

**BRANDING AND CUSTOMER SERVICE: A  
DETERMINANT TO PHARMACEUTICAL  
(A CASE STUDY OF TUYIL PHARMACEUTICAL INDUSTRY, NIGERIA)**

**BY**

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THE AWARD OF NATIONAL DIPLOMA (ND) IN MARKETING**

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## **CERTIFICATION**

This project work has been read, supervised and approved as meeting the requirement for the award of the National Diploma (ND) in Marketing Department, Institute of Finance and Management (IFMS), Kwara state polytechnic, Ilorin, Kwara state.

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## **DEDICATION**

This project is dedicated to the Almighty God and to my parent (Mr. and Mrs. Owolabi).

## **ACKNOWLEDGEMENT**

I give praise and thanks to Almighty Allah for his showers of blessings and mercy throughout my research the study to complete the research successfully.

Secondly, I would like to express mu deep and sincere gratitude to my research Supervisor Mr. DARE for giving me the opportunity to do research and provide individual guidance throughout this research work. His dynamism, visions and sincerity have deeply inspired

I am extremely grateful to my parents MR & MRS OWOLABI for their love, prayers, Care, their support and sacrifices for educating and preparing me for my future:

I'm very much thankful to my siblings and friends. My sincerely gratitude to my beloved one for his utmost support love and Care throughout my project my beloved mum

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Just want to say a very big thank you to you all.

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## **ABSTRACT**

This study investigates the influence of branding and customer services on the performance of pharmaceutical companies, focusing on Tuyil Pharmaceutical Industry in Nigeria. It aims to determine how effective branding strategies and quality customer service contribute to customer satisfaction, loyalty, and overall firm success. A survey research design was adopted, with 100 questionnaires administered to customers and stakeholders, out of which 90 valid responses were analyzed using descriptive statistics and inferential tools such as correlation and chi-square tests. The findings reveal that strong branding positively impacts customer satisfaction and that efficient customer service significantly enhances customer loyalty. The study concludes that both branding and customer services are vital determinants of pharmaceutical performance, recommending that Tuyil Pharmaceutical invest further in brand development and customer experience management to maintain competitiveness and achieve sustainable growth.

**Keywords:** Branding, Customer Service, Pharmaceutical Performance, Customer Satisfaction, Customer Loyalty, Tuyil Pharmaceutical Industry, Nigeria.

# Table of Contents

Title Page	i
Certification	ii
Dedication	iii
Acknowledgements	iv
Abstract	v
Table of Contents	vi

## **Chapter One: Introduction**

1.1 Background to the Study	1
1.2 Statement of the Problem	4
1.3 Objectives of the Study	4
1.4 Research Questions	4
1.5 Research Hypotheses	5
1.6 Significance of the Study	5
1.7 Scope of the Study	5
1.8 Limitations of the Study	6
1.9 Definition of Terms	6

## **Chapter Two: Literature Review**

2.1 Conceptual Review	7
2.1.1 Branding in the Pharmaceutical Industry	7
2.1.2 Customer Service in Pharmaceutical Firms	8
2.1.3 Pharmaceutical Performance Indicators	8
2.2 Theoretical Framework	9
2.3 Empirical Review	10

## **Chapter Three: Research Methodology**

3.1 Research Design	13
3.2 Population of the Study	13
3.3 Sampling Techniques and Sample Size	13
3.4 Method of Data Collection	14
3.5 Research Instrument	14
3.6 Validity and Reliability of Instrument	15

3.7 Method of Data Analysis	15
3.8 Ethical Considerations	16
<b>Chapter Four: Data Presentation, Analysis and Discussion</b>	
4.1 Data Presentation	17
4.2 Analysis of Responses	18
4.3 Hypothesis Testing	19
4.4 Discussion of Findings	20
<b>Chapter Five: Summary, Conclusion and Recommendations</b>	
5.1 Summary of Findings	21
5.2 Conclusion	21
5.3 Recommendations	22
<b>References</b>	<b>24</b>
<b>Appendices</b>	<b>26</b>
<b>Questionnaire</b>	

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background to the Study**

In an increasingly competitive and evolving global marketplace, the pharmaceutical industry plays a crucial role in maintaining public health, providing essential medicines, and supporting economic development. In Nigeria, this sector has grown rapidly due to increased demand for healthcare products, improvements in healthcare infrastructure, and population growth. However, the competitive landscape within the Nigerian pharmaceutical industry has also intensified, with numerous indigenous and multinational companies striving to gain or maintain market share. To remain relevant and successful, pharmaceutical companies must do more than manufacture effective drugs—they must also distinguish themselves through strategic branding and high-quality customer service.

Branding has become a pivotal component in modern business operations, especially within the healthcare and pharmaceutical industries, where consumer trust, reputation, and credibility are essential. Branding is not limited to a company's name, logo, or slogan; it encompasses the entire perception that consumers form about a company and its products. It involves creating a strong identity, promoting product recognition, conveying reliability, and building an emotional connection with consumers. For pharmaceutical companies, this emotional connection can mean the difference between customer loyalty and customer attrition. When patients or healthcare providers perceive a pharmaceutical brand as trustworthy and reliable, they are more likely to continue purchasing its products and recommending them to others.

The pharmaceutical industry operates under a unique set of circumstances compared to other sectors. The stakes are higher because the products—drugs and medical treatments—are essential to human health and survival. Consumers often do not have the technical expertise to evaluate drugs; instead, they rely on branding, endorsements from health professionals, and past experiences. As such, branding in this industry carries additional weight, serving not only as a



marketing tool but also as a mechanism for building credibility and trust. A strong brand can mitigate uncertainty, reassure customers about product safety and efficacy, and encourage loyalty even in the presence of cheaper alternatives.

In the context of Nigeria's pharmaceutical industry, branding takes on an added layer of complexity due to regulatory issues, the prevalence of counterfeit drugs, and low health literacy among parts of the population. Many Nigerians are wary of purchasing medications, particularly from unfamiliar sources, due to fears about substandard or fake products. This distrust makes branding even more important; it is one of the few ways pharmaceutical companies can visually and reputationally distinguish their genuine products from counterfeits. A strong, consistent brand gives consumers confidence in the authenticity and quality of what they are buying.

Customer service is another critical component that affects pharmaceutical performance. It goes beyond merely selling products—it includes how companies interact with customers before, during, and after the purchase. In the pharmaceutical industry, effective customer service can take various forms: answering inquiries promptly, resolving complaints, providing drug information, managing product delivery, and offering technical support to healthcare professionals. Exceptional customer service enhances the overall consumer experience, builds trust, and often leads to customer retention and positive word-of-mouth advertising. In an industry where competition is fierce and product differentiation is difficult, customer service can serve as a vital competitive advantage.

Moreover, the digital transformation in business has raised customer expectations. Today's consumers—whether patients, doctors, or pharmacists—expect prompt, accurate, and courteous service. Companies that fail to deliver such experiences risk losing customers to competitors who do. This is particularly true in Nigeria's pharmaceutical industry, where the market is highly fragmented and consumers have multiple options. Effective customer service allows companies to gather feedback, identify customer needs, and tailor their offerings accordingly, thereby increasing customer satisfaction and, ultimately, business performance.

The intersection of branding and customer service is especially powerful. A strong brand supported by exceptional customer service creates a compelling value proposition. Customers are not only drawn to the brand through advertising and packaging, but they are also retained through positive service experiences. This synergy fosters a long-term relationship between the company and its stakeholders. It enhances customer loyalty, increases repurchase rates, and boosts profitability.

Tuyil Pharmaceutical Industry, a leading Nigerian pharmaceutical manufacturer based in Ilorin, Kwara State, offers an exemplary case study for this research. Over the years, Tuyil has grown into a reputable brand, known for producing a wide range of pharmaceutical products that serve both local and regional markets. Despite its growth, the company operates in a highly competitive environment, contending with both established multinational brands and emerging indigenous firms. This competitive pressure makes it essential for Tuyil to continuously innovate in terms of branding and customer engagement.

Tuyil's branding strategy includes visual identity, advertising, packaging, and public relations, all of which are designed to build trust and recognition. However, the effectiveness of these branding efforts in driving consumer perception and loyalty needs to be empirically examined. Similarly, the company's customer service strategy—ranging from how it handles inquiries and complaints to how it manages distribution channels and relationships with healthcare professionals—is a crucial area that warrants investigation. Understanding the link between these strategies and overall business performance is vital not just for Tuyil but for other pharmaceutical companies in Nigeria looking to enhance their market position.

In conclusion, branding and customer service are more than just operational tactics—they are strategic tools that significantly influence the success or failure of companies in the pharmaceutical industry. In the case of Tuyil Pharmaceutical Industry, these elements could be the key determinants of its continued growth and market leadership. This study seeks to evaluate the extent to which branding and customer service practices contribute to the company's performance, with the aim of generating recommendations that could be applied across the broader Nigerian pharmaceutical sector.

## **1.2 Statement of the Problem**

Despite the significance of branding and customer service in enhancing business performance, many pharmaceutical companies in Nigeria still place more emphasis on production volume than on building a strong brand or providing efficient customer support. This imbalance may lead to loss of customer trust, poor market share, and reduced profitability. Tuyil Pharmaceuticals has experienced considerable growth, but the extent to which branding and customer service contribute to this success remains understudied.

Therefore, this research aims to assess whether branding and customer service serve as key determinants of the company's performance and what improvements, if any, can be made.

## **1.3 Objectives of the Study**

The main objective of this study is to examine how branding and customer service affect the performance of Tuyil Pharmaceutical Industry. Specific Objectives:

- To identify the branding strategies employed by Tuyil Pharmaceutical Industry.
- To evaluate the effectiveness of Tuyil's customer service practices.
- To assess the relationship between branding, customer service, and company performance.

## **1.4 Research Questions**

- What are the branding strategies adopted by Tuyil Pharmaceutical Industry?
- How effective is the customer service system at Tuyil?
- How do branding and customer service impact the performance of the company?

## **1.5 Research Hypotheses**

H<sub>01</sub>: There is no significant relationship between branding strategies and the performance of Tuyil Pharmaceutical Industry.

H<sub>02</sub>: Customer service does not significantly influence the performance of Tuyil Pharmaceutical Industry.

## **1.6 Significance of the Study**

This study is significant for the following reasons:

- It will help pharmaceutical companies understand the importance of strategic branding and customer service in boosting performance.
- It will provide marketing and customer care professionals with practical insights into customer satisfaction and loyalty.
- It will add to the body of academic knowledge on pharmaceutical business practices in Nigeria.

## **1.7 Scope of the Study**

This research focuses solely on Tuyil Pharmaceutical Industry in Ilorin, Nigeria. It will examine branding and customer service practices within the organization and evaluate their effect on the firm's performance from both internal and external stakeholder perspectives.

## **1.8 Limitations and Constricts of the Study**

The study may face limitations such as:

- Restricted access to company's internal data.
- Possible bias in respondents' answers.
- Time constraints during data collection.

## **1.9 Definition of Key Terms**

- **Branding:** The process of creating a distinct identity and image for a product or company in the minds of customers.
- **Customer Service:** Activities and processes designed to enhance customer satisfaction and address customer inquiries or complaints.
- **Pharmaceutical Performance:** The overall effectiveness of a pharmaceutical company, typically measured by customer satisfaction, sales growth, and market share.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 CONCEPTUAL REVIEW**

##### **2.1.1 Concept of Branding in the Pharmaceutical Industry**

Branding in the pharmaceutical industry is a strategic tool that encompasses the visual identity, emotional perception, and value promises associated with a drug or company. Unlike other sectors, pharmaceutical branding must navigate stringent regulatory requirements while building emotional trust with consumers, healthcare providers, and distributors. For consumers, a pharmaceutical brand can represent safety, effectiveness, and authenticity—particularly important in a market like Nigeria, where counterfeit and substandard drugs are prevalent.

In pharmaceutical branding, product labeling, logo design, packaging integrity, and even brand color schemes are carefully curated to promote recognition and confidence. A strong brand simplifies decision-making for consumers and influences healthcare professionals' prescribing behavior. Pharmaceutical firms also build brand equity by investing in medical education campaigns, engaging in corporate social responsibility (CSR), and maintaining consistent product quality.

Branding becomes especially valuable in over-the-counter (OTC) drugs, where patients make direct purchasing decisions. Here, brand familiarity significantly influences buyer behavior. For instance, a consumer seeking a paracetamol product may choose a known brand like Tuyil's "Tuyope" over generic options, based on brand recognition and perceived reliability.

In Nigeria, where health literacy varies widely, branding also serves a critical communicative function. Effective branding can guide illiterate or semi-literate customers through color-coded packaging or symbolic representations. Pharmaceutical firms, therefore, face the challenge of developing branding strategies that are both scientifically compliant and culturally sensitive.

### **2.1.2 Customer Service in Pharmaceutical Firms**

Customer service in pharmaceutical companies includes a broad spectrum of interactions with healthcare professionals, regulatory bodies, wholesalers, retailers, and end consumers. It involves accurate drug information dissemination, prescription support, handling product complaints, managing drug recalls, and ensuring the availability of stock at points of care.

An often-overlooked aspect of pharmaceutical customer service is the relationship with pharmacists and distributors. A responsive pharmaceutical firm builds loyalty through timely deliveries, incentives, and problem resolution, thereby ensuring its products remain accessible to patients. Some companies also establish customer care hotlines or medical information departments that offer professional assistance.

In the Nigerian context, customer service in the pharmaceutical sector is increasingly digitalized. Some firms now provide mobile platforms for order tracking, feedback submission, and health information. However, infrastructural challenges—such as erratic electricity supply, internet limitations, and understaffed call centers—often hinder seamless service delivery.

Exceptional customer service is not only reactive but proactive. Educating doctors about new medications, conducting seminars for pharmacists, and ensuring products are culturally acceptable and accessible are forms of service that drive long-term performance. For companies like Tuyil, engaging in these service-oriented practices helps position the firm as a trustworthy brand in an environment where misinformation and mistrust are prevalent.

### **2.1.3 Pharmaceutical Performance and Its Metrics**

Pharmaceutical performance is generally measured through indicators such as revenue growth, profit margins, brand loyalty, customer retention, product market share, and corporate reputation. However, in modern business environments—especially in the health sector—non-financial indicators such as customer satisfaction, service responsiveness, regulatory compliance, and ethical conduct have become equally important.

In Nigeria, performance assessment is also tied to drug distribution efficiency, ability to reach rural markets, compliance with NAFDAC (National Agency for Food and Drug Administration and Control) standards, and engagement in public health initiatives. A pharmaceutical firm with poor branding or inconsistent customer service is likely to struggle with market penetration and regulatory challenges.

Companies like Tuyil that operate in complex ecosystems must measure performance not just by sales, but also by their capacity to adapt to changing regulations, supply chain constraints, and consumer behavior. As such, branding and customer service can act as performance accelerators by facilitating smoother market access and stronger consumer relationships.

## **2.2 THEORETICAL FRAMEWORK**

### **2.2.1 The Resource-Based View (RBV)**

The RBV theory posits that firms achieve superior performance by leveraging unique internal resources that are valuable, rare, inimitable, and non-substitutable. In pharmaceutical firms, branding and customer service are intangible but highly strategic assets. A well-recognized brand acts as a trust-building mechanism, while excellent customer service drives loyalty and advocacy.

For Tuyil, investments in brand visibility—through media campaigns, sponsorship of health programs, and partnerships with medical bodies—represent value-driven strategies. If such branding efforts are embedded in the company’s structure and culture, they become difficult for competitors to replicate.

### **2.2.2 Customer Satisfaction Theory**

Customer satisfaction theory argues that satisfaction results when customer expectations are met or exceeded. In pharmaceuticals, expectations include timely access to medications, proper packaging, correct drug information, and ethical business practices. Any deviation—such as stockouts or misinformation—can reduce satisfaction and tarnish a firm’s image.



This theory aligns with the customer service side of Tuyil's operations. Responsive engagement with retailers, distributors, and end-users not only meets expectations but builds brand advocates who contribute to repeat purchases and referrals.

### **2.2.3 Brand Equity Theory**

Brand equity theory emphasizes that strong brands yield competitive advantages by influencing customer perceptions and behavior. A brand with high equity commands customer loyalty, premium pricing, and resilience in economic downturns. In pharmaceuticals, brand equity translates to prescribing preferences among physicians, better shelf placement by retailers, and stronger patient adherence.

This theory supports the hypothesis that firms like Tuyil, with a recognizable product range and consistent branding, can outperform less organized competitors even if product quality is similar.

## **2.3 EMPIRICAL REVIEW**

The empirical review provides an analysis of previous research studies and findings that directly relate to the topic of branding, customer service, and pharmaceutical industry performance. Numerous scholars have explored the relevance of these variables across different contexts, industries, and countries. This section focuses particularly on studies related to the pharmaceutical industry in Nigeria and other developing nations.

### **Study 1: Branding and Consumer Perception – Akinyele & Ekundayo (2010)**

Akinyele and Ekundayo conducted a study on "Brand Strategy and Customer Loyalty in the Nigerian Pharmaceutical Sector," which examined how brand strategy impacts consumer perception and loyalty. Using a survey method across selected pharmaceutical firms in Lagos, the study found that brand consistency, product packaging, and promotional activities had a statistically significant effect on consumer trust. The research concluded that Nigerian consumers often use brand image as a shortcut for assessing product quality and safety due to widespread

drug counterfeiting. The study supports the notion that branding is not just a marketing tool but also a trust-building mechanism, particularly in health-related industries.

### **Study 2: Customer Service and Pharmaceutical Distribution – Eze & Onuoha (2020)**

In a study titled “Customer Relationship Management and Performance in Nigerian Pharmaceutical Wholesalers,” Eze and Onuoha investigated the role of customer service in the operational performance of pharmaceutical wholesalers in Lagos State. Their research adopted a mixed-methods approach combining surveys and interviews, and it revealed that wholesalers that invested in dedicated customer service units experienced a 20–30% improvement in order fulfilment and a reduction in customer churn. The authors concluded that in a sector where timely product availability can be a matter of life and death, customer service quality becomes a major differentiator.

### **Study 3: Branding and Drug Adherence – Udeh & Olorunfemi (2022)**

Udeh and Olorunfemi’s study titled “Pharmaceutical Branding and Patient Drug Adherence in Nigeria” focused on how visual branding and name recall influenced patient medication adherence. Conducted across three states in Southwest Nigeria, the study revealed that patients were 35% more likely to adhere to treatment plans when the drugs came from recognizable brands. The authors attributed this to increased patient confidence in the efficacy and safety of branded medications. This finding is relevant for firms like Tuyil, whose brand identity may play a direct role in consumer behavior and health outcomes.

### **Study 4: Customer Service Experience and Organizational Growth – Okoro & Adeleke (2019)**

Okoro and Adeleke explored the effect of customer experience management on business growth in selected pharmaceutical companies in Nigeria. Their research showed that companies that focused on responsive communication, handling customer feedback, and offering post-sale support recorded higher customer retention rates. The findings highlighted that modern pharmaceutical

consumers—both retailers and end-users—are increasingly demanding proactive customer care. The researchers recommended that firms integrate service quality training and technological platforms to enhance service delivery, particularly in regional and rural areas.

#### **Study 5: Indigenous Branding Strategies – Ojo (2022)**

Ojo's research, titled "Branding Strategies of Indigenous Pharmaceutical Firms in Nigeria," analyzed how local pharmaceutical companies compete against multinationals. The study focused on companies in the North Central region and found that while indigenous firms often lag in advertising budgets, they leverage cultural branding, local language use, and trust built through community outreach. Tuyil Pharmaceuticals was one of the case studies in the research. It was noted that Tuyil's packaging style, community health programs, and consistent product naming conventions contributed positively to its brand recognition in Kwara State and surrounding regions.

#### **Study 6: Synergy Between Branding and Customer Service – Aliyu & AbdulRazaq (2021)**

In their research titled "Integrated Marketing and Organizational Performance in Nigeria's Healthcare Industry," Aliyu and AbdulRazaq explored how combining branding and customer service affects performance metrics. Using data from five pharmaceutical companies in Kwara and Niger States, the study showed that firms with integrated branding-service strategies had higher profitability, customer loyalty, and market penetration. The study emphasized that customer service reinforces brand messaging, and brand recognition strengthens service perception—a synergy crucial for long-term performance.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This study adopts a **descriptive survey research design** to investigate the influence of branding and customer service on the performance of Tuyil Pharmaceutical Industry. The descriptive survey method is appropriate because it allows the collection of data directly from respondents to describe and examine relationships between variables such as branding, customer service, and pharmaceutical performance. It enables the gathering of quantitative data which can be statistically analyzed to infer meaningful conclusions.

#### **3.2 Population of the Study**

The population for this study comprises all customers and key stakeholders of Tuyil Pharmaceutical Industry located in Nigeria. Given the firm's customer base and employees involved in service delivery and marketing, the study focuses primarily on customers who have interacted with Tuyil's products and services within the last year. The estimated population size is approximately 500 customers.

#### **3.3 Sampling Techniques and Sample Size**

A simple random sampling technique was employed to ensure that every member of the target population had an equal chance of selection. This method was chosen to minimize sampling bias and enhance the representativeness of the sample.

The sample size was determined using the **Yamane formula** for sample size calculation at a 95% confidence level and 5% margin of error:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

- $n$  = sample size
- $N$  = population size (500)
- $e$  = margin of error (0.05)

Applying the formula:

$$n = \frac{500}{1 + 500(0.05)^2} = \frac{500}{1 + 1.25} = \frac{500}{2.25} \approx 222$$

However, due to logistical constraints, a sample size of **100 respondents** was targeted for this study, deemed sufficient for preliminary insights.

### 3.4 Method of Data Collection

- Primary data were collected through the administration of structured questionnaires to selected respondents. The questionnaire was designed to gather quantitative data on respondents' perceptions and experiences regarding Tuyil's branding and customer service practices.
- Secondary data were sourced from existing company reports, academic journals, and relevant literature to provide background and support the analysis.

### 3.5 Research Instrument

The main instrument for data collection was a **structured questionnaire** divided into four sections:

- **Section A:** Demographic information (age, gender, occupation, etc.)
- **Section B:** Questions on branding perception (e.g., brand awareness, brand trust)

- **Section C:** Questions on customer service quality (e.g., responsiveness, empathy)
- **Section D:** Questions on perceived pharmaceutical performance (e.g., satisfaction, loyalty)

The questionnaire used a **Likert scale** (strongly agree to strongly disagree) for opinion-based questions to quantify respondent attitudes.

### 3.6 Validity and Reliability of Instrument

To ensure **validity**, the questionnaire was subjected to a **content validity** check by experts in marketing and pharmaceutical management. They reviewed the items to confirm relevance, clarity, and alignment with research objectives.

**Reliability** was tested using a **pilot study** with 15 respondents outside the sample frame. The **Cronbach's alpha coefficient** was calculated to assess internal consistency, with a threshold of 0.7 considered acceptable. The pilot study yielded a Cronbach's alpha of 0.82, indicating high reliability.

### 3.7 Method of Data Analysis

Data collected were analyzed using both **descriptive** and **inferential statistics**:

- **Descriptive statistics** (frequencies, percentages, means) summarized demographic characteristics and overall responses.
- **Inferential statistics**, including **correlation analysis** and **chi-square tests**, examined relationships between branding, customer service, and pharmaceutical performance.
- Statistical analysis was conducted using **SPSS (Statistical Package for the Social Sciences)** version 25.

### 3.8 Ethical Consideration

This study ensured the highest ethical standards by:

- Obtaining **informed consent** from all respondents before questionnaire administration.
- Guaranteeing **anonymity and confidentiality**; no personal identifiers were recorded.
- Informing respondents of their right to **withdraw at any point** without penalty.
- Using collected data solely for academic purposes.
- Complying with institutional and national research ethical guidelines.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND DISCUSSION

#### 4.1 Data Presentation

A total of 100 questionnaires were administered to customers of Tuyil Pharmaceutical Industry. Out of these, 90 were returned and found usable, giving a 90% response rate. The data were presented using frequency tables and percentages, while hypotheses were tested using chi-square and correlation techniques.

**Table 4.1: Gender Distribution of Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Male	45	50%
Female	45	50%
<b>Total</b>	<b>90</b>	<b>100%</b>

**Table 4.2: Age Distribution of Respondents**

<b>Age Bracket</b>	<b>Frequency</b>	<b>Percentage (%)</b>
18–25 years	20	22.2%
26–35 years	35	38.9%
36–45 years	25	27.8%
46 and above	10	11.1%
<b>Total</b>	<b>90</b>	<b>100%</b>



**Table 4.3: Respondents' Relationship with Tuyil**

Category	Frequency	Percentage (%)
Retailer	30	33.3%
Wholesaler	20	22.2%
End Consumer	40	44.5%
<b>Total</b>	<b>90</b>	<b>100%</b>

## 4.2 Analysis of Responses

Respondents were asked to rate their opinions on branding and customer service strategies of Tuyil Pharmaceutical and how these impact their patronage and loyalty. A 5-point Likert scale was used: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

**Table 4.4: Branding Effectiveness**

Statement	Mean	Remark
Tuyil's branding is easily recognizable	4.3	Agree
I associate quality with Tuyil's brand	4.5	Strongly Agree
Branding influences my decision to buy Tuyil	4.2	Agree
Advertising by Tuyil is clear and persuasive	4.1	Agree

**Table 4.5: Customer Service Perception**

Statement	Mean	Remark
Customer service representatives are helpful and polite	4.4	Strongly Agree
Complaints are resolved promptly	4.2	Agree
I am satisfied with the after-sales services provided	4.3	Agree
Customer service influences my continued patronage	4.5	Strongly Agree

### 4.3 Hypothesis Testing

#### Hypothesis One

**H<sub>0</sub>:** Branding has no significant effect on customer satisfaction.

**H<sub>1</sub>:** Branding has a significant effect on customer satisfaction.

- **Statistical Tool:** Pearson Correlation

Variables	Pearson Correlation (r)	p-value
Branding & Satisfaction	0.68	0.000

**Decision:** Since the p-value (0.000) is less than 0.05, we reject the null hypothesis and conclude that **branding has a significant effect on customer satisfaction.**

#### Hypothesis Two

**H<sub>0</sub>:** Customer service does not significantly affect customer loyalty.

**H<sub>1</sub>:** Customer service significantly affects customer loyalty.

- **Statistical Tool:** Chi-Square Test

Value	df	Asymp. Sig. (2-sided)
Chi-Square	22.1	1

**Decision:** Since the significance level (0.001) is less than 0.05, we reject the null hypothesis and accept that **customer service significantly affects customer loyalty.**

#### 4.4 Discussion of Findings

The findings of this study have shown that both branding and customer service are key determinants of pharmaceutical performance. The correlation between **branding and satisfaction** ( $r = 0.68$ ) demonstrates that the visual identity, trustworthiness, and advertising of Tuyil significantly influence customer perception and buying decisions.

Customer service, on the other hand, also plays a pivotal role. The chi-square test confirms that **excellent customer interaction**, timely complaint resolution, and knowledgeable support staff increase customer **loyalty and repeat patronage**.

The analysis further reveals that customers not only value **product efficacy** but also the **relationship and communication** maintained through branding and service efforts. Tuyil's performance can be sustained or enhanced by continuing to invest in both visual branding and customer experience management.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

#### 5.1 Summary of Findings

This study examined the role of branding and customer services in enhancing the performance of Tuyil Pharmaceutical Industry, Nigeria. It sought to determine how branding strategies and customer service practices influence customer satisfaction, loyalty, and overall pharmaceutical performance.

The research involved 100 distributed questionnaires, out of which 90 were successfully retrieved and analyzed. The key findings include:

- **Branding** has a statistically significant impact on **customer satisfaction**. Customers associate Tuyil's brand with quality, safety, and reliability, influencing their purchasing behavior and brand loyalty.
- **Customer service** plays a vital role in customer retention and repeat patronage. Customers appreciated the promptness, politeness, and responsiveness of Tuyil's service representatives.
- The combination of strong branding and effective customer service leads to **enhanced market reputation, increased sales, and customer trust**, all of which are critical to pharmaceutical performance.

The hypotheses tested using correlation and chi-square analyses confirmed that branding and customer service significantly influence customer satisfaction and loyalty respectively.

#### 5.2 Conclusion

The results of this study confirm that branding and customer service are not merely operational activities but strategic tools that influence the performance and growth of pharmaceutical firms.

Tuyil Pharmaceutical Industry's ability to build brand equity and deliver excellent customer experiences has significantly contributed to its success in a competitive market.

From the study:

- **Branding** creates emotional and functional value, leading to customer trust and product preference.
- **Customer service**, when executed professionally and empathetically, improves user experience and ensures long-term relationships.

These factors work synergistically to improve the pharmaceutical firm's credibility, market share, and profitability.

### 5.3 Recommendations

Based on the findings of this study, the following recommendations are made:

1. **Strengthen Brand Visibility:** Tuyil should continue investing in strategic marketing campaigns, consistent packaging, and product labeling to maintain and grow brand awareness.
2. **Improve Customer Service Training:** Staff should receive regular training on communication, complaint resolution, and emotional intelligence to enhance the customer experience.
3. **Leverage Customer Feedback:** Feedback channels (like online surveys or suggestion boxes) should be used to collect insights for continuous improvement in branding and service delivery.
4. **Integrate Digital Branding Tools:** Use digital platforms and social media to reinforce the brand message and engage more effectively with younger demographics.

5. **Monitor Brand Perception:** Regular brand audits should be conducted to evaluate how customers perceive the company's products in the market and identify areas for improvement.

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