Imapct of Product Quality on Organisational Performance in Nigeria

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ABSTRACT
　　This study examined product quality and organisational performance with a view of examining the impact of product quality and performance on market share of International Breweries. Two research questions and two hypotheses were formulated. A survey research design was used and data were obtained through the use of questionnaire. The population of this study was 125 staff members of marketing department and census approach was adopted in this study because the target population was low. Descriptive and inferential statistics were utilised to facilitate data analysis and the hypothesis was tested using linear regression analysis at 0.05 level of confidence. From the results of the analysis, the study showed that, market share was a function of product quality and performance. Based on this finding, the study concluded product quality and performance had impact on market share of International Breweries. It therefore recommended among others that management should continuously improve the quality of its product in order to achieve competitive edge. It is very imperative for the management to adopt innovation; creativity in order to enhance product quality and increase the market share of International Breweries. The management should invest in technology development in order to improve the quality of its product.

Key words: Quality, organizational, performance, market share, breweries.

1.0   INTRODUCTION

　　One of the key positioning tools for a marketer is quality. Quality is strongly connected to a product's value and consumer satisfaction since it has a direct impact on

how well it functions. The definition of quality in the strictest sense is "freedom from defects." Most customer-focused companies, however, go above and beyond this narrow definition. Instead, they measure quality based on customer satisfaction. For example, according to Siemens, "quality is when customers return and products don't." This customer-focused definition states that quality begins with the needs of the consumer, goes beyond their satisfaction, and finishes with their loyalty. (Kotler Kotler, Wong, Saunders, & Armstrong, 2018)

Value and consumer pleasure are created by quality. Marketers have multiple responsibilities in aiding their company in identifying and providing target customers with high-quality products and services. The level of perfection or superiority that a product of an organisation possesses is referred to as quality. A company's products' complex and intangible qualities can both be considered factors of quality. Regarding technical aspects, quality might include characteristics like functionality, performance, dependability, durability, appearance, suitability for use, and adherence to guidelines. While there are numerous ways to assess quality, the consumer is the one who ultimately determines its perception since his or her purchase choice impacts not just the organization's overall performance but also the success of its goods or services. (Peter & Donnelly, 2019).

Pearce and Robinson (2016) asserted that when a product is of greater quality, technically superior in some way, comes with superior service, or has a perceived distinctive attraction, superior value is established. In Cruz (2015), Saleh made the case for the implementation of improved product quality control in order to increase consumer loyalty and happiness. Cruz (2015) discovered during his investigation into the relationship between product quality and customer happiness that a product's durability serves as a catalyst for consumer desires for safe items.

The factor that could affect the relationship between market share and profitability is product quality. Market share "is unlikely to have the comparative advantage when there is little uncertainty about product attributes or when customers rely on other indica tors of product quality. Jacobson cited in (Hsu, 2022). This implies that businesses can only obtain a competitive edge by gaining market share if customers can be certain of the quality of their products and place a high value on this trait. Kotler and Keller (2012) stated that performance, features, compliance, durability, serviceability, aesthetics, and perceived quality are the principal indicators of a product's quality.

Aryonindito, Yadiati, & Handoyo (2020), asserted that market share is an essential component of a business's survival and a major driving force for the founding of a company in an industry. It goes on to clarify that market share for an organisation is determined by the percentage of a customer's overall purchase in a particular industry that goes toward the business. For instance, if one firm accounts for fifty (50) of the total quantity consumed of a certain product, and that company has a fifty percent market share, however the total quantity utilized of that product is one hundred (100). Because

the major firms in the brewery industry are highly competitive, a firm without a generic strategy will face competitive disadvantage and eventually lose its competitive edge. As a result, companies must differentiate their products in order to establish and maintain a competitive edge, as the level of product quality determines an organisation's strength in the marketplace.

Each firm in the brewery industry strives to always make something different to increase its market share. This is because consumers keep switching to any product that gives them better offer. Most consumers in Nigeria are aware of different brands of beer in the market because they believe each brewery is striving to give better product. Any brewery that comes up with quality product to customers always experiences a surge in its market share.

Nigerian firms in the brewery sector are operating in a very competitive environment, and in order to stay ahead of the competition, manufacturers are consistently enhancing the quality of their goods and revitalizing their brands. Nigeria's brewery sector is facing challenges as a result of the production of alternative brands, and consumers are somewhat forced to choose between the available alternatives. Among Beer brands that competes in Nigeria markets are Star lager beer, Trophy premium lager beer, Hero lager beer, Harp lager beer, 33 larger beer, Guinness extra stout, Legend extra stout, Castel beer, and Goldberg beer among others (Abugu, Ozo, & Olugbenga, 2018).

Prior studies have looked at the impact of product quality from various angles; Sambo, Sunday, Mary & John (2022) studied the effects on customer satisfaction and loyalty. Some studies looked at how consumer loyalty and satisfaction were affected by factors like product quality, brand image, and brand trust. Diputra and Yasa (2021), Timo (2019) examined how consumer satisfaction which is mediated by product and service quality, affects customer loyalty. Numerous scholars, like Rasak (2016) and Cruz (2015), examined the relationship between product quality and customer satisfaction in an effort to determine how price and quality affect customer happiness through the mediator of consumer value.

As a result, little research has been done on how product quality affects market share. One of the empirical gaps in the current literature is represented by this circumstance. As a result, this study aims to close this gap by providing insight into product quality and market share, which set it apart from previous studies.

The objective of this study was to examine the impact of product quality on organisational performance of International Breweries, while the specific objective was to:
- evaluate the impact of product quality on market share.
- examine the impact of product performance on market share

2. Literature Review
2.1. Concept of Product Quality

Kotler and Amstrong (2012) assert that the degree to which a good or service can satisfy the needs of the customer, whether explicit or implicit, determines its quality. Kotler and Keller (2012), stated that a product's perceived quality, performance, features, compliance, durability, serviceability, and aesthetics are some of the indicators that determine its quality. Trentin (2012) define product quality as a product's ability to achieve its intended purpose; this encompasses features like overall durability, accuracy, reliability, ease of use, and maintenance, among other crucial aspects. Sun (2011) defines a product's quality as those characteristics that affect its ability to satisfy customers' explicit or implicit wants. Kotler and Amstrong (2012) assert that a product's quality is directly correlated with its capacity to carry out its intended functions, including overall functionality, dependability, accuracy, ease of use and maintenance, and other values. Everything that benefits customers is included in the quality of a product (Tjiptono, 2015).

In spite of the emergence of Total Quality Management (TQM) initiatives, numerous businesses have demonstrated their dedication to creating superior products. Total Quality Management (TQM) is an organization-wide commitment to achieving customer satisfaction via continuous improvement of all business processes involved in the provision of goods or services, as opposed to only correcting errors as they occur. Businesses that utilize Total Quality Management (TQM) show and motivate employees to always seek out solutions to enhance processes so that errors and faults don't develop in the first place. This strategy produces higher-quality products at lower costs. (Peter & Donnelly, 2019).

According to Bordes (2009), high-quality plans might, in certain instances, actually enhance a company's potential market share. According to a study, quality-based competitive strategies resulted in a considerable gain in market share and profitability. A major study found that market share and profitability increased significantly when competitive strategies supporting high-quality products were used.

Higher demand and reputation for a product often result into a larger market share. Kotler et al. (2018) stated that quality is the main positioning strategy used by marketers. Since quality directly influences how well a product operates, it is highly tied to the value and satisfaction of customers. The definition of quality in the strictest sense is "freedom from defects." However, most customer-focused businesses go beyond this limited description. Rather, they use customer delight to determine quality. According to this customer-focused definition, quality starts with meeting the needs of the customer, extends beyond customer's satisfaction, and ends with retention. Quality, as defined by Zeithamal in Rafi & Mushtaq (2023), is a company's perspective regarding the overall excellence of the goods or services it provides to clients. A simpler way to define product quality is the ability of a product to effectively carry out its intended function, as stated by Kotler et al. in Rafi and Mushtaq (2023).

2.1.1 Concept of Market Share

A company's market share in an industry is the overall revenue it has generated over a specific time period. Market share is defined as the ratio of organizational sales to total sector sales over a specific time period. This is used to calculate the size of a business in relation to its competitors and market. Every brewery strives to always have a unique product to increase its market share. This is because consumers are aware of a wide variety of beer brands available since they believe all breweries strive to produce better beer. A brewery's market share increases significantly when it delivers a high-quality product for its customers. Adio, Bananda, & Eluka, (2018) stated that market share is a company's percentage of sales or market demand at the moment. A firm's market mix reflects its market share.

The American Marketing Association stated that market share is "the percentage of total sales in a market that each competitor's market share holds and it is regarded as the most significant indicator for assessing the effectiveness of marketing. Clark in (Hsu, 2022). Buzzell et al. in Hsu (2022), opined that market share is the primary variable affecting profitability. Another popular measure of a company's present competitive position is its market share.

Shane-Hunt, Mello, and Deitz (2018), asserted that market share affords marketers a rapid overview of how they are doing in comparison to their rivals in the sector in which they compete. Market share is define as the share of a firm's relative to the sales of all firms across all consumers in the given market, it is an aggregate measure across all customer which may be measured either in a monetary or a volumetric basis (kumar & Reinartz, 2018).

In most cases, organisations with a larger market share are significantly more profitable than those with a smaller share (Buzzell et al., in Hsu, 2022). As a result, businesses with large market shares are considered to be better at meeting customer wants and to have an advantage over rivals with lesser market shares (Schwalbach, in Hsu 2022). The primary reason for the increased focus on market share is the empirical evidence establishing the relationship between market share and profitability (Bhattacharya, Morgan, & Rego, 2021).

2.1.2 Product performance

Product performance includes both the degree to which new products succeed and the financial outcomes of market competition, as demonstrated by profit or market share (Li and Calantone, 1998). Griffin and Page (1993) reported that market share, profitability, and technological proficiency for product development and quick execution plans to meet the targeted goals are the three typical indicators used to measure product performance.

2.1.3 Organisational performance

The gap between an organization's actual and expected outputs, sometimes referred to as goals and objectives, is known as organisational performance. An

organisation's success can be determined by a variety of observable results, including increased sales, increased production, improved efficiency, a higher return on investment, and improved quality. (Doval, 2020). For an organisational system to function effectively, all seven performance criteria—effectiveness, efficiency, quality, productivity, work quality, innovation, and profitability—must be met. These are complex relationships between people. Elena-Iuliana and Maria (2016) stated that there is a strong relationship between performance and fulfilling the standards—basically, performance targets—that were previously set. Since different elements have complex and nuanced relationships with one another, competitiveness requires performance, which is partially realized.

To be competitive, a company must perform, which is defined as having a degree of efficacy and productivity that guarantees its strong position in the market given the intricate and varied relationships between many factors. (Dragomir & Pânzaru, 2014)

Sales income is one indicator that can be utilized to measure performance, but there are many others as well, such time spent with each customer or the quantity of repeat business they generate. There are two categories of performance measurements: input and output (Lancaster, 2015),

2.2 Empirical Review

Osifo and Osa-Izeko (2023) assessed the influenced of perceived product quality on the subscribers retention of pay-Tv operators. The research adopted descriptive survey design. The population of the study was 23,400 GOTV subscribers in Benin City. Data were collected through questionnaire and analysed through regression. The sample size was 386 was determined by taro Yamane formulae. The results showed that customer service and product packages had a positive and significant impact on subscriber retention. Product appeal had a positive but non-significant effect on subscriber retention, but product reliability had a negative but significant influence. The study concluded that pay-TV, since subscriber have to pay to view the various channels that is available on pay TV, it is expected that issues on product packages, reliability, appeal and customer service be put into serious consideration. It was recommended that bouquets enrichment, standardization of reliability and customer service strategies should be used to enhanced subscriber retention.

Sambo et al (2022) studied the effect of product quality on customer loyalty and satisfaction. In this study, a survey research design was used. The survey encompassed 264 employees of Adama Beverages Ltd. as its population. The analysis of the data collected was done by linear regression analysis. The study's conclusions showed that customers' satisfaction levels are influenced by the quality of the products they buy. It is advised that management create a new quality culture within the company's quality management division.

Diputra and Yasa (2021) examined the impact of product quality, brand image, and brand trust on consumer satisfaction and loyalty. Data were gathered for the study

using a questionnaire and a descriptive survey approach. The study included 185 respondents, all of them were Denpasar City residents who had ever bought and used a Samsung smartphone. Purposive sampling was the method of sampling employed in this investigation. Based on the analysis conducted for this study, certain results were drawn, including the following: customer satisfaction, brand image, and brand trust all positively and significantly relate to product quality.

It was suggested that the Samsung Company use the results of this research as input to focus on aspects related to product quality in order to improve customer satisfaction, brand loyalty, and brand image.

The effects of product and service quality on customer loyalty were examined by Trentin, Perin, & Forza (2019) in relation to the role that consumer satisfaction played as a mediating element. In the study, an explanatory research design and a quantitative technique were utilized. We studied the primary and secondary sources of data. 64 regular customers of the Kharisma store submitted the questionnaires. The results of the study showed that customer satisfaction levels can be enhanced through consumer feedback about the caliber of products offered at Kharisma outlets. The results of the study indicate improved product quality may enhance consumer satisfaction.

Razak, Nirwanto, & Triatmanto, (2016) examined the impact of pricing and product quality on customer satisfaction, taking consumer value into account as a mediator. The objective of this study is to look into the relationship between customer satisfaction and product quality, pricing, and mediating role of consumer value. This study is quantitative in nature and employs a survey approach grounded on the positivist worldview. The study's demographic consists of toothpaste product consumers who are over 17 and reside in Bekasi, Indonesia. 110 respondents who visited the mall were handed questionnaires using a purposive sample technique. It demonstrated that providing competitive pricing at a reasonable cost and enhanced product quality through product conformity might result in increased customer value. It was recommended that the producers adopt some measures to enhance the competitiveness of their products.

Cruz (2015) conducted research on the relationship between product quality and customer satisfaction. The purpose of this non-experimental study was to look into the relationships between customer satisfaction, cost, safety, and product quality (automobiles). The findings showed a statistically significant correlation between the caliber of the product and customer satisfaction. It was suggested that building high-quality cars could reduce the number of people killed and injured in car crashes, which will benefit the automotive industry and consumers by promoting positive social change.

2.3 Conceptual Framework

Independent Variables   Dependent variable

Product Quality		Organisational Performance
Product performance **p**	→	Market share
		Profitability
		Customer satisfaction

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Researcher's Compilation, (2024)

3. Methodology

In order to assess how International Breweries' market share was influenced by product quality, this study used a descriptive research survey design technique. This study employed a census approach because the target population was low, with 125 marketing department employees making up the targeted population and 125 making up the sample size. Primary sources of data were used in this study in order to collect information.

Structured questionnaires were used to gather data from the main source. Convenient sampling was used in the sample design. Both descriptive and inferential statistics were used in this study. Regression analysis was used with inferential statistics, while tables and percentages was also used with descriptive statistics. For this investigation, linear regression analysis was the analytical method employed. The study's instrument was a structured questionnaire with two sections for personal information and a 5-point Likert rating scale for product quality and market share.

4. Results
Table 1 Demographic characteristic of respondents

Characteristics	Variable	Frequency	Percentage
Sex	Male	104	86.7
	Female	16	13.3
	Total	120	100
Marital Status	Single	26	21.7
	Married	92	76.7
	Divorced	2	1.7
	Total	120	100
Age	Below 30	25	20.8
	31-40	47	39.2
	41-50	43	35.8
	51and above	5	4.2
	Total	120	100
Years of working Experience	5-10	47	39.2
	11-15	61	50.8
	15-20	11	9.2
	21and above	1	8
	Total	120	100
Qualification of the Respondents	SSCE	6	5.0
	OND/NCE	13	10.8

HND/BSC	59	49.2
MBA/MSC	42	35
Total	120	100

Source: Field Survey, 2024

The result of distribution of biographical data of the respondents is presented in table 1.

Table 1 clearly illustrates the gender distribution, with 104 (86.7%) men and 16 (13.3%) women. The low percentage of women can be attributed to the male predominance in the sales and marketing fields. According to the respondents' marital status, 2 (1.7%) were divorced, 26 (21.7%) were single, and 92) 76.7% of the respondents were married. This suggests that married people made up the bulk of the respondents. According to the respondents' age distribution, 25 (20.8%) were under 30, 47 (39.2%) were between 31 and 40 years old, 43 (35.6%) were between 41 and 50 years old, and 5 (4.2%) were 51 years of age or older. This suggests that the majority of responders were thriving in their professions and engaged in active service.

Based on the years of work experience provided by the respondents, it can be seen that 47 (39.2%) had between 5 and 10 years' experience, 61 (50.8%) had between 11 and 15 years' experience, 11 (9.2%) had between 15-20 years' experience, and only 1 (0.8%) had 21 years' experience. This indicates that the vast majority of responders had a lengthy tenure with the organization. The educational backgrounds of the respondents were as follows: 42 (35%) had an MBA or M.Sc., 59 (49.2%) held an HND or B.Sc., and 6 (5%), 13 (10.8%), and 10.8% held an ND or NCE. This indicates that the bulk of those surveyed have postsecondary education.

Table 2 Descriptive statistics of the effect of product quality on organizational performance of International Breweries Plc.

S/NO	Statements	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
1	Product Performance has large effect on market share	69(57.50)	9(7.5)	4(3.3)	69 (57.5)
2	Product features make customer to continue to buy your brand	35(29.2)	15 (12.5)	62(48.4)	8(6.7)
3	Product value prompt repeat purchase by customers	31(25.8)	19(15.83)	47(39)	23(19.2)
4	Product quality increase your market share	113(94.2)	1(0.8)	4(3.3)	2(1.7)

Source: Field Survey, (2024).

In order to determine the frequency and percentage of responders, a descriptive analysis was also conducted on the Likert scale items in the questionnaire pertaining to product quality.

The Likert scale of 5=Strongly Agree, 4= Agree, 3= Undecided 2=Disagree, 1=Strongly Disagree.

Table 2 reveals that 4 (3.3%), 38 (3.17%), and 69 (57.5%) respondents strongly disagreed, agreed, and agreed. The data suggests that market share is significantly influenced by product performance. In a similar vein, 62 (51.67%) people strongly disagreed, while 8 (6.67%) disagreed. Of the respondents, 35 (29.17%) strongly agreed and 15 (12.50%) agreed. This analysis suggests that International Breweries' customers are unaffected by product attributes. Moreover, 47(39.2%) respondents strongly disagreed, whereas 23 (19.2%) respondents disagreed. Thirteen (15.8%) people agreed, while twenty-one (25%) strongly agreed. According to this data, International Breweries' product value has little bearing on repeat purchases.

In conclusion, 2 (1.7% of the respondents) disagreed, and 4 (3.3%) strongly disagreed. Of the respondents, 113 (94.2%) strongly agreed, whereas just 1 (.8%) agreed. This data suggests that International Breweries' market share increases with product quality.

Hypothesis Testing and Result

Ho_1: Product quality has no significant impact on market share

Table 3 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.815[a]	0.664	0.661	0.38734
Source: Research data, 2024, SPSS version 23				
a. Predictor: (Constant), Product Quality				

Table 4 ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	34.963	1	34.963	233.044	0.000[b]
Residual	17.703	118	0.150		
Total	52.667	119			
Source: Research data, 2024, SPSS version 23					
a. Dependent Variables: market share					
b. Predictor: (Constant), Product Quality					

Table 5 COEFFICIENTS[A]

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.

1 (Constant)	1.681	.135		12.471	.000
Product Quality	.643	.042	.815	15.266	.000
Source: Research data, 2024, SPSS version 23					

Dependent variable: market share

Table 3's analysis demonstrated that the regression model summary, which assesses the model's overall fit and the degree to which product quality can forecast market share, is accurate. Product quality may account for 81.5% of the variance in market share, according to the analysis. R2 is 0.664, indicating that changes in the independent variables have an impact on the dependent variable and that the regression line moderately fits the data

Table 4 displays an F-Statistic of F (1,118) = 233.044, accompanied by a P-value of 0.000, less than n 0.05 (5%), signifying a 95% significant at the confidence level. Thus, the hypothesis was accepted and it was shown that organisations should continue to maintain the quality of their products in order to grow their market share. The results were sufficient to support the idea that product quality influences market share, suggesting that product quality statistically had significant effects on market share.

Product quality is a predictor variable used to support the hypothesis. The following equation was used to represent a linear regression model with a single predictor variable: Y is equal to β0 + β1*X1 + e. The regression coefficient (β1, product quality =.815) and the Y-intercept (β0, Constant = 1.681) are the model's parameters. The formula for the equation is Y=1.681+0.815X. This demonstrated that market share may be forecasted as follows: Y= 1.681+0.815x (1); Y = 2.496S; with a single unit change in differentiation approach.

Table 6 Descriptive statistics of the effect of product performance on organizational performance of International Breweries.

S/NO	Statements	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
1	Performance increase organisation brands patronage	43(35.83)	26(21.67)	25(20.83)	26 (21.67)
2	Taste of company's product lead to customers retention	26(21.7)	26(21.7)	33(27.5)	35(29.2)
3	Performance of organisation product increase its sales volume.	35(29.2)	15(12.5)	31(25.8)	47(51.7)

Source: Field Survey, (2024).

Table 11 depict that 43(35.83%) of the respondents strongly agreed, 26(21.67%) respondents agreed. 25(20.83%) respondents disagreed while 26(21.67%) of the

respondents strongly disagreed. This analysis implies that product performance increase organisation brands patronage.

Table 12 reveals that 26(21.7%) of the respondents strongly agreed, 26(21.7%) respondents agreed. 33(27.5%) of the respondents disagreed while 35(29.2%) respondents strongly disagreed. This analysis implies that taste of company's product lead to customers' retention

Table 13 shows that 35(29.2%) of the respondents strongly agreed, 15(12.5%) respondents agreed. 31(25.8%) of the respondents disagreed while 47(51.7%) respondents strongly disagreed. This analysis implies that performance of organisation product increase its sales volume.

Hypothesis Testing and Result

Ho$_2$: Product performance has no significant impact on market share

Table 7 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.67[a]	0.448	0.444	0.49624

Source: Research data, 2024, SPSS version 23

a. Predictor: (Constant), Product performance

The analysis shows R = 0.670, representing 67.0% of the variance in market share can be explained by product performance and R^2 is 0.448, which indicates how dependent variable is affected by the change in independent variables and that the regression line moderately fits the data.

Table 8 ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	23.608	1	23.608	95.870	0.000[b]
Residual	29.058	118	0.246		
Total	52.667	119			

Source: Research data, 2024, SPSS version 23

a. Dependent Variables: market share

b. Predictor: (Constant), Product performance

Table 9 COEFFICIENTS[A]

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	2.642	.114		23.167	.000
Product performance	.402	.041	.670	9.791	.000

Source: Research data, 2024, SPSS version 23

Dependent variable: market share

Table 7 analysis shows R = 0.670, representing 67.0% of the variance in sales performance can be explained by product quality and R^2 is 0.448, which indicates how dependent variable is affected by the change in independent variables and that the regression line moderately fits the data. Table 8 value of the F test is F (1,118) = 95.870, (p < .05). This means the value of F is statistically significant

Predictor variable to prove hypothesis two is product performance. A linear regression model with one predictor variable was expressed with the following equation: $Y = \beta 0 + \beta 1 * X1 + e$. The parameters in the model are $\beta 0$, the Y-intercept (Constant = 2.642); $\beta 1$, the regression coefficient (product performance =.670). The equation can be expresses as; Y=2.642+0.670x. This shows that with one unit change in product quality, product performance can be predicted as; Y= 2.642+0.670x. (1); Y =0.972.

5. Discussion

The regression model in Table 3 revealed that product quality has significant impact on market share of International Breweries Plc. The value of the R (0.815) showed that product quality independently accounts for 81.5% of the variation in market share. Both the value of standard error and the t-statistics revealed that the parameters are statistically significant at 0.05 level of significant. The value of the adjusted R indicates that the model has a good fit. The f-statistics of 233.044 shows that the model as a whole is statistically significant at 5% level of significance. In view of this, H_{01} was rejected that quality has no significant effect on market share at 5% level and alternative hypothesis was accepted that Product quality has significant impact on market share.

In hypothesis two data for the test of this hypothesis were obtained from responses from questionnaire. The regression analysis was used to test the validity market share of Trophy beer as a function of product performance. Table 7 reveals that regression result shows the existence of significant result on the variables (R**calc=0.67 (67%) >at <0.05). The significant level was found to be 0.05, and due to this we reject the null hypothesis and accept the alternate one which state that market share of Trophy beer is function of product performance. In view of this, **H_{02}** was rejected that performance has no significant effect on market share at 5% level and alternative hypothesis was accepted that Product performance has significant impact on market share.

The findings correlate with Sambo et al. (2022), Diputra & Yasa (2021), Timo et al. (2019), Razak et al. (2016), & Cruz (2015) the researchers reported a significant positive impact of product quality on market share.

6. Conclusion and Recommendations

In summarizing the research, the impact of market share and product quality is the primary focus. The results showed that market share is significantly impacted by product quality. In a particular industry, focusing on product quality can yield above-

average returns since it fosters brand loyalty, which in turn reduces price sensitivity among consumers. Because quality lowers the entry barrier, research does indicate that a strategy focused on product quality is more likely to result in larger profits. The study came to the conclusion that because of the intense rivalry in Nigeria's brewery sector, businesses operating in that sector have to prioritize product quality.

Organizations can deliver superior products, products that are not supplied by competitors, and new products to the market by utilizing product quality. The study showed that companies that prioritize product quality also adhere to standards that have a significant impact on the product's dependability, guarantee quality systems through process capabilities that are consistent, and, finally, produce a large number of premium and distinctive products for the market.

In view of the findings, the following recommendations are made for further improvement:

I. The management should continuously improve the quality of its product in order to gain competitive edge. Product quality can be used to meet the same needs in a new or superior way.

ii. It is very imperative for the management to adopt innovation; creativity in order to enhance product quality and increase the market share. A company with a strong focus on product quality typically has a high level of customer loyalty.

iii. The management should sustain and enhance the performance of its product in order to increase its market share.

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