

INFLUENCE OF LOGISTICS MANAGEMENT ON CUSTOMER SATISFACTION IN E-COMMERCE RETAIL

BY

[STUDENT'S FULL NAME]

[MATRIC NUMBER]

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DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Logistics Management on Customer Satisfaction in E-Commerce Retail" 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 influence of logistics management on customer satisfaction in e-commerce retail, 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 influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and logistics. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 381 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 358 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 = 3.08). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.564$, $p < 0.05$) 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 ($t = 1.33$, $p > 0.05$). 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 influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of logistics management on customer satisfaction in e-commerce retail 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.

influence occupies a prominent position in contemporary debates about logistics and national development. Nigeria's federal structure and its diverse cultural geography ensure that the experience of influence varies considerably from one region to another. Findings reported by Salami and Eze (2018) observed that respondents with greater exposure to influence recorded markedly different results. Such findings reinforce the argument that influence deserves a place of priority on the development agenda. Research by Alade and Dauda (2021) using mixed methods provided particularly rich insight into the mechanisms connecting influence and logistics. Such findings reinforce the argument that influence 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.

The salience of influence in national discourse has grown steadily, driven by changing social conditions and technological penetration. Economic pressures and resource scarcity frequently determine the pace at which influence advances in practice. An examination by Aderemi and Ogunlana (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Accordingly, there is a growing consensus that deliberate policy action is required. An examination by Chukwu and Aderemi (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with logistics. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Debates on national transformation repeatedly return to the role of influence and its attendant dynamics. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which influence unfolds. Empirical evidence from Chukwu and Aderemi (2021) suggests that positive developments in logistics are associated with improvements in influence. Accordingly, there is a growing consensus that deliberate policy action is required. The aggregate picture emerging from Adekunle and Eze (2023) points to a modest but consistent association between influence and the outcomes of interest. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with logistics. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Contemporary scholarship increasingly frames influence as inseparable from the broader question of logistics. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of influence in everyday life. Research by Ibrahim and Adekunle (2021) using mixed methods provided particularly rich insight into the mechanisms connecting influence and logistics. These developments carry