

**MARKETING LOGISTICS ADOPTION AND CONSUMER BUYING BEHAVIOUR OF FOOD AND BEVERAGE FIRMS IN PORT HARCOURT.**

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**ABSTRACT**

This paper empirically examine marketing logistics and consumer buying behaviour of food and beverage firms in Port Harcourt. The study objective was to determine the relationship between marketing logistics and consumer buying behaviour of the food and beverage firms in Port Harcourt. The population of the study comprised of all the food and beverage firms in Port Harcourt. The research design adopted for the study correlation analysis. The Pearson Product Moment Correlation (PPMC) statistics stated was used to test the hypotheses and supplemented with use of SPSS version 21.0. The result of the study indicated that delivery speed has a strong positive and significant relationship with repurchase intention and also a very strong positive and significant relationship with customer loyalty. We therefore concluded that marketing logistic has a very strong positive significant with consumer buying behaviour of food and beverage firms in Port Harcourt. Based on the conclusion, it is recommended that food and beverage firm should invest in systems that allow them together and have about products in other to enhance delivery speed, customers will enable them to dealer services that, meet customer needs and that forms should regularly conduct market research to understand changing customers preferences, in other to enhance current customer expectations.

***Keywords: Marketing Logistics, Consumer Buying Behaviour, Delivery Speed, Repurchase Intention and Customer Loyalty.***

**INTRODUCTION**

As per the recent report of the Ministry of Commerce and Industry, India has the third largest online shopper's base in the world (only behind China, and the USA) and is predicted to surpass the USA to become the second-largest e-commerce market by 2034. In the last three years, nearly 130 million shoppers have been added and this is expected to increase to 350 million by 2025-26, with an improvement in the standard of living of over 1.4 billion Indian people. Further, research by Bain and Company predicts India to be a 120-140 billion USD industry by 2025-26, growing at a rate of 25-30%. Marketing Logistics as a crucial supporting platform not only provides a chance for network businesses to directly contact consumers but also has a great impact on CS and consumption psychology. Also, it is evident from prior studies (Dias et al., 2022; Tripathi et al., 2023) on ML that CBB plays a significant role in influencing customers' choices regarding their future involvement in online shopping (Tandon, 2021) and shaping future behaviour, such as re-purchase, loyalty (Pereira et al., 2016). Correspondingly, developing countries (like India) differ from developed countries in terms of ethno-socio-economic, infrastructural and regulatory aspects (Khare et al., 2020; Riley & Klein, 2019; Tandon & Kiran, 2019). In our context, online shoppers present a large number in the shopping as well as consumers buying activities. Consumers buying behaviour marks a significant growth for business activities in the future, especially in emerging business economies. Therefore, the objective of marketing logistics which enhances the consumer buying behaviour enables businesses to reach out geographically to the customers, opening to new markets and fostering business growth, and helps to gain a solid competitive advantage and improve marketing objectives. Therefore, modern marketers can achieve their marketing goals of meeting customers' needs, creating, and retaining customers by utilizing efficient marketing logistics (Kotler & Keller, 2016).

**Research questions**

The following research questions were posed to guide the conduct of the study

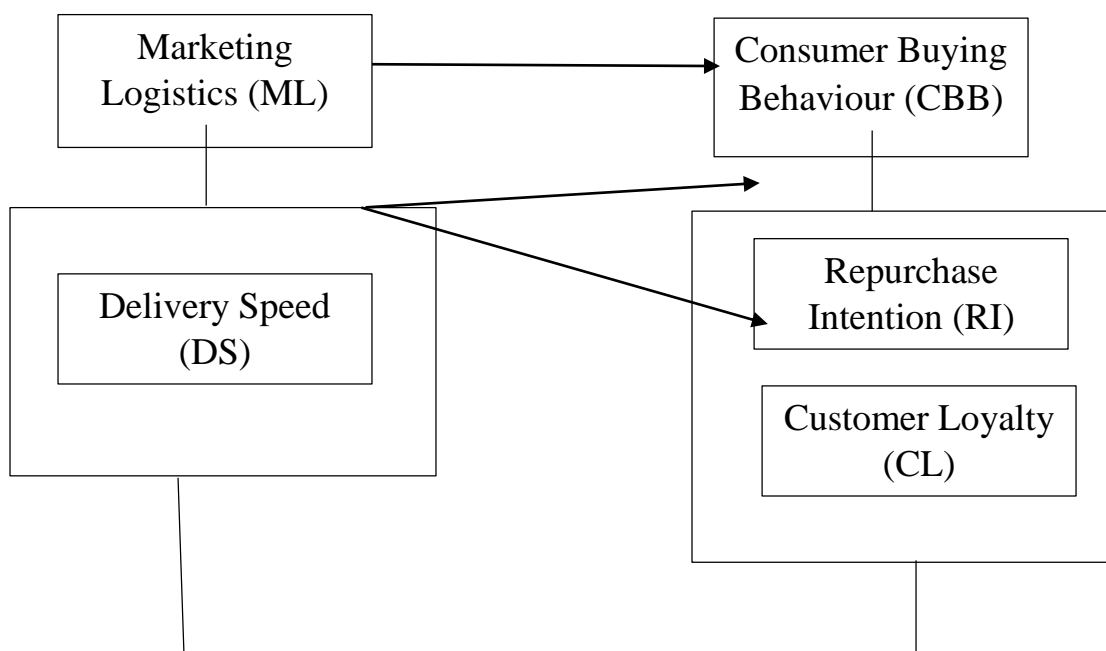
1. What is the relationship between delivery speed and repeat purchase?
2. What is the relationships between delivery speed and customer loyalty?

**Research hypothesis**

The following research hypothesis are formulated,

1. There is no significant relationship between delivery speed and repurchase intention of food and beverage firms in Port Harcourt.
2. There is no significant relationship between delivery speed and customer loyalty of food and beverage firms in Port Harcourt.

**CONCEPTUAL/OPERATIONAL FRAMEWORK**



**Figure 1.1:** Conceptual/Operational Framework of Marketing Logistics and Customer Buying Behavior of Food and Beverage Firms in Port Harcourt.

**Source:** Tripathi et al (2024), Ayantoyinbo, & Oyewale (2025), Kotler & Keller (2026)

**Literature Review**

**Marketing logistics (ML)**

Marketing services-and logistics were formerly seen as distinct divisions within the broader field of marketing management. Nevertheless, a definitive differentiation between them was not evident (Drobiazgiewicz, 2018). The MSK model, developed by Mentzer, Gomes, and Krapfel, offers a comprehensive perspective for differentiating between these branches. The logistical aspects studied were availability, timeliness, and delivery quality. The marketing service dimensions recommended were price, product quality, sales assistance, and warranty. Later, these dimensions were strategically integrated to measure their combined influence on the delivery of customer service (Mentzer et al., 1989).

Emerson and Grimm (1996) expanded the Marketing Logistics (ML) model by adding communication as an additional dimension of logistics to broaden the understanding. Subsequently, other prominent dimensions such as reverse logistics, sales responsiveness, and green packaging were added to enrich the literature (Autry et al., 2001; Bag & Gupta, 2020; do Pao & Raposo, 2009; Harris & Martin,

2014; Lamba et al, 2020; Lambert et al, 2011; Lee & Lin, 2005; Orzan et al, 2018; Ramseook, 2012; Ribbink et al, 2004; Smith, 2005; Tripathi et al, 2023).

The advent of the online market presents significant prospects for business growth in the future specifically in emerging economies like India. To enhance the efficiency of e-commerce operations, a novel approach is proposed that combines marketing and logistics activities. These two components are mutually reinforcing, as marketing serves to stimulate demand for goods or services, while logistic activities facilitate their effective distribution (Ghoumrassi et al, 2017). The primary objective of this integration is to attain enduring CBB (a crucial component of CBB), thereby facilitating the generation of sustained profits (Christopher & Peck, 2012; Drobiazgiewicz, 2018). Effective ML enables businesses to reach geographically dispersed customers, opening doors to new markets and fostering business growth. It helps to gain a competitive advantage and improve marketing objectives. This expands shopping options for consumers (Ghoumrassi et al, 2017). Customers expect fast and reliable deliveries, and businesses that excel in this are^ gain a significant advantage (Mustofa et al, 2022).

Marketing logistics become increasingly complex and challenging, requiring e-marketers to adapt constantly to dynamic business conditions and technological advancements (Al-Ababneh et al, 2023; Cao et al, 2018; Jain et al, 2017; Kawa & Swiatowiec-Szczepanska, 2021//Smith, 2005). It is also important for achieving organizational marketing objectives and related to Customer Service as it directly affects the consumers' experience. When companies deliver the right product in the right condition to the right customer at the right time and place, it can enhance CS and build a base for positive post-purchase behaviour (Cao et al, 2018; Gounaris et al, 2010; Jiang et al, 2013; Otim & Grover, 2006; Rahi et al, 2021; Tripathi et al, 2023).

This growth in online businesses has led to a significant shift in customer and marketer relationships. Online shopping enables spontaneous information flow, capital flow, and customized commerce flows. As a result, there has been a trend towards ever-higher demand standards for customer service. Meidute-Kavaliauskiene et al. (2014) stated that the best way to serve the customer is the way the customer wants to be served. However, it toughens competition among e-retailers because it is no longer sufficient to have attractive products, competitively priced, and elegantly advertised. Modern marketers are expected to provide time, products, places, and possession utilities simultaneously to satisfy and build better customer relations (Chandra & Jain, 2014). Businesses can achieve their marketing goals of meeting customers' needs, creating value, and retaining customers by utilizing efficient marketing logistics (Kotler & Keller, 2016). Marketing Logistics (ML) is defined as 'the planning, implementing, and controlling of the physical flow of goods, services, and related information from points of origin to points of consumption to meet consumer requirements at a profit' (Kotler & Keller, 2016). To maintain a competitive edge, it is more crucial than ever to deliver quality in ML to satisfy customer expectations (Uvet, 2020). This ensures that products are delivered to the appropriate place, at the appropriate time, in the appropriate quantity (and condition), and at the appropriate cost (Chandra & Jain, 2009; Kawa & Swiatowiec-Szczepanska, 2021). Consumer Buying Behaviour (CBB) is the most studied and complex branch of marketing (Dias et al., 2022;

Koronios et al., 2020; William et al., 2009). According to Kotler and Keller (2016), CB is 'the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants. Therefore, the current study seeks to understand the influence of ML (stimuli), consumer buying behaviour (org anism) and its behavioural outcomes/responses (re-purchase intention, and loyalty).

By focusing on customer needs and experiences, firms can build trust and reliability, essential components for fostering long-term customer relationships (Hennig-Thurau & Hansen, 2000). Commitment from the firms, demonstrated through consistent and high-quality service, further strengthens these relationships, leading to enhanced customer loyalty and retention. By effectively managing knowledge, firms can better understand and anticipate customer needs, providing tailored solutions that enhance customer satisfaction. A strong customer focus ensures that firms prioritize

customer experiences and feedback, fostering a sense of trust and reliability, Commitment, demonstrated through consistent and reliable service, further strengthens customer relationships and encourages loyalty.

Customer patronage is the continuous purchase of a brand or services. It is influenced by multiple factors including service quality, brand reputation, and customer experience. Customer patronage behaviors such as customer retention, customer referrals, and loyalty are critical indicators of firm sustainability (Reichheld & Scheffer, 2000). Customer loyalty is defined as a deep commitment to repurchase or re-patronize a preferred product or service consistently in the future Customer retention refers to the ability of a business to keep its customers over time. Referrals are a powerful form of word-of-mouth in marketing, in customers (Kotler & Keller, 2016).

### **Delivery speed.**

With rapid digitalization, Internet penetration, and an intense race for dominance among firms the business environment has drastically changed in the last 15 years. Customers in geographically dispersed, established, and emerging markets now demand better services at lower costs in a shorter time. Online shopping allows consumers to remain conveniently at their homes while products are delivered by retailers. Delivery speed (DS) has emerged as the key delivery service that adds value to the scale and scope. (Ayanyouinbo & Oyewale, 2025).

In this purview of Marketing logistic, delivery speed (DS) is defined as the amount of time between placing an order and delivering it to the customer's desired location (Riley & Klein, 2019). It is considered the primary service that adds value to the scale and scope of operations within the e-commerce business mode.

As customers become increasingly impatient, they anticipate a specified delivery target time for their orders. They prefer those e-shopping platforms that provide faster delivery services (Merkert et al., 2022). Research conducted by (Riquelme et al., 2016; Zhang et al., 2005) found that delivery speed positively influences consumer satisfaction, re-purchase intention, and word-of-mouth communication. The outcome of this study signifies that consumers perceive fast delivery as an indication of the e-commerce retailer's reliability and competence. Nevertheless, it should be kept in mind that speedy delivery involves cost and affects the profit margins of the marketers (Cherrett et al., 2017). Xing et al. (2011) suggested that e-retailers can charge additional delivery charges to customers willing to provide quick and specified time and plave delivery.

It is worth noting that DS is an important key to logistic services because it increases agility in product supply, which eventually results in Customer service and impacts consumers' re-purchase intention (Fernandes et al., 2018). Chan et al. (2018) further emphasized that on-time delivery significantly affects consumer buying behaviour. According to Liu et al. (2017), fast delivery increases customer loyalty. When a customer receives an order quickly, they are more likely to become loyal to the brand. On the contrary, if deliveries are delayed (from the promised delivery time), it may cause consumer anxiety and lead to customer dissatisfaction. DS also positively influenced customers' online purchase intentions. When a company provides fast delivery, it can enhance its loyalty to the brand and increase the likelihood of repeat purchases (Liu et al., 2017). Therefore, it is crucial to ensure that the right product is safely delivered to the customer's location without postponement (Rajendran et al., 2018). A study by (Perera et al., 2021; Riley and Klein, 2016; van Doom et al., 2017) found that fatter Delivery speed also influences word of mouth. When customers receive orders quickly, they are more likely to share their positive experiences with others, leading to positive word of mouth. Because of the wide-ranging potential of DS to influence customers' buying attitude and intentions, previous studies have considered DS as a highly valued factor in customers.

The efficiency of delivery services is determined by several key factors, including speed, accuracy, flexibility, and sustainability. Speed refers to how quickly products are transported from warehouses to customers, directly influencing customer satisfaction and purchase decisions (Nguyen et al., 2020). Accuracy ensures that the correct items are delivered in the expected condition, reducing

return rates and enhancing customer trust (Ramanathan et al., 2021). Flexibility in delivery services, such as offering multiple shipping options or same-day delivery allows businesses to cater to diverse consumer needs, thereby increasing competitiveness in the market (Pantanp & Timmermans, 2022). Additionally, sustainability is becoming an integral component of delivery efficiency, with businesses adopting eco-friendly logistics solutions such as electric delivery vehicles, optimized route planning, and carbon-neutral shipping methods to reduce their environmental impact (Hassan et al., 2022). Several external and internal factors influence delivery efficiency. Externally, the availability of transportation infrastructure, urban traffic congestion, and government regulations can affect delivery timelines and costs.

Furthermore, effective delivery management can lead to substantial cost savings, improved inventory control, and a seamless customer experience. Businesses that optimize their delivery networks not only minimize / operational costs but also prevent revenue losses due to mismanaged shipments, lost goods, and failed deliveries (Zhang et al., 2021). In the modern digital economy, where consumer expectations for rapid and reliable deliveries are increasing, organizations must continuously innovate their logistics strategies to maintain market relevance and ensure long-term customer retention (Gong et al, 2020).

### **Concepts of Consumer Buying Behavior**

Bridge and Morgan (2007) studied consumer buying behavior and-perception toward retail and [brand baby products. A mixed method (qualitative and quantitative) research techniques was adopted in this study. In this study, consumer perceptions, and buying behavior of cosmetics purchasers. The primary research results shown<sup>1</sup> that consumers need to feel confident in the product in terms of quality, productivity and packaging.

Hysen and Mensur (2008) conducted a study on consumer buying behavior on dairy products .in Kosovo. This study was a survey, and 304 respondents interviewed 677 super markets and 397 mini-stores. Consumer perception of dairy products has been evaluated using the various variables, ie habits, trust, price, quality, packaging, consumer age, product origin, type archive, brand and consumer plan great impact on, the purchase of dairy products. In' another development; Prathiraja and Ariyawardana (2003) have studied the influence of labeling food products on consumer behavior. This observe has proven that consumers use nutrients labeling while making purchasing choices, and has been proven to be related to health recognition. Maximum respondents said they had been willing to pay more for food data on food.

Haque, Khatibi, and. Rahman (2009) studied the factors influencing patron shopping for behavior-of piracy effect to Malaysian used a dependent questionnaire to elicit records from respondents. It changed into determined that those elements ought to have an Impact on customers' perception on piracy thereby showing off the established variable.' It have become proven that social have an effect on would encompass susceptibility, this means that a person may buy a pirated product sincerely due to the truth his/her friend or family individuals sold the product and added it to them.

### **Repurchase Intention**

Repeat purchase intention is the willingness and desire of a consumer to re-patronize a particular organization in future (Jere, et al, 2014). Panda (2013) defined repeat purchase as a behaviour whereby a consumer repeatedly purchases his or her needs from a particular company despite the fact that there are other companies rendering the same services. Kumar (2016) described repeat purchase as the behaviour in which a customer frequently patronize the products and services of a particular company without considering the products and services offered by other competing organizations.

Repeat purchase is a crucial factor that enhances organizational competitiveness. According to Amelia (2017), fepeat purchase gives a company an edge over its competitors. It helps to sustain sales growth and increase profit margin. Garga and Bambale (2016) posited that repeat purchase is the desire of every organization because it helps to sustain the customer base of the organization.

An organization that enjoys repeat purchase from its customers stands the chance of achieving business success. Panda (2013) stated that increasing repeat purchase is the key priority for business managers as it helps to sustain the customer base of the firm and increase profit margin. Customer complaint resolution is the process of remedying or resolving the problem to the satisfaction of the customer, after analyzing the complaint and root causes, the next step is to resolve the problem by taking corrective action. It is stated that corrective action is necessary to confirm that non-compliance issues detected through analysis they further stated that through testing of the corrective measure and analysis, customer complaints are resolved. The frequency of testing must commensurate with the size and risk of the organization which companies with multiple products, services and branches spread across the country can implement a sophisticated compliance testing program that tests multiple areas for compliance on a frequent basis. However, companies may need a less robust solution program that tests for compliance less frequently (Tucker et al, 2012). A company may decide to implement a formal process for coordinating complaint resolution between the customer complaint strategies department and the other departments like the compliance department, legal department and the affected business line.

### **Customer Loyalty**

Customer loyalty refers to the behavior of customers to maintain a relation with an institute through purchase of its products and services (Sivesan, et al, 2013). Loyalty was a deeply held commitment to rebuy or re-patronize a preferred product or service in the future (Sivesan et al, 2013). In other words, loyalty can be viewed as the future behavior commitment to purchase a product or service, or the linkage with a firm on all occasions when other alternatives were possible, it is often stated that customer loyalty is a stable source of revenue for firms, serving at the same time as an information channel that acted informally by recommending the product or services to family and friends.

Customer loyalty refers to the repeated use of company's products and services by customers and the consistent purchase pattern even in changes in business scenarios (Toyese, 2014), customer loyalty simply is with consideration paid to the amount of buying for a given trademark. The level of loyalty is measured by the watching of the frequency of buying. Customer loyalty as the tendency of a customer to choose one business or product over another for a particular need and described customer loyalty has the likelihood of a customer returning, making business referrals, providing strong word-of-mouth, as well as providing references and publicity. Hasan et al (2014) sees customer loyalty as the behaviour where consumers have it in mind to repurchase or re-patronize favoured products or services continuously.

Customer loyalty assures a company of patronage of not just constancy and longevity of business but creates an effective competitive advantage (Shivaji & Navulur, 2014), customer loyalty is the most valuable asset of an organization judging from the angle that it enables an organization to sustain its customer base, increase its market share and profit margin. Eakuru and Mat in Malik (2015) believed that customer loyalty could be linked to business success and profitability. Malik (2015) posited that customer loyalty provides a foundation for a firm to examine their marketing strategy, relationship quality improvement activities, and value creation program.

Customer loyalty constitutes a basis for developing a sustainable competitive advantage. With loyal customers, companies can maximize their profit because loyal customers are willing to (1) purchase more frequently; (2) spend money on trying new products or services; (3) recommend products and services to others; and (4) give companies sincere suggestions (Malik, 2015). This makes us to understand the argument that customer loyalty leads to increase business value and keeps business costs low as well. Increase in value and saving money mean lower time when companies seek for new customers. Customer loyalty comprises of two notable types namely; attitudinal loyalty and behavioural loyalty.

Customer loyalty assures a company of patronage of not just constancy and longevity of business but creates an effective competitive advantage (Shivaji & Navulur, 2014). According to Koglu and

Kirmaci (2012), customer loyalty is the most valuable asset of an organization judging from the angle that it enables an organization to sustain its customer base, increase its market share and profit margin. Eakuru and Mat in Malik (2015) believed that customer loyalty could be linked to business success and profitability. Malik (2015) posited that customer loyalty provides a foundation for a firm to examine their marketing strategy, relationship quality improvement activities, and value creation program.

## **Theoretical framework**

### **Stimuli-Organism-Response (S-O-R) theory**

The Stimulus-Organism-Response (S-O-R) theory is a psychological framework that explains how individuals process information from their environment and translate it into behaviour. It focuses on three key components: stimuli, organism, and response. The S-O-R theory is widely used in behavioural research to explain complex consumer behaviour, including ML and consumer buying behaviour as well as customer services (Hu et al., 2016; Phang et al., 2009; Wu & Li, 2018; Yan et al., 2018; Zhang et al., 2014). The present study has used the S-O-R model because it emphasizes the intervening organismic factors, recognizing that behaviour is not passively reacted to but is mediated by internal processes. The model is dynamic and expandable, allowing for better reflection of complex behavioural experiences. It helps pinpoint specific aspects of marketing that can be targeted for improvement based on their influence on customer service. The study is structured around the consumer buying perspective, providing a clear, linear framework for understanding the cause-and-effect relationships between stimuli (Marketing Logistics), organism (Customer buying behaviour) and response (Re-purchase intention, customer loyalty). This simplifies the research questions and makes the analysis straightforward. Empirical validation of these relationships through data analysis will provide valuable insights for businesses to enhance their operations and foster stronger customer relationships (Tripathi et al., 2024).

## **Empirical Review**

Makudza (2021) carried out a study to determine how customer loyalty can be achieved through customer experience strategies in the banking industry. The study adopted the descriptive research design and the qualitative research approach where questionnaire was used to collect data from 52 bank managers in London. The data collected were analyzed using descriptive statistics such as percentage and frequency tables, mean and standard deviation and inferential statistics such as Pearson correlation, and regression analysis which were computed with the aid of SPSS software program and MS Excel. After analyzing the data collected, the researchers found out that customer experience strategies significantly enhance customer loyalty in the banking industry.

Ernest, et al., (2024) examined the impact of customer relationship management on the financial performance of banks in Sierra Leone. The research objectives inquire into the relationship between customer relationship strategies constructs such as customer knowledge, customer interaction, customer value, and customer satisfaction. The empirical literature reviews these very CRM constructs highlighted herein. Applying the mixed method of quantitative technique and qualitative, the population of this research was staff and customers within the banking sector. The sample size was 100 respondents (50 customers and 50 staff). The primary data was acquired from questionnaires and secondary data was acquired from published sources. The findings disclose that all four customer relationship variables (customer knowledge, customer interaction, customer value, and customer satisfaction) have positive and strong relationships with the financial performance of the banks.

## **Methodology**

### **Population of the Study**

For this study, the population of the study comprised of all the food and beverage firms, while the target respondents comprised of 128.

**Sample and Sampling Technique**

The study comprised of 35 food and beverage firms, therefore it targeted at the consumers as respondents that consisted of 128 customers of food and beverage firms in Port-Harcourt.

**Research Design**

The research design for this study was the correlational research. The Spearman Rank order correlation statistics was used to test the hypotheses and supplemented with the use of SPSS version 21.0.

**Research Instrument**

Data collection was the use of a well-structured questionnaire.

**Method of Data Analysis**

The hypotheses was tested statistically, using the Spearman Rank Order Correlation analysis, the result of the statistical testing was used to either accept or reject the null hypothesis formulated at 0.05 level of significance.

**Research Question 1:** What is the relationship between delivery speeds and repurchase intention of food and beverage firms in Port Harcourt.

**Research hypothesis 1:**

There is no significant relationship between delivery speed and repurchase intention of food and beverage firms in Port Harcourt.

**Test of hypothesis**

**Hypothesis 1**

**Ho<sub>1</sub>:** There is no significant relationship between poverty speed and repurchase intention of food and beverage firms in Port Harcourt.

**Table 1: Result of bivariate analysis between delivery speed and repurchase intention of food and beverage firms in Port Harcourt.**

			Delivery Speed	Repurchase Intention
Pearson Correlation (r)	Delivery Speed	Correlation Coefficient	1.000	.646**
		SIG. (2 tailed)	.	.001
		N	128	128
	Repurchase	Correlation Coefficient	.646**	1.000
		SIG. (2 tailed)	.001	.
		N	128	128

\*\* Correlation is significant at 0.01 levels (2 tailed)

\*Correlation is significant at 0.05 levels (2 tailed)

*Source: SPSS-generated Output*

Table 2; shows the result of bivariate analysis carried out between delivery speed and repurchase intention of food and beverages firms in Port Harcourt. The result indicates that delivery speed is strongly and positively correlated to repurchase intention of food and beverage firms  $r = .646^{**}$ ) and the symbol \*\* signifies that this correlation is significant at 0.01 level. Based on this result, we then reject the null hypothesis (Ho<sub>1</sub>) and accept the alternate hypothesis which states that there is strong positive and significant relationship between delivery speed repurchase intention and beverages firms in Port Harcourt.

**Research question 2:**

What is the relationship between delivery speed and customer loyalty?

**Hypothesis 2**

Ho<sub>2</sub>: There is no significant between delivery speed and customer loyalty of food and beverage firms in Port Harcourt.

**Table 2: Result of bivariate analysis delivery speed and customer loyalty of food and beverage firm in Port Harcourt.**

			Delivery Speed	Repurchase Intention
Pearson Correlation (r)	Delivery Speed	Correlation Coefficient	1.000	.815**
		SIG. (2 tailed)	.128	.001
		N	128	128
	Customer Loyalty	Correlation Coefficient	.815**	1.000
		SIG. (2 tailed)	.001	.128
		N	128	128

\*\* Correlation is significant at 0.01 levels (2 tailed)

\*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

Table 3: Presents the result of bivariate analysis carried out between delivery speed and customer loyalty of food and beverage firms in Port Harcourt. The result shows that delivery speed as a very strong positive correlation with customer loyalty of energy firms ( $r = .815^{**}$ ) and this correlation is significant at 0.01 level as indicated by the symbol \*\*. Consequently, the null hypothesis (Ho<sub>2</sub>) is rejected and the alternate hypothesis is accepted. This means that we then accept that there is very strong positive and significant relationship between delivery and customer loyalty of food and beverage firms in Port Harcourt.

**Conclusion**

Based on the findings marketing logistics has a positive and strong significant relationship with consumer buying behaviour of food and beverage firms in port Harcourt.

**Recommendations**

The following recommendations are provided based on the findings of this study:

- i. Food and beverage firms should invest in systems that allow them to gather and have knowledge about the products to enhance as delivery speed that customers will enable them to tailor services that meet customer needs and improve customer repurchase intention.
- ii. Firms should regularly conduct market research to understand customer preferences. This approach ensures that services are aligned with current customer expectations.

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