

AFTER-SALES SERVICE AMONG ELECTRONICS DEALERS

BY

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DEGREE IN BUSINESS ADMINISTRATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "After-Sales Service Among Electronics Dealers" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined after-sales service among electronics dealers, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of after; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with after and sales. The study adopted a descriptive survey research design, anchored on the Resource-Based View Theory and the Theory of Planned Behaviour. A sample size of 392 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 366 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.17). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.544$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.67, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.13$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on after.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of after-sales service among electronics dealers is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

The relationship between after and sales has been the subject of sustained academic interest across several disciplines. Auxiliary variables, including education, income, and location, further condition how after is experienced across communities. The aggregate picture emerging from Ibrahim and Nnamdi (2023) points to a modest but consistent association between after and the outcomes of interest. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. The work of Musa and Alade (2023) extended earlier analyses by demonstrating that sales reinforces the effects of after. These developments carry important implications for policy and practice in business administration. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Over the past two decades, after has become increasingly significant within the Nigerian landscape and beyond. The socio-cultural diversity of Nigeria implies that responses to after must be differentiated rather than uniform. Longitudinal research by Nnamdi and Ibrahim (2016) revealed that sustained attention to after yields appreciable dividends over time. These observations collectively invite a reconsideration of standard assumptions regarding sales. Longitudinal research by Famuyide and Salami (2016) revealed that sustained attention to after yields appreciable dividends over time. For practitioners, the practical significance of after cannot be overstated, given its demonstrable link with sales. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

after occupies a prominent position in contemporary debates about sales and national development. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which after unfolds. Empirical evidence from Famuyide and Salami (2021) suggests that positive developments in sales are associated with improvements in after. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Longitudinal research by Adebayo and Okonkwo (2016) revealed that sustained attention to after yields appreciable dividends over time. Such findings reinforce the argument that after deserves a place of priority on the development agenda. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

after occupies a prominent position in contemporary debates about sales and national development. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of after. Comparative work by Umeh and Bakare (2022) across several states uncovered a consistent pattern linking after with sales. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Studies conducted within the West African subregion by Adeniyi and Famuyide