessments and consumer feedback loops can help ensure that products consistently meet high standards.

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