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SERVICE CONVENIENCE AND MARKETING PERFORMANCE IN FAST FOOD RESTAURANTS IN RIVERS STATE

By

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ABSTRACT:

The study investigated the relationship between service convenience and marketing performance of fast food restaurants in Port Harcourt. There specific objectives were to determine the relationship between decision convenience and customer satisfaction and ascertain the relationship between access convenience and customer satisfaction in fast food restaurants in Port Harcourt. Descriptive research design was employed. The service convenience dimensions were tested to determine and measure the relationship with marketing performance using Pearson Correlation Coefficient with the help of SPSS (version 21) in order to interpret the customers' response towards the convenience factors. The questionnaires were filled by the respondents selected conveniently from 52 fast food restaurants that made up the population. The findings revealed positive and significant relationship between service convenience and marketing performance measures. The study concluded that, a relationship exists between service convenience and marketing performance. It was therefore recommended that marketing communicating programmes should be very clear to aid consumers to make quick and dependable purchase decisions, and fast food organisations should design a customer centric service system that is capable of minimizing the efforts of customers to gain access to service points.

KEYWORDS:

Decision Convenience. Access Convenience. Customer Satisfaction. Fast Food Restaurants.

Introduction

In a highly competitive industry such as fast food business, it is imperative to sustain and enhance marketing effectiveness. Fast-food establishments, alongside others, employ strategies to provide a multitude of convenient services to their target market in order to promote their marketing performance (Cronin et al., 2000).The demand for an elevated dining experience is on the rise, particularly in metropolitan areas like Port Harcourt, where a diverse influx of people with varying tastes has been observed (Bhardwaj and Suresh, 2014). In the realm of the marketplace, it is an undeniable reality that customers seek not only superior services but also place significant importance on 'Service Convenience.' This element plays a pivotal role in influencing both profitability and customer satisfaction within the fast-food restaurant industry. This is especially crucial in the context of fast food, where competition is fierce, and customers are enticed with a plethora of enticing offers. Therefore, it becomes imperative for fast food establishments to prioritize delivering a superior service experience to their customers in order to address this challenge effectively (Bhardwaj and Suresh, 2014). At the core of the service convenience concept lies the amount of effort and time customers invest in the course of obtaining services. Service convenience embodies the non-monetary expenses linked to obtaining products (Kim et al., 2014). Service Convenience entails the capacity to diminish the non-monetary expenditures, including time, energy, and effort, that consumers incur when acquiring or using goods and services (Chang and Polonsky, 2012). Service convenience is defined as a consumer's perception reduced effort and time to obtain a service (Berry et al., 2002). The significance of service convenience has escalated, becoming a critical factor for businesses striving to maintain competitiveness. Furthermore, convenience is widely recognized as an increasingly vital aspect of consumer value and constitutes the foremost consideration for the majority of consumers. This growing demand for convenience among consumers can be attributed to several factors, including socio-economic shifts, advancements in technology, heightened competition in business landscapes, and the heightened opportunity costs associated with rising incomes (Aagja, et al., 2011).

While studies on service convenience and its relation to customer satisfaction have been thoroughly examined, there is a noticeable absence of recent research exploring the effects of service convenience dimensions on marketing performance within the fast-food restaurant industry. Additionally, it is anticipated that enhancing service convenience in fast food establishments will have a positive impact on service quality and subsequently on marketing performance. Furthermore, customers are likely to evaluate service convenience using various dimensions or attributes, including decision convenience, access convenience, and transaction convenience, all of which are significant in determining the overall quality of service. The dimensions and attributes of service convenience, which encompass decision, access, transaction, search, benefits, and post-benefits, are pivotal in the measurement of service quality as they serve as key indicators of service convenience. Regrettably, fast food restaurants in Port Harcourt have yet to fully grasp the significance of these dimensions in shaping customer perceptions of the services they offer. By adeptly incorporating a balanced combination of these various dimensions, they have the potential to not only attract and retain customers but also enhance profitability. This could lead to an organic improvement in customer data and satisfaction levels, rendering the need for additional measures unnecessary. The purpose of this study is to delve into the impact of service convenience on the marketing performance of fast-food restaurants in Port Harcourt.

Literature Review

Theoretical Foundation

Transactional Cost Theory (TCT): This study is grounded in the theoretical framework of Transactional Cost Theory. The Transactional Cost Theory (TCT) the theoretical foundation of this study, Transactional Cost Theory, traces its origins to the pioneering work of Ronald Coase, who received the Nobel Prize in Economics in 1991. Coase's early exploration of the concept of transaction costs, which was published in 1937, laid the groundwork for this theory (Coase, 1937; Kay, 2015). Indeed, the concept of transaction costs has its roots in economics, primarily attributed to Ronald Coase. However, it was Oliver Williamson in 1975 who is acknowledged for pioneering an interdisciplinary approach to the study of transaction costs, viewing it as a phenomenon within the realm of social science (Grover & Malhotra, 2003). Consequently, Transaction Cost Theory has found widespread application across various disciplines, including marketing and organizational theory, serving as a valuable framework to comprehend a multitude of distinct issues (Argyres, 2011; Varsei et al., 2014). According to Williamson (1981) the transaction cost approach to the study of economic organization contends that gaining an understanding of transaction cost economizing is fundamental to the examination of how organizations function.He further pointed out that the focus of transaction cost analysis is generally on efficiency.

Williamson (1975) underscores the importance of recognizing that various types of costs, beyond just the price of a product, can significantly impact the outcome of a transaction.When examining transaction costs within the context of a buyer-seller relationship, it's crucial to remember that both parties involved in the exchange bear costs, and these transaction costs can manifest at every stage of the purchase process (Chircu & Mahajan, 2006; Griffis et al., 2012).

In the realm of firm boundaries, Transaction Cost Theory seeks to address the fundamental question of when activities should be conducted through market transactions and when they should be managed within the boundaries of a firm (Williamson, 1991). To be more precise, Transaction Cost Theory offers predictions regarding the circumstances under which governance structures such as hierarchies, markets, or hybrid forms like alliances will be employed.In addition to monetary costs, customers frequently experience energy and time-related costs during the shopping process, and these factors can significantly influence their decision-making regarding whether to make a purchase or not (Griffis et al., 2012). In the application of Transaction Cost Theory to comprehend the concept of service convenience, this study acknowledges the insights put forth by Seiders et al. (2007). Their assertions highlight that costs linked to the time and effort invested by consumers in the consumption process are at the core of various conceptualizations of the service convenience concept, whether explicitly or implicitly.

Conceptual Review

Service Convenience

Nichols (2000) offers the definition of services as intangible products that are carried out rather than manufactured. On another hand, Schiffman and Kanuk (2002) describe services as the temporary provision of a product or the execution of an activity aimed at fulfilling specific needs of buyers. Service convenience involves the concept of designing services with the objective of minimizing the time and effort that customers need to invest in order to access and acquire those services (Kaura, 2013).

Service conveniences encompass features that effectively save shoppers time or effort, and these may include factors like credit availability and extended store hours. The concept of service convenience is applicable to streamlining the sale of both goods and services, as well as hybrid offerings that combine elements of both (Berry et al., 2002). Indeed, the concept of service convenience in marketing literature often traces its roots back to Copeland (1923) classification of products into three categories: convenience goods, shopping goods, and specialty goods. This classification has played a crucial role as a foundational framework for comprehending the concept of service convenience in the field of marketing (Chen et al., 2011). Brown (1990) has provided a definition of service convenience as the facilitation of a customer's attraction to a particular service by delivering it in a manner that diminishes the time and effort required on the customer's part. Service convenience is described as products that are widely available and demand minimal time, physical, and mental exertion.

In their literature review on the concept of service convenience, Berry et al. (2002) observed that the notion of service convenience is applicable to both firms dealing in physical products and those providing services. This is because both types of firms incorporate various service elements into their customer interactions, ultimately offering services in one form or another to meet the needs of their customers. According to the classification, convenience goods are products that entail minimal demands in terms of time and shopping effort. Researchers have extended the concept of convenience beyond physical goods and applied it to services as well. In essence, service convenience pertains to the minimal effort exerted by consumers to carry out a task or access a service (Dai &Salam, 2014).

The concept of convenience initially emerged in marketing literature concerning product categorization. The classification of consumer products includes convenience goods, which are widely available products demanding minimum amount of time, physical, and mental effort to make decision to purchase. Customers evaluate the effort required and the costs of time associated with various stages of the purchase or use process, encompassing decision convenience, access convenience, benefit convenience, transaction convenience, and post-benefit convenience. These dimensions collectively contribute to the perception of convenience for consumers (Sehgal, 2016). Nguyen et al. (2012) noted that service convenience doesn't uniformly hold high value for all consumers. Aagja et al. (2011) suggested that utilitarian shoppers place a premium on convenience because it allows them to satisfy immediate needs while freeing up time for other activities. Customers' perceptions of service convenience are shaped by comparing their pre-service expectations with their actual service experience. If perceptions surpass expectations, the service will be considered excellent; if they align with expectations, it will be deemed good or satisfactory; however, if the service falls short of expectations, it will be labelled as poor or deficient (Naik et al., 2010).The dimensions of convenience chosen for this study includes decision and access convenience.

Decision Convenience: Decision convenience refers to purchase decisions which consumers make prior to the actual purchase. Decision convenience is associated with the time and effort expended to make a determination regarding whether to acquire, purchase, or utilize the service that is being offered (Seiders et al., 2007). As an example, cosmetics firms may offer avenues for customers to access reviews and information about their Customer Information Systems, aiming to reduce the time and effort customers need to invest before making a purchase. Decision convenience plays a pivotal role in influencing a customer's willingness to try out a service. It refers to the consumer's perception that minimal time and effort are necessary to make the decision to engage with the service provider. This perception is largely shaped by the availability and quality of information provided by the service provider (Seiders et al., 2007).

Absolutely, decision convenience is closely tied to the availability of comprehensive yet user-friendly product descriptions. This can be achieved through various presentation features, including text, graphics, and video, on the company's website. Providing clear and informative content through these means can significantly enhance the ease with which customers can make decisions about whether to engage with a product or service (Jiang et al., 2013). Indeed, these instruments, such as detailed product descriptions, images, and customization options like colour variations, enable consumers to gain a clear understanding of the products and assess how well they align with their specific needs and preferences. Decision convenience holds significant importance because making choices regarding intangible and variable services can be a challenging task for consumers. Firms can alleviate this challenge by providing clear, readily accessible information and reinforcing their brand through consistent service performance. It's essential to recognize that convenience and service quality are interrelated. Positive past experiences with a firm's service quality can instil confidence in consumers and make their decision to choose the same service provider easier, whereas consumers who lack such confidence face a more challenging decision-making process (Berry et al., 2002).

Access Convenience: Access convenience describes consumers' perception of effort and time needed for initiating service delivery. Access convenience measures the way users get services (Seider et al., 2007). Access convenience pertains to consumers' perceptions of the time and effort they need to invest in order to initiate the delivery of a service. This dimension involves the actions consumers must take to request a service and, if necessary, make they available to receive it. Access convenience can take various forms, such as initiating service in person by visiting a restaurant, remotely by placing a take-out order over the phone, or through a combination of methods, like calling for a reservation and subsequently dining in the restaurant. It encompasses the ease of access and initiation of the service by the customer. In order for users to access services with minimal assistance, they rely on the availability and accessibility of information and the system. When information is lacking or accessibility is challenging, users may perceive inconvenience. Users assess access convenience based on factors such as the speed of accessing the system, the user interface, and the available communication channels. Access convenience primarily reflects a consumer's perception of the minimal time and effort required to reach the physical location of the service provider. This perception can be influenced by factors like the provider's physical location, the availability of parking, and the operating hours of the service (Seiders et al., 2007).

As per Seiders et al. (2007), access convenience is described as "the speed and ease with which consumers can reach a retailer." Access convenience holds a pivotal role within the broader concept of retail convenience. If consumers cannot easily access the retailer, they will not have the opportunity to engage with the services offered, making access convenience a critically important dimension for retailers to consider. It is essentially the gateway that enables customers to experience the services provided by the retailer. In the context of firms that depend on consumers' physical presence, access convenience is greatly influenced by factors such as the location of the service facility, its operating hours, the availability of parking, and the provision of remote contact options. These elements collectively shape the ease with which customers can access the physical premises of the business to receive services. A well-considered approach to these aspects can significantly enhance access convenience for consumers (Seiders et al., 2007). The receipt of a service, which may involve a temporal and spatial separation from the initial request, can be influenced by several factors. These include the service provider's delivery capacity and flexibility, as well as the availability of options for customers to make appointments or reservations. The capacity and flexibility of the service delivery process, along with the convenience of scheduling appointments, play a crucial role in ensuring that customers can receive the service in a manner that aligns with their needs and preferences, despite any temporal or spatial differences (Bitner et al., 2000). The accessibility of a shop is often regarded as the most critical factor in shaping consumer perceptions of shopping convenience. When a shop is easily accessible, with factors like a convenient location, ample parking, and user-friendly access routes, it significantly enhances the overall shopping experience for consumers. Ease of access can be a key driver in attracting and retaining customers (King & Liou, 2004).

Marketing Performance

Having reviewed the predictor variable and its dimensions, it turns pertinent to review literature on the criterion variable and its own specific measures as related to this study. The outcome of objective assessment of business productivity to marketing community is a huge step towards increasing the vitality and agility of marketing and most especially towards raising an organization marketing performance (Rust et al., 2004). The rumour that marketing love to spend, but dislikes assessing the outcome of such spending is actually obsolete (Ambler, 2003), since a clear understanding of marketing's socio-economic contributions to corporate objectives and goals help in building and establishing a competitive advantage. Presently, organizations are increasing so largely that management's monitoring and controlling effort is helped by the performance measurement systems. Information technology platforms have played a crucial role in streamlining and facilitating advancements and growth in various areas such as data and application integration, web-based charting and reporting, statistical analysis, artificial intelligence, machine learning, skill acquisition, and other expert systems technologies. These platforms provide the foundation for organizations and individuals to harness the power of technology and data, enabling them to make informed decisions, automate processes, and innovate in various fields (Gao, 2010).

Measuring marketing performance has become a central mechanism for managing organisation's performance. In other words, marketing performance measurement has become critical key issue in marketing and it remains an important concern for a huge majority of firms (Morgan et al., 2002). Marketing performance is often viewed as the proactive engagement in activities today that ultimately result in measurable value and outcomes in the future. It emphasizes the idea that marketing efforts, strategies, and investments should be designed and executed with a forward-looking perspective, with an eye toward achieving long-term objectives and generating sustainable value for the organization (Lebas & Euske, 2002). In other-words, it evaluates behaviour in the area of its contribution to the objectives and goals of the firm (Dalrymple et al., 2004). Maskell (1994), asserted that important marketing performance measures must relate directly to corporate strategy. It continues to be a significant concern for a vast majority of firms, as it enables them to assess the effectiveness of their marketing efforts, allocate resources wisely, and adapt their strategies to achieve their business objectives in a dynamic and competitive landscape. For this current study, customer satisfaction was chosen as a measure of marketing performance.

Customer Satisfaction: In its most basic form, customer satisfaction can be defined as the comparison between perceived performance and customer expectations. The general expectation is that higher levels of customer satisfaction lead to increased customer loyalty, reduced price sensitivity, protection of market share from competitors, decreased transaction costs, lower costs associated with failures, and reduced expenses related to acquiring new customers. Moreover, customer satisfaction is known to have a significant impact on customer loyalty, retention, repeat purchases, and referrals. It can be described as a positive emotional response stemming from the gratification of experiencing a product, service, benefit, or reward (Oliver, 1997).

Empirical Relationship between Decision Convenience and Marketing Performance

Decision convenience, as defined here, focuses on consumers' perceptions of the time and effort they must invest in making purchase or usage decisions related to a service. When consumers identify the need for a product or service, they often find themselves in a situation where they must choose from a variety of suppliers and market offerings. This decision-making process requires them to allocate time and effort to evaluate their options and select the most suitable one from the available alternatives. The concept underscores that for consumers, convenience extends beyond the actual purchase or usage of the service; it also encompasses the ease and efficiency with which they can navigate the decision-making process. Organizations that streamline this process and make it more convenient for consumers can potentially gain a competitive advantage by reducing the perceived time and effort required to make informed decisions (Kaura et al., 2015). The concept of decision convenience, as you've described, pertains to the initial stage of convenience in which customers are actively engaged in the decision-making process. During this stage, customers are evaluating various aspects of a product or service, such as delivery charges, brand reputation, product prices, and warranties. The convenience factor at this stage involves the ease with which customers can access and gather the necessary information to inform their purchase decisions. For companies, making the decision stage more convenient is crucial because it directly influences whether customers choose to make a purchase. By providing clear and easily accessible information about product details, pricing, and related factors, companies can help customers make informed decisions more efficiently. This, in turn, can enhance customer satisfaction and increase the likelihood of successful conversions and purchases (Berry et al., 2002).

When customers find it convenient to make service-related decisions, they are more likely to be satisfied with their overall experience. In the fast-food industry, where competition is fierce, attracting and retaining customer attention is crucial. Providing relevant information about products and the brand is a valuable strategy for accomplishing this goal. By facilitating better decision-making through informative content and transparent communication, fast-food restaurants can attract potential customers as well as enhance customer satisfaction and loyalty. On the basis of foregoing, it was hypothesised that:

H1: There is significant relationship between decision convenience and customer satisfaction of fast food restaurants in Port Harcourt.

Empirical Relationship between Service Convenience and Marketing Performance

Service convenience, as a concept, was initially introduced by Copeland in 1923. Copeland's proposition emphasized the importance of minimizing the time, physical effort, and mental effort required by consumers when making a purchase. To deliver high-quality service that aligns with consumer expectations, a company must prioritize offering service convenience to its customers. This entails streamlining the service process to make it as efficient and hassle-free as possible, ultimately enhancing customer satisfaction and loyalty (Berry et al., 2002; Liang & Wang, 2006). Service convenience indeed plays a pivotal role in strengthening an organization's relationship with its customers. When a company focuses on providing convenience throughout the customer journey, customer satisfaction which fosters customer loyalty is enhanced. Customers who are satisfied and therefor loyal to the brand will more likely make repeat purchases by continue doing business with the organization, refer others, and speak positively about the brand. Moreover, by offering superior service convenience, organizations can gain a competitive edge by differentiating themselves in the market. Customers value convenience, and companies that excel in this aspect often position themselves as leaders in their industry, attracting new customers and retaining existing ones. Thus, service convenience can be a powerful tool for achieving a competitive advantage and elevating an organization's position in the market (Seiders et al., 2000).

Customers indeed have a strong inclination toward faster and more efficient ways of accomplishing their daily tasks, largely driven by factors such as time constraints and financial considerations. This desire for convenience extends to various aspects of life, including cosmetic activities. Retailing firms, recognizing this customer preference, often prioritize offering convenience as a key value proposition. Whether it's through online shopping, user-friendly store layouts, extended operating hours, or personalized service, these firms strive to provide the convenience that customers seek. By doing so, they not only meet customer expectations but also establish a competitive advantage in the market by aligning their services with the changing demands of consumers. In a competitive landscape where multiple companies are offering convenience services to their customers, differentiation becomes crucial for maintaining market position and gaining a competitive advantage. To stand out, a company must strive to provide greater value to its customers compared to its competitors. This value can take various forms, including: enhanced convenience, personalization, quality, cost-effectiveness, customer Service, innovation. By delivering superior value through these means, a company can not only maintain its market position but also potentially outperform competitors and establish itself as a leader in the industry. (Colwell et al., 2008; Dai &Salam, 2014; Kaura et al., 2015).

Indeed, convenience plays a significant role in influencing various aspects of customer behavior and marketing outcomes. It has strong associations with elements such as customer satisfaction, intention, and loyalty. As highlighted by Rowley (2005), convenience can have a substantial impact on whether customers choose to make repeat purchases and develop preferences for specific products or brands. When customers experience convenience in their interactions with a company or its offerings, it tends to foster satisfaction. Satisfied customers are more likely to have the intention to continue doing business with the company and become loyal customers. Convenience, whether it relates to the purchasing process, product usage, or customer support, can be a powerful driver of positive customer behaviour and long-term relationships with the brand. The perspective presented by Black et al. (2002) highlights the importance of offering convenient services to customers, particularly in the retail industry. When retailers provide services that are convenient, it not only attracts customers initially but also encourages them to continue using those services over the long term. Convenience in retail can manifest in various forms, such as flexible operating hours, user-friendly online platforms, easy returns and exchanges, and hassle-free payment options. These conveniences empower customers, allowing them to make purchasing decisions at their own pace, without feeling rushed, and to engage in retail activities at their convenience, be it any time or any day. By aligning their services with customer preferences for convenience, retailers can enhance customer satisfaction, loyalty, and retention, ultimately driving business success. Seiders, et al. (2007) have stated that convenience is an essential predictor in customer satisfaction.

The research findings highlighted by Seiders et al. (2005) emphasize the significant role of convenience in the relationship between customer satisfaction and repurchase behaviour in the North American retailing industry. Essentially, their research suggests that when customers experience convenience along with satisfaction in their interactions with a retailer, they are more likely to exhibit repeat purchase behaviour. Convenience, in this context, acts as a moderating or interacting factor that strengthens the link between customer satisfaction and loyalty.This finding aligns with the idea that when customers find a retail experience convenient and hassle-free, they are less inclined to seek alternative providers or products. It underscores the importance of not only satisfying customers but also making the customer journey as convenient as possible to reinforce loyalty and encourage repeat business.From an online service perspective, as noted by Anderson and Srinivasan (2003), customers who find online transactions convenient and easy are less likely to explore other alternatives or switch to different providers. Service convenience, in this context, serves as a moderating factor that enhances the relationship between customer satisfaction and loyalty in the online sphere as well.On the basis of foregoing, it was hypothesised that:

H2: There is significant relationship between access convenience and customer satisfaction of fast food restaurants in Port Harcourt.

Methodology

Research Design: The research design that was employed in this study was descriptive survey. This design is selected for the study because it allows for obtaining numerical and structured description of the population and provided clear understanding of service convenience and how it affects the marketing performance of fast food restaurants in Port Harcourt.

Population of the Study: The population of this study are the customers of registered fast food restaurants in Port Harcourt. According to the Association of Fast Food and Confectionary of Nigeria (AFCON) Rivers State Branch, enlisted by the Rivers State Ministry of Commerce & Industry (Yellow Pages, 2016/2017) there are total of fifty-two (52) registered and functional fast-food restaurants in Port Harcourt. Considering the large size and unknown population status of the total customers, a sample size of 150 was determined using Cochran formula for the determination of sample size from unknown population.

Sampling Techniques and Determination: One hundred and fifty (150) serves as the sample size for this study. This study adopted non-probability sampling technique. Copies of questionnaires were administered to the customers found in the restaurats at the time of questionnaire administration. This study adopted convenient sample techniques in selecting respondents based on their in-depth knowledge about the phenomenon as well as their willingness to participate in the survey.

Data Analysis Methods: The data that was collected in this study was analysed using quantitative methods of analysis because of the nature of the data. The quantitative data was analysed using both descriptive and inferential statistics. Pearson correlation coefficient was used to analyses the stated hypotheses.

Results and Discussion

Questionnaire Distribution and Retrieval: One hundred and fifty (150) copies of questionnaires were distributed, 130 which represent 87% were retrieved, and 20 which represent 13% were not retrieved. The one hundred and thirty questionnaires were considered valid and usable.

Demographic Profile: The analysis showed that male respondents account to 35 per cent corresponding to forty-five (45) respondents, thus, lesser the number of their female counterparts who account to 65 per cent corresponding to one hundred and nineteen (85) respondents. For age distribution: the analysis indicated that thirty-nine (39) respondents' age fall between 25 years and below corresponding to 30% of the total respondents, 38% of the total respondents age fall within the period of 26-35 years representing forty-nine (49) respondents, thirty (30) respondents age fall between 36-45 years corresponding to 23% while twelve (12) respondents corresponding to 9% age fall between 46 years and above.

Further analysis indicated that twenty-one (21) respondents representing 16 per cent were O'Level Certificate holders that comprises WAEC/NECO, seventy-two (72) respondents which represent 55% were B.Sc/HND holders, thirty seven (37) representing 28 per cent were PGD/M.Sc/MBA holders.

Reliability

The Cronbach's Alpha value for decision convenience with four items was 0.807, while access convenience with four items was 0.826; customer satisfaction also with four items have 0.843 for the Cronbach's Alpha value. All Cronbach's Alpha values for each construct were more than 0.70. Thus, it can be concluded that all items for each construct in this research were in the range of 'good' and 'very good' which showed high stability, consistent results and also in the satisfactory level.

Testing of hypotheses

Table 2: Correlation Analysis showing the Relationship between Decision Convenience and Customer Satisfaction.

H1: There is significant relationship between decision convenience and customer satisfaction of fast food restaurants in Port Harcourt.

Correlations

		Decision Convenience	Customer Satisfaction
Decision Convenience	Pearson Correlation	1	.783**
	Sig. (2-tailed)		.000
	N	130	130
Customer Satisfaction	Pearson Correlation	.783**	1
	Sig. (2-tailed)	.000	
	N	130	130

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

Table 1 above revealed the significant correlation between decision convenience and measures of marketing performance (customer satisfaction). The results further showed that decision convenience at a Pv < 0.05, significantly relate towards marketing performance of fast food restaurants in Port Harcourt. From the output, it showed that decision convenience has a significant and positive relationship with customer satisfaction at a R = 0.783 and a P-value = 0.000. The coefficient of determination ($r^2 = 0.61$) indicates that 61% change in marketing performance (customer satisfaction) can be explained by decision convenience.Hypothesis one is therefore supported because, p-value (0.000) is less than the level of significant at 95% (0.05) as established in the decision rule.

Table 2: Correlation Analysis showing the Relationship between Access Convenience and Customer Satisfaction.

H2: There is significant relationship between access convenience and customer satisfaction of fast food restaurants in Port Harcourt.

Correlations

		Access Convenience	Customer Satisfaction
Access Convenience	Pearson Correlation	1	.888**
	Sig. (2-tailed)		.000
	N	130	130
Customer Satisfaction	Pearson Correlation	.888**	1
	Sig. (2-tailed)	.000	
	N	130	130

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

Table 2 above revealed the significant correlation between access convenience and measures of marketing performance (customer satisfaction). The results further showed that access convenience at a Pv < 0.05, significantly relate towards marketing performance of fast food restaurants in Port Harcourt. From the output, it showed that access convenience has a significant and positive relationship with customer satisfaction at a r = 0.888 and a P-value = 0.000. The coefficient of determination ($r^2 = 0.79$) indicates that 79% change in marketing performance (customer satisfaction) can be explained by access convenience.These results ascertain that access convenience has a significant and positive relationship with marketing performance of fast food restaurants in Port Harcourt.The hypothesis (H2) is therefore supported.

Discussion of Findings

i. **Decision convenience significantly and positively correlates with marketing performance and as such enhances its measures (customer satisfaction)**

Evidenced from the result analysis identifies decision convenience as having a positive strong and significant impact on marketing performance and as such enhancing outcomes such as customer satisfaction. Based on this premise, the hypothesis was supported as the results revealed that there is a strong and positive significant relationship between decision convenience related activities and the measure of marketing performance (customer satisfaction).

Hypothesis one (H1) was designed to examine the significant relationship between decision convenience and customer satisfaction. Decision convenience was hypothetically tested against customer satisfaction using Pearson Correlation Coefficient Analysis. The analysis was aimed to examine the relationship between decision convenience and customer satisfaction for which result showed that a significant relationship exist (Rho = 0.783). It further revealed the existence of a strong and positive significant relationship between the variables.The findings reiterate the views of Bendall-Lyon and Powers (2004) who found that decision convenience is positively associated with customer satisfaction.

ii. **Access convenience has a significant and positive influence on marketing performance and as such enhances its measures (customer satisfaction)**

The evidence on the relationship between access convenience and marketing performance is observed to be significant; with access convenience having a significant impact on the one measure of marketing performance: customer satisfaction.

Hypothesis two (H2) was designed to examine the relationship between access convenience and customer satisfaction. Access convenience was hypothetically tested against customer satisfaction using Pearson Correlation Coefficient Analysis tool. The analysis was aimed to examine the relationship between access convenience and customer satisfaction for which result showed that a significant relationship exist between the variables (r = 0.888). It further revealed the existence of a strong and positive significant relationship between the variables.The result from this finding aligns with the argument of Seiders et al. (2007).

Conclusions

The findings on the dimensions of service convenience, namely decision convenience and access convenience all contribute significantly towards achieving marketing performance in terms of customer satisfaction of fast food restaurants in Port Harcourt.

- The results on the relationship between decision convenience and marketing performance indicated strong, positive and significant relationship.
- Premised on the second research question, the study concludes that strong, positive and significant relationshipexisted between access convenience and marketing performance of fast food restaurants in Port Harcourt.

Based on the findings as revealed in the study, hence, concluded that service convenience has an positive impact on marketing performance in terms of customer satisfaction.

Recommendations

It was therefore recommended that;

i. Marketing communicating programmes should be very clear to aid consumers to make quick and dependable purchase decisions.

ii. Fast food organisations should design a customer centric service system that is capable of minimizing the efforts of customers to gain access to service points.

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