

ASSESSMENT OF DISTRIBUTION CHANNELS ON PRODUCT AVAILABILITY IN THE CONSUMER GOODS INDUSTRY

BY

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DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Assessment of Distribution Channels on Product Availability in the Consumer Goods Industry" 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 assessment of distribution channels on product availability in the consumer goods industry, 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 assessment; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with assessment and distribution. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 387 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 352 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 = 2.97). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.587$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.92, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.09$, $p > 0.05$). 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 assessment.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of assessment of distribution channels on product availability in the consumer goods industry 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.

Contemporary scholarship increasingly frames assessment as inseparable from the broader question of distribution. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream assessment into routine governance. Findings reported by Dauda and Ogunlana (2018) observed that respondents with greater exposure to assessment recorded markedly different results. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Oyelaran and Umeh (2020), in a survey of relevant stakeholders, concluded that the benefits of assessment are unevenly distributed across groups. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

The relationship between assessment and distribution has been the subject of sustained academic interest across several disciplines. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of assessment. Research by Adeniyi and Famuyide (2021) using mixed methods provided particularly rich insight into the mechanisms connecting assessment and distribution. Accordingly, there is a growing consensus that deliberate policy action is required. The aggregate picture emerging from Salami and Okonkwo (2023) points to a modest but consistent association between assessment and the outcomes of interest. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

Over the past two decades, assessment has become increasingly significant within the Nigerian landscape and beyond. Auxiliary variables, including education, income, and location, further condition how assessment is experienced across communities. The work of Salami and Okonkwo (2023) extended earlier analyses by demonstrating that distribution reinforces the effects of assessment. These observations collectively invite a reconsideration of standard assumptions regarding distribution. An examination by Kalu and Musa (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

The relationship between assessment and distribution has been the subject of sustained academic interest across several disciplines. Economic pressures and resource scarcity frequently determine the pace at which assessment advances in practice. Studies conducted within the West African subregion by Alade and Nwosu