

AN EMPIRICAL INVESTIGATION ON THE INFLUENCE OF ELECTRONIC DISTRIBUTION AND CUSTOMER PATRONAGE IN NIGERIA. A STUDY OF KONGA .COM IN PORT HARCOURT, RIVERS STATE SOUTH – SOUTH, NIGERIA.

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Abstract: *Through e-distribution firms are presently developing to be tremendously huge and intensifying. The marketplace is importantly wedged by the E-commerce subdivision's quick-tempered increase. The study investigated the Influence of Electronic Distribution on Customer Patronage in Nigeria. A Study of Konga .Com in Port Harcourt, Rivers State South – South, Nigeria. The study philosophy was on quantitative approaches and applied survey techniques. Conversely, data for the study was generated through administered questionnaire from the thirty two (32) respondents from Konga online distribution firm. Krejcie and Morgan statistical method was used to determine the sample size. The study revealed that dimension of e- Distribution: Direct e-Distribution, Hybrid e-Distribution, and Affiliate e-Distribution has significant relationship with Customer Patronage. The study concluded that e-Distribution is the fastest and quickest approaches of shopping worldwide, and application of e-Distribution channels in reach out target market has increasing consumer request for online shopping of goods and service. Also, e-Distribution is the modern digital approaches in shopping which increases customer patronage. The study, recommended that, Konga online shopping firm should not only operate within the metropolis, also extent to local areas to increase its customer patronage. Nigerian online firms should maintain its services promptly as agreed with their customers to increase customer loyalty. Firms into e-distribution services should understand professional ethic to circumvent being fooled by deceptive marketing operations. E- distribution business organizations should increase their website performance, and employ efficient and effective e-distribution channel to reach out the target market as required, and the design of the e-distribution websites should be significances and suitability to its customers.*

Keywords: *E distribution and customer patronage.*

INTRODUCTION

Globally, digital technology has transformed the mode of commerce, specifically marketing operations. Contemporarily, Electronic Distribution (e-distribution) is the fastest and quickest approaches of shopping worldwide, and application of e-Distribution channels in reaching out target market has increasing consumer request for online shopping of goods and services. Electronic Distribution today is a driving instrument for organizational profitability, market share, sales volume, and business growth. According to Dent (2011), e- distribution entails distribution that practice decently on digital devices. It is frequently referred to as the exchange of goods and services online without the physical devices. In view of Margaret (2024), e-distribution, refers to the digital dissemination of information about products or services through electronic channels. Margaret (2024), also explained that e-distribution denote electronic distribution of products and services through digital channels such as websites, social media, and mobile applications.

According to Dutta and Mankato, (2009), e-distribution is a significant element of e-commerce which integrated with several benefits for businesses, but the largest benefit include direct nature of the transaction that is business to consumer (B2C). Consequently, consumers are guaranteed and understand that the transaction are genuinely from the manufactures. Another benefit is that opportunity of numerous distributors in one area and their battle can be eradicated in a good manner. Also, in e-distribution transaction, purchases and demands can be

satisfied instantaneously and at any time, deficiencies or shortage at dealers' conclusion are noticeable to the extensive consumers in real-time, and eradicating the anxiety of dead stock or loss of business chance. Furthermore, e-distribution can decrease or disregard lead times and conceivable deficiencies or shortages, with the decrease in overhead, businesses can comprehend huge profits and the payment structure or system in e-distribution is well-organized and protected.

In spite of Gaurav (2021), e-distribution is the element that transformed the wholesale distribution to industry, that e-Distribution factually refer to manufacturers or suppliers transacting business with their distributors' customers online. Gaurav (2021), further clarified that e-distribution permits businesses to enlarge their marketplace, lessen overhead costs, and rationalize auctions or sales procedures by leveraging the authority of internet technologies and the worldwide wildlife of the marketplace. Additionally, that effective e-distribution tactics necessitate a complete sympathetic of target audience, the formation of an attractive and accessible online platform, and the employment of healthy online marketing and promotion methods to upsurge product and service discernibility and drive sales. Gaurav (2021), outline the following types of e-Distribution which include: Direct e-Distribution intermediary e-Distribution: Hybrid e-Distribution Subscription-based e-Distribution, and Affiliate e-Distribution.

Jason (2024), distribution channel is the system of businesses or link through which a good or service passes until it reaches the end user of products and services. Distribution channels comprises wholesalers, retailers, distributors, and the Internet. Gabriel, *etal* (2010), added that electronic distribution is a significant and modern technology which enhances distribution of products and services through digital channels, which has transformed the method of business operations, and dissemination of information to consumers. White (2013), concluded that application of software, video games, multimedia content, digital documents, music, and e-books, are element of e-distribution. E-distribution is the digitally distribution of tangible and intangible products, which principally objective of e-distribution is to efficiently and effectively convey these digital goods to final consumers through various online platforms to overwhelming the old-style limitations of physical distribution. Nyo, (2013), point out that the challenges of e-distribution is that, interpersonal relationships do not develop between the supplier and wholesale customers, so in-person engagement has certain advantages ,and communication might be a problem at times due to the lack of personal contact.

Business organization presently, adopts this method of distribution because it allows business firms to reach global market with less operative costs, similarly providing consumers with the convenience and ease of immediate access to firms preferred products and services. E-distribution plays a pivotal part in improving the consumers' knowledge and driving business growth White (2013). Additionally, e-distribution make provisions for real-time information, permitting business entities to convey, enhances topographies, microbe fixes, and incremental content information to consumers competently, development and Nimble growth approach. Finally, e-distribution has transformed the digital environment by reform content delivery, simplifying product novelty, and hopeful the expansion of novel services and platforms that provide to ever-evolving consumer requests (Mehta, 2008).

Konga.com is Nigeria's number one online Shopping destination, that access to Original Equipment Manufacturers and premium sellers gives a wide range of products at very low prices. Which include electronics, mobile phones, computers, fashion, beauty products, home and kitchen, Building and construction materials and a whole lot more from premium brands. Others are Food and drinks, automotive and industrial, books, musical equipment, babies and kids items, sports and fitness, which make shopping experience swift and memorable, also services like gift vouchers, consumer promotion activities across different categories and bulk purchases with hassle-free delivery .Konga Pay, which is a convenient and secured payment solution. Get the best of lifestyle services online (Konga.com, 2024). Therefore, the study was to investigate the influence of

Electronic Distribution on Customer Patronage in Nigeria. A Study of Konga .Com in Port Harcourt, Rivers State South – South, Nigeria.

Statement of the Problem

E- Distribution refer to process of disseminate information to consumers concerning tangible and intangible products through digital channels. The service principals face the following problems in distributing products and services through electronic channels which include: increase in costs of transportation of ordered goods and delayed date of payment, Customers are active and they must be enticed, insufficient control of e-environment, Inability to customize with highly standardized of electronic services, Inconsistency due to customer involvement. Changes needed in consumer behavior, Security concerns, Communication might be a problem at times, due to the lack of personal contact, Competition from widening geographies, and Interpersonal relationships do not develop between the supplier and wholesale customers so in-person engagement has certain advantages. With these reasons, the study was to investigate the influence of Electronic Distribution on Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria.

Objectives of the Study

The core purpose of the study was to investigate the nexus between Electronic Distribution and Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria. Other sub-objectives entails:

1. To investigate the relationship between direct e-Distribution and Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria.
2. To examine the relationship between Hybrid e-Distribution and Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria.
3. To access the relationship between Affiliate e-Distribution and Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria.

Research Questions

1. To what extent does direct e-Distribution relate with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria?
2. To what extent does Hybrid e-Distribution relate with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria?
3. To what extent does the Affiliate e-Distribution relate with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria?

Research Hypotheses

Ho₁: Direct e-Distribution has no significant relationship with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria.

Ho₂: Hybrid e-Distribution has no significant relationship with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria.

Ho₃: Affiliate e-Distribution has no significant relationship with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria.

Literature review

Conceptual explanation

Concept of E-Distribution

Jason, (2024), the term "distribution channel" refers to the methods used by a business entities to deliver its products or services to the end user. It often involves a network of intermediary businesses, including manufacturers, wholesalers, and retailers. Selecting and monitoring distribution channels is a key component of chains. According to Dent (2011), Electronic

communication is defined as any type of communication using technology -like computer, phone or fax. There are fundamentally four kinds of marketing channels: direct selling; selling through intermediaries; dual distribution; and reverse channels. While a distribution channel may seem endless at times, there are three main types of channels, all of which include the combination of a producer, wholesaler, retailer, and end consumer plan created by the management of a manufacturing business that specifies how the firm intends to transfer its products to intermediaries, retailers and end consumers. Therefore e-distribution electronic distribution of products and services through digital channels such as websites, social media, and mobile applications (Margaret,2024).

Concept of Direct E-Distribution:

According to Margaret (2024), direct e-Distribution entails vending products or services directly to consumers through a company's own website. In view of (2024), direct E -distribution channel permits the customers to purchases from the manufacturer Website directly. Mostafa (2022), added that direct distribution channels include selling products directly to consumers through brick-and-mortar online or website intended by a specialized web developed by firm Dent, (2011), specified the advantages of direct E- distribution channels which include: increase market share, Better Customer Insights, and Diluted Brand Control. The examples of direct E–destruction channel include Apple selling iPhones through apple.com or Netflix streaming content through its platform

Concept of Hybrid E-Distribution

Numerous companies today adopt this approach to maximize their reach, such as a software marketing firms to sell its product or service both on its website and through various app store. Hybrid E-Distribution is the combination of both direct and indirect intermediate channels (Margaret,2024). According to (2012), Hybrid e- distribution is a digital marketing approach that syndicates both direct and indirect distribution channels to reach out consumers, the approach permits businesses entities to increase each out to their target audience, using the benefits of both online and offline marketing approaches. Brittany (2024), Hybrid e- Distribution as a digital marketing tactic the objectives is to combine the best of variables exploiting on the strengths of manifold distribution channels while justifying their individual weaknesses. The aim of engaging a hybrid distribution system is to enhance a brand's reach, rendezvous, and total sales recital.

Concept of Affiliate E-Distribution

Sympathetic with dissimilar channels can assist businesses entities select the greatest operative E-Distribution method for their products or services.According to Aeret (2024),Affiliate e-Distribution includes associating with different websites or influencers that promote and sell products or service in exchange for a commission.

Concept of Customer patronage

Every business entities desire increase in customer patronage, customer patronage is the substratum of any business organization. It has similarly been recognized that kind for existing customers is a significant to safeguarding their sustained patronage.(Nwiepe & Ateke,2016) cited in (Anyadighibe etal, 2023).Customer patronage is an amalgamation or combination of emotional variable that effect buying decision and these variable are well-thought-out significant by consumers as measures in influential which organization to patronize. According to Nwulu and Asiegbu (2015). Cited in Anyadighibe etal, (2023), numerous researcher outline the following as dimensions of customer patronage which including: store traffic flow, willingness, word of mouth, repeat purchase, customer retention, customer referrals, and customer satisfaction.

Theoretical framework

Distribution channels theory

The distribution channels theory stress that business entities in the channel must responsible to remit sufficient expenses and forget return or gain. Significantly where organizations are in the channel assist to understand the costs and mark-up needs. Prices was not set along with the distribution channel. Each organization may charge what the market will accept. Also, when prices are too high in the middle of a channel, buyers may vanish, because they know they cannot mark up the product enough to make a profit when they sell them. At any stage, an organization may proposal a discount to appeal consumers. Thereby the organization in the middle of the channel offers a discount directly to consumers, the rest of the channel is cut out because it cannot compete.

Electronic Shop Model

Companies that sell to both companies and consumers employ this approach. Electronic stores, or simply "e-shops," are virtual businesses that sell goods and services to customers online. Though customers may place orders and make payments digitally, physical delivery is still the norm for most products and services. That is to say, it is a hybrid of technology and conventional business methods. However, instantaneous internet delivery is a common practice for certain digital goods and services. Music, pictures, and photography are all examples of services in this category. Lady Bird, a children's wear company, is a great example of a business-to- business (B2B) online store because of the efficient and timely manner in which it distributes its items by cutting out the middlemen (Curtis & Cobham, 2008). Customers will be charged for the product upfront by the bank, and then they will come pick it up from the business. However, rather than handing over actual cash, the client makes the purchase price payment by electronic transfer of funds from his account to the company's account. Traditional company models have persisted despite the advent of a new economic climate, although they are far

Electronic Distribution Model

Many business entities adopt e-distribution to channel good and service to consumer Electronic distribution are computer-generated businesses that distribute goods and services to customer's online. Also, customers place orders and make payments electronically, physical distribution is still the standard for most products and services. Therefore, it is a hybrid of technology and conservative commercial approaches. Conversely, prompt online distribution is a common procedure for certain digital goods and services such as Music, pictures, and photography which are categories under intangible products (services). Lady Bird, children's wear are categories as tangible products, is an instance of a business-to- business (B2B) online distribution because of the well-organized and opportune method in which it distributes its items by cutting out the middlemen cited in (Iroanwusi, etal 2024)

Conceptual fame work

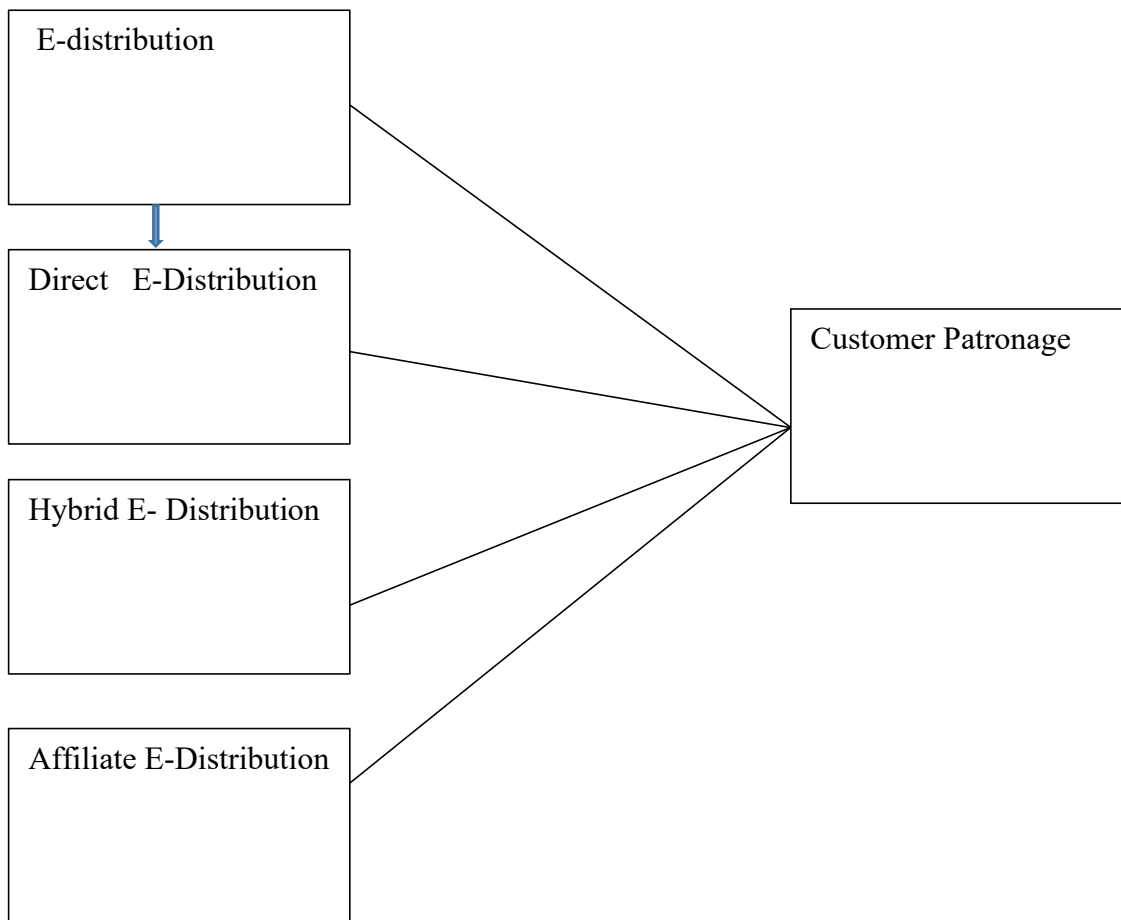


Fig:2.1: the study Model

Empirical Review

Researchers has been written on the above subject such as Shu-Hung (2017).e -Commerce in the Distribution Management Internet is emerging as one of distribution tools in recent years. E-Distribution has effect consumers on purchasing the product. The consumer satisfaction, behavior and loyalty are important for enterprise to enhance their performance. This study would like to investigate companies adopted e-distribution would be an important factor to influences consumer behavior, satisfaction and loyalty, and how the E-distribution effect on consumer satisfaction, behavior and loyalty. The survey sample will be chosen mangers of Taiwanese companies that adopted e-Distribution. In this study, the results found that the companies with e-distribution had impact on their consumer satisfaction, behavior and loyalty. Therefore, there were the relationships among E-distribution, consumer satisfaction, consumer behavior and consumer loyalty.

Omorinde,(2023).Impact of Ecommerce Adoption on retuning Management product; A case study of manufacturing Industry Nigeria: Returning an already purchased item that does not meet the customer's expectation is one of the challenges faced by online buyers. However, this can be effectively managed through a sincere implementation of the right e-commerce policy. Therefore, this study examined the impact of electronic commerce on the return management of manufacturing industry in Nigeria. Its focus is on the key return management variables which are; return rate, reasons for return, cost of returns, return policy satisfaction, return processing efficiency, impact of returns on inventory, refund processing time, quality control post return and customer satisfaction. This study was carried out in Nigeria and the population of the study include the twenty (20) manufacturing companies as listed by the Nigeria Stock Exchange (2023). Purposive sampling technique was used to select ten (10) consumer goods companies

while a well-structured questionnaire was used to collect data from five hundred and sixty-five (565) respondents sampled from the consumer goods companies selected. Data was analyzed using both one simple t-test analysis and multivariate regression analysis. Almost all the variables showed considerably high F-value and the significance levels are consistently $P = 0.000$ which implies that e-commerce adoption have positive and significant impact on return management of manufacturing industry in Nigeria. The study recommends that it is not enough for manufacturing company to just invest in modern e-commerce partnership but also to train personnel to handle the return management relationship with third-party e-commerce

METHODOLOGY

The study adopted survey research approach which comprises gathering information from a sample through the administration of questionnaire. This technique was selected according to the edifice of the study problematic and its purpose. This strategy suggested fast, reliable and well-organized method of obtaining information from respondents. The study population is Konga online distribution firm situated at Port Harcourt, Rivers State South – South, Nigeria. The prime of the firm is due to its application of the undistinguishable marketing tactics and promoting images aim at advancing the users that seeks the firm preferred services. The study population include thirty five (35) respondents. Krejcie and Morgan (1970) table sample size was adopted to determine the sample size of (32). The major tool for data collection is the questionnaire. The questionnaire is divided into three (3) sections. Section A; personal data of the respondents. Section B; comprised twelve (12) items, three (3) each on the predictor and its dimension, and criterion variable of e-distribution and customer patronage. Four (4) liketh point rating scale of strongly disagree (SD), agree (A), disagree (D) and strongly agree .Descriptive and inferential statistics, simple percentages, and simple linear regression analysis was used for the test of hypotheses.

Demographic Structures of Respondents

Table.1 Distribution of the respondents by Age bracket

Age Bracket	Respondents	Percentage
30-40	14	43.8%
40-50	11	34.4%
50-46	7	21.8%
Total	32	100

Table 2: Distribution of the respondents by their sex

Sex	Respondents	Percentage
Female	13	40.6%
Male	19	59.4%
Total	32	100

Table 3: Distribution of the respondents by marital status

Marital status	Respondents	Percentage
Married	12	37.5%
Single	14	43.7%
Devoiced	6	18.8%
Total	32	100

Table 4: Distribution of the respondents by their Educational background

Educational Background	Respondents	Percentage
WAEC /NCE/OND	14	43.7%
BSC/ Bed/ HND	11	34.4%
Masters/PGD	7	21.9%
Total	32	100

Table 5: Distribution according to the income level

Income level	Respondents	Percentage
50,000-80,0,000	16	50%
80,000 – 110,000	9	28.1%
110,000 – 140,000	7	21.9%
Total	32	100

Table 6: Distribution of the respondents by current position in the organization

position	Respondents	Percentage
Dispatch riders	13	40.6%
Supervisors	7	21.9%
Customers	12	43.7%
Total	32	100

Summary: According to the field surveyed data, 2024. Table 1: revealed that 14 (43.8%) were 30-40 age bracket 11(34.4%) were 40-60 age bracket, 7(21.8%) were 50-60 age bracketable 2: indicated that 13 (40.6%) were male, while 19 (69.4%) were for male .Also, table 3: shows that 12 (37.5%) were married 14(43.7%) were single while, 6(18.8%) were devoiced including table 4 which Specifies that out of the 32 valid responses, 14 (43.7%) were WAEC/NCE/OND, 11(34.4%) were B.Sc /Bed/HND holders were the renaming were Master/ PGD holders. Furthermore, table 5: indicated that out of 32 valid responses, 16 (50%) earned 50,000-80, 000, 9(28.1%) were earned 80,000 – 110,000, while the remaining, 7(21.9%) earned 110,000 – 140,000. Finally table 6; indicates that, all the 13(40.6%) were Dispatch riders, 7(21.9%) were Supervisors, and 12(43.7%) were customers.

Table 7: Multiple linear regression analysis on the Electronic Distribution and Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South Nigeria

Variable	Coefficient	Std. Error	t-Statistic Prob.	
C	0.675432	0.507112	1.324671	0.1078
E-distribution	0.453278	0.674321	1.765432	0.0431
Direct e-Distribution	0.568792	0.231231	2.056834	0.0002
Hybrid e-Distribution	0.435672	0.132154	3.454678	0.0017
Affiliate e-Distribution	0.790231	0.234178	4.567901	.00041
R-squared	0.523450	Mean dependent var	2.675432	
Adjusted R-squared	0.564321	S.D. dependent var	0.654321	
S.E. of regression	0.546734	Akaike info criterion	1.432165	
Sum squared resid	23156471	Schwarz criterion	1.743567	
Log likelihood	46754321	Hannan-Quinn criter.	1.657432	
F-statistic	12.787910	Durbin-Watson stat	2.873246	

Prob(F-statistic)	0.000000
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Table 7 shows the summary of multiple linear regression analysis on the Electronic Distribution and Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South Nigeria. Electronic Distribution was proxied by direct e-Distribution, Hybrid e-Distribution, and Affiliate e-Distribution. When the independent variables were regressed on customer patronage, the coefficient of determination (R-squared) value was found to be 0.523450. The adjusted R-squared value of 0.54127 shows that the predictor variables jointly contributed 53.17% to the variations in the criterion variable, customer patronage whereas 66.47% was not account using the current data. The result reveals that both direct e- distribution (prob=0.0176) and Hybrid e-Distribution (prob=0.0000) reached statistical significance at .05 alpha level whereas Affiliate e-Distribution (prob=0.2957) were not significant at .05 alpha level.

The F-statistic of 12.787910, prob=0.00 was significant at 5% level. The Durbin Watson statistic was 2.873246. This implies that relationship between the Electronic Distribution and Customer Patronage was statistically significant at 5% alpha level.

Test of hypotheses

The result from Table 7: was used to test hypotheses 1, 2, and 3 respectively.

Test of hypothesis 1

Research Question 1: To what extent does direct e-Distribution relate with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria?

Ho₁: Direct e-Distribution has no significant relationship with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria.

The result from Table 7 shows that there is a positive significant relationship between direct e-Distribution and customer patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria. This is affirmed by the Beta=0.078961, t-statistic 0.568792 and prob=0.0002. Based on the result we rejected the null hypothesis one at .05 alpha level, therefore it was concluded that Direct e-Distribution has significant relationship between with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria. ($p > .05$).

Test of hypothesis 2

RQ-2: To what extent does Hybrid e-Distribution relate with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria?

Ho₂: Hybrid e-Distribution has no significant relationship with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria. The result from Table 7 shows that there is a positive significant relationship between Hybrid e-Distribution and Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria. This is affirmed by the Beta=0.435672 t-statistic = -3.454678 and prob=0.0017. Based on the result we rejected the null hypothesis two at .05 level of significance, therefore it was concluded Hybrid e-Distribution has significant relationship with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria. ($p > .05$).

Test of hypothesis 3

RQ-3: To what extent does the Affiliate e-Distribution relate with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria?

Ho₃: Affiliate e-Distribution has no significant relationship with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria.

The result from Table .7 shows that there is positive relationship between Affiliate e-Distribution Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria. by the Beta= 0.790231 t-statistic = 4.567901 and prob=0.0041. Based on the result we

rejected the null hypothesis three at .05 alpha level Therefore it was concluded Affiliate e-Distribution has significant relationship with Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria.

Discussion of Findings

The study was to investigate the influence of Electronic Distribution and Customer Patronage in Nigeria. A Study of Konga in Port Harcourt, Rivers State South – South, Nigeria .The data generated were analyzed using descriptive inferential statistics, simple percentages and simple linear regression analysis was used to test hypotheses . The study found that: the result for hypothesis, one, two and three respectively revealed that dimension of e-distribution such as Direct e-Distribution, Hybrid e-Distribution, and Affiliate e-Distribution has significant relationship with Customer Patronage in Nigeria. This result counts from the study of Pozzi, (2013) who examined "The effect of internet distribution on brick-and-mortar sale. Positive effect was avowed. The main research objective was directed to an inspection of the nexus between Electronic Distribution and Customer Patronage .The results shows positive relationship between Electronic Distribution and Customer Patronage.

CONCLUSION :

Integrating e-distribution to business entities always has a significant consequence on all aspect of the business entities, causing changes in areas such as market share, sales volume, market growth, profitability and other organizational structure. Based on this the study concluded that electronic distribution (e-distribution) is the fastest and quickest approaches of shopping worldwide, and application of e-Distribution channels in reach out target market has increasing consumer request for online shopping of goods and service. Also, e-Distribution is the modern digital approaches in shopping and it increase customer patronage.

RECOMMENDATIONS

Conversely, based on the above findings and conclusions, the following recommendations were proposed:

- i. Konga online shopping firm should not only operate within the metropolis, also extent to local areas to increase its customer patronage.
- ii. Nigerian online firms should maintain its services promptly as agreed with their customers to increase customer loyalty.
- iii. Firms into e-distribution services should understand professional ethic to circumvent being fooled by deceptive marketing operations.
- iv. E- distribution business organizations should increase their website performance, and employ efficient and effective e-distribution channel to reach out the target market as required and the design of the e-distribution websites should be significances and suitability to its customers.

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